

Business Anniversary and Celebration Ideas Checklist

**Ideas for Sharing Your Business Anniversary
Celebration With Your Customers, Employees
and the Business Community.**



**Over 400 ideas & suggestions
for your business anniversary
and celebration**

**Retail Price: \$19.95
Retail Value: ∞**

The
Nitty Gritty, Down N' Dirty, Savvy Strategies®

Business Anniversary and Celebration Ideas Checklist

Over 400 ideas & suggestions
for your business anniversary
and celebration

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By

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Business Anniversary and Celebration Ideas Checklist

This checklist provides a number of ideas to help your business plan an anniversary event or celebration. Hopefully, one of these ideas will be perfect for your company's celebration or perhaps one of these ideas will stimulate a variation of an idea, or a combination of several of them.

While many of the ideas and strategies described herein can be applied toward most any type of business, all of them do not apply in all business or marketing environments. Some are for small businesses, some are for large businesses, and some of them may apply only in very specific situations. Some ideas and strategies are free, many have minimal cost, and others may require a substantial investment. However, all of these topics merit your consideration as you begin to develop the promotion strategy that will make the biggest impact on your anniversary event or celebration.

The "Keys" for evaluating any of the ideas is as follows:

Y	=	Yes, this idea has a lot of potential
P	=	This idea has some Potential and needs to be evaluated further.
N	=	No, this idea is not applicable for our company.
RP	=	The <u>P</u>erson <u>R</u>esponsible for further evaluating this idea, preparing a budget, creating a project plan or implementing this idea.

Business anniversaries and celebrations create a unique opportunity to promote your business to your customers, prospects, vendors, government officials and the general public. Done tastefully, the company can create goodwill for many years to come. It is also an opportunity to help make your employees proud of their company. Competitively, it is an advantage for a one-year period as it is not likely any of your competition will also be celebrating an important anniversary within this time period.

Best of Luck, and, most importantly, enjoy your celebration!

Comments, Critique, Recommendations, or Submittals:

Please direct any comments, critique, or recommendations to Jim O'Donnell of Jaguar Management Consulting Group, Inc. at the address on the cover page or via email. Your comments and suggestions are most welcome, will be carefully reviewed, and will be included in the next published edition. Your critique will help improve this checklist for the benefit of all businesses.

To review other self-assessment checklists for bringing your company to the next level of growth and profitability, visit WWW.Checklists4Business.com

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If you have a business associate or family member that owns or manages a retail store, this Checklist will help them manage their store. **Retail Store Self-Assessment Checklist:** Retail storeowners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,000 tactics, strategies and action items for evaluating twenty-five different operational categories ranging from store image to customer service to operations management; all designed to bring your retail store to the next level of growth and profitability. For more information, go to [Retail Store Checklist](#) or <http://www.checklists4business.com/retail-store-checklist.html>

If you have a business associate that owns or manages a restaurant, this Checklist will help them with their business. **Restaurant Self-Assessment checklist:** Restaurant owners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,350 tactics, strategies and action items for evaluating thirty- two different operational categories ranging from restaurant image to customer service to operations management; all designed to bring your restaurant to the next level of growth and profitability. For more information, go to [Restaurant Checklist](#) or <http://checklists4business.com/restaurant-checklist.html>

I. Helpful Hints and Strategies for getting started:

1. When we say 5th, 10th, 25th, 50th or "X" anniversary it is only for convenience - - any or all numbers are interchangeable based upon your company's actual anniversary year.
2. When we relate the number of anniversary years to a discount or other number, we generally mean the two are equivalent. A 12-year anniversary suggests a 12% discount, doing a 12-day event, creating giveaways involving the number 12, something for the first 12 people, donating 12 items, for example.
3. With any idea, always do several Press Releases about your event for extra exposure. First, to announce the idea and secondly, to summarize the positive aspects of the event and to announce the winners of a contest, if any. This can be done both online and offline - - utilize all available publicity venues.
4. At every event and opportunity, give away a discount coupon to draw customers into your facility or showroom at a future time. Expiration dates can help to create a sense of urgency to visit again.
5. Where possible, invite the "press" to get them involved and to help promote the cause or event.
6. Don't forget that there are many online press release forums, calendars, and Social Media platforms where you can promote your event for free.
7. Consider the possibility of having other local businesses co-sponsor the event to help share the costs or donate prizes in exchange for some favorable publicity.
8. Thoroughly review all the sections in this checklist even though you may think they don't apply to your type of business as oftentimes the best ideas come from outside of your specific niche market. You may find part of an idea you can adapt to your unique products, services, and objectives.
9. On all coupons and entry forms, have a space for email addresses with permission to email these customers about future product or service "specials" as well as other events.

II. RETAIL STORE ANNIVERSARY AND CELEBRATION IDEAS: *(Partial List)*

124 Ideas to be considered.

No.	Strategies and ideas to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.					
7.	Donate "X" number of items to a local charity (s) with "X" being the number of anniversary years. Do a Press Release about this for extra exposure.				
14.	Let your local newspaper know that you will be celebrating an Anniversary. Often newspapers will provide a small announcement in the community news section or even do a feature article. Be sure to let them know about the Anniversary promotions you will be offering to your customers. Offer a discount or freebie to anyone who clips the article and brings it to the store.				
17.	This is an ideal time to host a Chamber After Hours event or promote a Speaker Series.				
20.	Offer a daily drawing during the month of your Anniversary. Award a gift certificate to your store or invite other businesses and restaurants in your area to donate a prize in exchange for advertising. Advertise the winners through an announcement posted in participating businesses and through the local newspaper, including winners, prizes and info about your business as well as the businesses providing the prizes. A win/win situation for all.				
21.	Alternative to No. 20, do a drawing a day for "X" consecutive days with "X" being the number of anniversary years. Or, a major drawing each month during the anniversary year.				
22.	Offer a special birthday gift for customers born in the year the business was started. Customers fill out a card with their birth date and contact info for your data base and receive a \$5.00 credit (or "X" %) at the store (or \$10 for those that come in on their actual birth date). It is likely that the customer will spend more than the credit offered generating sales as well as customer appreciation.				
23.	Offer a special gift to babies born in the current Anniversary year. Parents fill out a card with their contact info for your data base and their child receives a free gift. Ex. A piggy bank containing \$5 for a start on saving, baby spoon or cup, cap, rattle or small stuffed animal or toy.				
30.	On your Anniversary date sponsor a walk, run, bike race or other contest relevant to your business and donate the proceeds to your favorite charity.				
31.	Adopting a section of a highway or creating and caring for a small garden in a public area brings news coverage to your business and your Anniversary celebration. Signs erected with your business name and logo that labels you as the sponsor will keep your name in the minds of passersby and generate goodwill and demonstrates commitment to the community.				
34.	In celebration of your 10 years in business, recognize 10 people who have made major contributions to the community and donate to 10 charities of their individual choice.				
39.	Earmark one morning during your celebration to be "Mom's Morning". Offer special discounts to mothers and have free coffee and tea available. If you would like to attract more mothers add free 10-minute massages or a free bottle of nail polish or hand lotion.				
40.	For a 10-year Anniversary offer 10% off on the purchase of a different product every day for your anniversary month.				
41.	Fill a large clear container with jellybeans, candy corn, M & M's or other seasonal candy. During your Anniversary month, have a box and entry forms available for customers to guess the number of candies. At a designated time, check all the entries and the one closest to the actual number in the container wins the candy as well as other prizes.				
42.	Prepare an Anniversary gift basket containing spa items for a drawing for women. (Include bath salts, soaps, lotions, hot teas, candles, etc.) Only women themselves can enter. This brings women into the store.				
43.	Prepare an Anniversary gift basket for a drawing for small children to help bring in parents (include age-appropriate toys, books, and event admission tickets, etc.). Children can enter when accompanied by a parent. This brings children and their parents into the store.				
46.					
68.	As part of your Anniversary celebration hold a sidewalk sale or midnight madness sale with deep discounts to attract customers.				
118.					

III. RESTAURANT ANNIVERSARY AND CELEBRATION IDEAS: *(Partial List)*
109 Ideas to be considered.

No.	Strategies and ideas to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Create an Anniversary Frequent Diner card to reward customers with a free entrée, dessert, or beverage after dining in your restaurant "X" times during your anniversary period.				
5.	On your Anniversary date roll back prices to what they were on the day you opened your business.				
7.	Sponsor an Anniversary "Chef for the Day" contest where the winner shadows and assists your chef for a day, evening, or shift.				
9.	Hold a contest to win a romantic dinner for two at a special table in your restaurant. Go all out with flowers, candles, wine and exceptional service.				
15.	Donate playground equipment to a local school or day care center in honor of your Anniversary.				
21.	This is an ideal time to host a Chamber After Hours event or promote a Speaker Series.				
22.	Select an Anniversary theme and celebrate accordingly. If you are a steakhouse, sponsor Wild West Day where employees wear cowboy hats, western music is played and free soft drinks with western names are provided. If your restaurant is Italian, cover your tables with red and white checked tablecloths, hire a strolling violinist to play Italian music and hand out samples of gelato or Italian ice. Whatever the theme, play it up!				
24.	During the Anniversary month, have a drawing each day for a gift certificate to your restaurant. Announce the winners with a local newspaper article or with a sign prominently displayed in your restaurant.				
25.	Offer special Anniversary discounts or percentage off cards to diners who were born in the year the business was started.				
26.	Offer a special Anniversary free meal to anyone born on the exact day your restaurant opened.				
28.	Offer a special Anniversary discounted meal for two to any couple celebrating their "X" wedding Anniversary in the year of your "X" Anniversary with the discount being equivalent to the number of years of your anniversary.				
33.	During your Anniversary week sponsor a food drive for a local food pantry. Offer a free menu item or percentage off for each diner contributing nonperishable food. Be sure to advertise.				
36.	Hold a contest where children create a recipe. Either print a booklet with the entries or work with the child to replicate the recipe (it may need some fine tuning) and add it to your menu for a limited time as part of your Anniversary celebration.				
37.	Create an award in honor of your Anniversary for someone who lives locally and who has advanced food issues (hunger, Eat Local, farmer's markets, food safety, childhood obesity, etc). Have a ballot box available in your restaurant and solicit nominees from your patrons.				
40.	Hire a celebrity chef to present a program (speaking or demonstrating) at your restaurant in honor of your Anniversary.				
42.	In recognition of your Anniversary sponsor a local walk for hunger.				
46.	In celebration of your 10 th Anniversary donate to 10 local charities.				
47.	In honor of your 10 th Anniversary give away 10 food related gift baskets.				
48.	To recognize your Anniversary, rent a plot of land and encourage local residents to plant a victory garden. Donate half of the crop to a hunger focused charity or food pantry.				
49.	On your Anniversary date have local firefighters, police officers or town administrators act as servers in your restaurant. Their tips as well as a percentage of the days or evening's profit can be donated to a local needy cause				
55.	Hold a creative table "center piece" contest. The winning design can be prominently displayed on a table in your restaurant during your Anniversary week/month.				
57.	If you have the space hold an Anniversary children's story time in your lobby. Read a book such as "Stone Soup", "Sun Bread", "Today is Monday", "Cloudy With a Chance of Meatballs" or "Pete's a Pizza". Give away a small food item that correlates with the book.				
59.	Hold an Anniversary raffle with the prize of free dessert and coffee once a week for a year.				
106.					

IV. CHILDREN'S RETAIL STORE ANNIVERSARY AND CELEBRATION IDEAS: (Partial List)
105 Ideas to be considered.

No.	Strategies and ideas to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Designate a corner of your store for Anniversary children's activities. Set up a child size table and chairs and provide crayons, washable markers and paper, a puzzle or a building set to entertain children while parents' shop.				
2.	During your Anniversary week/month/year give a free gift to every child who comes in on their birthday providing a birth certificate.				
11.	Place a bell at the checkout during your Anniversary week and with each purchase a child gets to ring the bell.				
13.	In honor of your Anniversary, sponsor a writing contest where children write a creative story about a favorite toy, book, or article of clothing. Award gift certificates to various age groups. This is free publicity both when you announce the contest and when you select the winners. You will most likely gain new customers when the winners redeem their gift certificates.				
14.	Choose one morning during your Anniversary week to be "Mom's Morning". Serve hot tea and coffee and offer Anniversary discounts to all mothers and small free items for their accompanying children.				
16.	Sponsor an anniversary Grandparent's Day, or possibly one each week. Any grandparent who brings in a grandchild or a picture of their grandchild will get a percentage off one item.				
17.	Hold special themed Anniversary events with a percentage off congruent with your anniversary year. For example, for a 25-year anniversary sponsor a puppet show with 25% off on all puppets that day only.				
23.	Offer a story time for children once a week during the celebration. Designate a place for children to sit and invite someone who loves children to read the story. Have a different storyteller each week (possibly a local author of children's books if there is one available.) Offer a discount on the book read that week or on a toy that ties in with the story.				
27.	On your Anniversary hire one or more costumed characters to come to your store and interact with children for a few hours during peak shopping hours. Spiderman, various Superheroes, Curious George or a princess would work well. Perhaps the drama department of your local high school or college would be willing to participate.				
33.	Provide costumes to your employees and have them dress up as toys or characters from a book for a day. Example: doll, teddy bear, robot, or Dorothy from the wizard of Oz. Station them in shifts outside the store waving and talking to passersby to attract customers.				
41.	Sponsor a "Sports Week". Any coach making a purchase for his/her team during this week receives an Anniversary discount.				
43.	Work with a local ice cream shop to provide Anniversary discount coupons for an ice cream cone when a purchase is made. You sell an item, and the ice cream store gets a customer in the door with a parent who will get a discount on the child's ice cream but will pay full price for their own.				
44.	Schedule a local children's book author or illustrator to do a book-signing in your store and offer a discount on the book and any related merchandise.				
51.	Sponsor a 30-minute walk to raise funds for children's issues. Provide walkers with tee shirts imprinted with your business and Anniversary info.				
63.	Designate a day or week to offer a discount to all businesses that cater to children --- day care centers, schools, scout programs, church youth programs, etc.				
78.	Offer several gift baskets for different ages and with different themes. Raffle them during your Anniversary week.				
80.	Recognize military families by giving an Anniversary discount on one item to each child who brings in a photo of his or her parent in uniform.				
86.	Sponsor a "Touch a Truck" day. Partner with the local fire department, a construction company, etc. Rope off all trucks in a parking lot or field and charge a nominal fee to sit on and touch the trucks. Have knowledgeable adults with each truck to enforce safety standards. The proceeds can be donated to an agreed upon charity. Prominently display your business and Anniversary information.				
101.	As part of your celebration sponsor a trip for needy kids to the circus, Ice Capades, or a sporting event. Buy tickets, hire a bus, enlist chaperones, and provide hats or t-shirts imprinted with your business information.				

V. MISC. ANNIVERSARY AND CELEBRATION IDEAS FOR ALL TYPES OF BUSINESS: *(Partial List)*

66 Ideas to be considered.

No.	Strategies and ideas to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Host a theme party related to your business; a computer company may have the attendees dress up as computer devices with prizes for the best costume, create a display of the history of computers, or create a timeline display of all the products and services that the company developed and marketed.				
2.	Host a theme party related to the traditional Anniversary themes as noted in Section V, Anniversary Themes. and creatively tie them in to your company's products and services.				
3.	Invite the top "X" customers or top "X" customers from each product line to the theme party.				
9.	Find a local area charitable organization that has the same anniversary year as your company. Make a large donation and/or jointly sponsor an event that raises awareness for their cause. If not the same year, then perhaps the same date, but different year.				
20.	In honor of the company's anniversary, plant "X" number of trees or donate "X" number of benches in a local park. A plaque can be created to provide long term reminders about the company's generosity and longevity.				
23.	In honor of the company's anniversary, donate a playground to a school or park.				
24.	In honor of the company's anniversary, donate in \$X (Multiples of \$1,000) to "X" number of local charities				
28.	In honor of the company's anniversary, pay for a firework display or a 4th of July concert.				
29.	In honor of the company's anniversary, pay for a unique event to come to your local community such as the Globetrotters, a famous speaker, a famous author or a local actor, sports figure or musician who has made "it".				
34.	Select "X" number of students, classes or schools and provide a bus trip to a sports event, museum of science, Zoo, aquarium, classical concert, play, Ice Capades or circus.				
35.	Have a drawing/contest where "X" couples (or only 1 couple) with the same number of anniversary years as the company can win an all-expense paid trip, or a weekend away.				
36.	Provide a college scholarship in the amount of \$X,000 for a local high school student or X \$1,000 scholarships.				
38.	Unique theme: 50th anniversary party with 50's music, 25th anniversary with a silver theme, 10th anniversary with Top Ten "something", twelfth anniversary with a "dozens' theme. 39th anniversary with 39 "something" such as historical events, vintage cars, unique product innovations, plants in the park, 39 speakers in a series, 39 giveaways, 39 visits to nursing homes, 39 books to a library, 39 scholarships, 39 clean-up days for parks, beaches, empty lots, 39 gift baskets, 39 Christmas trees, 39 hot fudge sundaes, 39 1 pound chocolate bars, 39 bottles of wine, 39 hotel stays, 39 sports event tickets, 39 concert tickets, 39 massages, 39 spa treatments, 39 hot air balloon rides, 39 ski lift tickets, 39 museum of science tickets, 39 zoo tickets, 39 aquarium tickets, 39 movie passes, 39 dinners at a local restaurant, etc.				
43.	Create an anniversary theme for the company's Annual Report.				
44.	Sponsor or create a float for local area parades.				
45.	Raffle one or more of the company's products with all proceeds donated to a local charity.				
47.	Create a commemorative version of your product and market it at "X" % off regular price.				
51.	Create a custom anniversary logo or seal and use it on all company communications such as letters, envelopes, sales proposals, faxes, email signature, and invoices.				
55.	Rent billboard space to announce the company's anniversary.				
57.	Contact the local area press and media as well as industry media and invite them to do a story on your company's anniversary, events, and accomplishments.				
62.	Sales promotions: Because it is our 5th anniversary, buy 4 of "Product A" and get the 5th free.				
66.	As always, make extensive use of Press Releases, both online and offline, to announce your anniversary, any events, all contests, any donations and contest winners.				

VI. TRADITIONAL ANNIVERSARY THEMES: *

Number:	Traditional Anniversary Themes:	Color:
First	Paper	Papyrus Yellow
Second	Cotton	Linen White
Third	Leather	Fawn
Fourth	Fruit/Flowers	Green
Fifth	Wood	Turquoise
Sixth	Candy/Iron	White
Seventh	Wool/Copper	Off White
Eighth	Bronze/Pottery	Bronze
Ninth	Pottery/Willow	Terracotta
Tenth	Tin/Aluminum	Silver
Eleventh	Steel	Turquoise
Twelfth	Silk/Linen	Oyster White
Thirteenth	Lace	White
Fourteenth	Ivory	Ivory
Fifteenth	Crystal	Ruby Red
Twentieth	China	Emerald Green
Twenty Fifth	Silver	Silver
Thirtieth	Pearl	Green
Thirty Fifth	Coral	Coral
Fortieth	Ruby	Ruby Red
Fiftieth	Gold	Gold
Sixtieth	Diamond	Diamond White
Seventy Fifth	Diamond	Diamond White

* Source Unknown

Employee Benefits (Employee Motivation) Checklist: Motivating employees and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company's employee benefits and employee motivational strategies. With over 475 ideas, this self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction. For more information, go to [Employee Benefits Checklist](#) or <http://checklists4business.com/employee-benefits-checklist.html>

One of the biggest stresses for employees is how to care for their aging parents. The **Checklist for Selecting an Living Facility for Yourself or a Loved One:** Contains over 650 items to be considered when making this critical family decision. If you have a family member, friend, relative, neighbor, or business associate considering an Assisted Living Facility lifestyle for themselves or a family member, this checklist will make the decision-making process much easier. This checklist is based on our family's four years of personal experience with selecting an ALF for my Mother, handling several of her medical emergencies at the ALF, and working through several management changes at the ALF. For more information, go to [Assisted Living Facility Checklist](#) or www.jaguarconsulting.com/assisted-living-facility-checklist.cfm

James S. O'Donnell - - Bio

Mr. O'Donnell is a Founding Partner of **Crevand, Inc.** a specialty Online/Internet Marketing Strategy company formed with his son, Dan, in 2008. Crevand's creative strategies uniquely enable businesses of all sizes the ability to leverage their online assets to out-market their competition and effectively manage their marketing campaigns for raising brand awareness, both online and offline. Crevand, Inc. is a trusted SEO agency with an expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) that offers its clients a customized range of proven marketing services that deliver results. With over ten years of experience optimizing and ranking web sites for increased search engine presence, online branding, traffic generation and top rankings, we provide clients with targeted search engine traffic and cost-effective SEO campaigns with a high ROI. Research and data are the backbone of every SEO campaign. In a continually changing search market, testing, data and knowledge is what drives our client success. As an innovative online marketing agency that emphasizes creative marketing campaigns through SEO/SEM solutions, targeted content marketing and data driven research, Crevand, Inc. will create a high visibility online presence for your business that will generate quality traffic resulting in increased business revenue. Crevand has two offices, one in Wolfeboro, NH and the other in Boise, ID.

He also founded **Jaguar Management Consulting Group, Inc.** in Kingston, NH in 1995 to counsel business owners and senior management teams struggling with growth and cash flow constraints. He provides practical, cost-effective traditional marketing and online marketing strategies, business development and growth strategies, financial management controls, and turnaround management methodologies to revitalize and reposition the business for profitability. Although he still consults, his primary endeavors are now focused on Crevand, Inc. In his consulting capacity, Mr. O'Donnell has counseled hundreds of businesses to effectively manage their bottom line, increase revenues, and implement cost control strategies.

Prior Responsibilities and Experience: Mr. O'Donnell has served both the Public and Private sectors and has consulted with companies of all sizes. He has completed a CFO/COO project to turnaround a telecom company where this company was restored to profitability as well as implementing a series of highly successfully Search Engine Marketing Strategies. Previously, he managed an eight-year, part-time consulting contract with the **City of Portsmouth, NH Economic Development Dept.** with services that included developing and implementing marketing strategies, business development processes, business planning, conducting productivity studies, financing strategies, and conducting business seminars for over 375 businesses. Concurrently, he also fulfilled a three-year, part-time consulting contract with the **City of Somersworth Economic Development Dept.** providing similar services as in Portsmouth to over 50 small businesses. Additionally, he proposed and managed a long-term, part-time contract with the **New Hampshire State Port Authority** counseling fisherman leaving the fishing industry to start new ventures.

Mr. O'Donnell was President of a publicly traded computer company that marketed software products and services for managing municipalities. This was a turnaround situation where the company was restored to a break-even position. Additionally, he held a number of senior management positions chartered with the mission of starting new international Consultancy, Professional Services and Customer Services divisions where he had complete P&L responsibility for revenue generation, business development, marketing and sales strategy, productizing intangible services, financial management, and building successful, responsive, and profitable organizations at **Prime Computer, Symbolics, Inc.,** and **Applicon/Schlumberger.**

Jaguar Consulting has developed a number of **Self-Assessment Marketing and Management Guides and Checklists** whereby businesses can conduct internal assessments for identifying both growth opportunities and areas of inefficiency. These products include a One Month Business Tune-up Checklist, Retail Store Self-Assessment Checklist, Restaurant Self-Assessment Checklist, Business Start-up Checklist, Employee Benefits Checklist, and a Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One.

Mr. O'Donnell has taught several seminars and workshops that include Starting a Small Business, Business Planning, Managing Through a Difficult Economy, Google is Your Friend, and various Internet Marketing Strategy topics.

Education: Mr. O'Donnell holds an MBA from Babson College, a Bachelor of Business Management from Merrimack College where he graduated with the highest-Grade Point Average in the Business Administration Program, and an Associate of Mechanical Engineering from Franklin Institute of Boston.

Community: He has served as a Board Member for the Kingston Children's Center for three years, Atlantic TurnKey Corporation for two years, New Hampshire State Port Authority's Fisherman's Revolving Loan Fund for three years and the Society of Professional Consultants for four years as well as Management Advisory Committees for several small businesses, the Advisory Board for the University of New Hampshire's CEO Forum, a member of US Senator John E. Sununu's Small Business Advisory Group, the Portsmouth Chamber of Commerce's Business Development and Technology Roundtable Committees, three years as a judge to annually select the Top Ten Best Company's in NH, and for four years was the New Hampshire State Director for the nationally known FastTrac™ Business Planning Programs. He also received an "Excellence in Business Counseling" award at the NH Economic Development Conference in December 2000. In May 2017, Mr. O'Donnell was appointed to the Town of Wolfeboro's Economic Development Committee as an Alternate Member for two years.

Personal: Mr. O'Donnell has been married 50+ years, and to the same great lady. He enjoys spending time with his four adult children and his grandchildren. Leisure time activities include traveling, hiking, walking on the beach with his wife, snowshoeing, kayaking, classical music and reading. Recently he has taken up swimming and participated in the swim leg of the NH Granite Man triathlon the past three years. One of his goals is to have a part-time business with each one of his children and grandchildren for both fun and profit.

Other Business Checklists - - Descriptions

Retail Store Self-Assessment Checklist: Retail storeowners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,000 tactics, strategies, and action items for evaluating twenty-five different operational categories ranging from store image to customer service to operations management; all designed to bring your retail store to the next level of growth and profitability.

Restaurant Self-Assessment Checklist: Restaurant owners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,350 tactics, strategies, and action items for evaluating thirty-two different operational categories ranging from restaurant image to customer service to operations management; all designed to bring your restaurant to the next level of growth and profitability.

One Month Business Tune-up Checklist for Large and Medium size companies: Re-energize and re-focus your company with this “Do It Yourself” turnaround management tool for performing an enterprise wide “Tune-up” of your company’s operations. This self-assessment tool is designed for the serious management team that truly wants to evolve their company to the next level of growth and profitability in ONLY one month. Utilizes a unique daily process featuring over 550 tactics, strategies, and action items for evaluating all operations within your business over a 30-day period. In every company, opportunities abound for improvement. Utilize this checklist to re-vitalize your company by eliminating time-wasting activities, inefficient processes, and the unproductive patterns and tasks that many companies slowly and unknowingly become immersed. Turn around your business now!

Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One: Contains over 650 items to be considered when making this critical family decision. If you have a family member, friend, relative, neighbor, or business associate considering an Assisted Living Facility lifestyle for themselves or a family member, this checklist will make the decision-making process much easier. This checklist is based on our family’s four years of personal experience with selecting an ALF for my Mother-in-law, handling several of her medical emergencies at the ALF, and working through several management changes at the ALF.

Employee Benefits (Employee Motivation) Checklist: Motivating employee’s and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company’s employee benefits and employee motivational strategies. Offering over 475 ideas, this self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction.

Start-up a Small Business Checklist: With over 400 insightful questions and action steps, this checklist will educate you regarding the key elements and considerations required to ensure the successful launch of your new business. This checklist is based on the author’s experience with hundreds of small businesses.

Business Anniversary and Celebrations Checklist: This checklist has nearly 400 ideas to help your business enjoy its important milestones and celebrate its employees and customers. Many helpful marketing and fun activities for restaurants, retail stores, children themed stores and numerous ideas for any other types of business. Have fun!

