

Name of Section/Roundtable: Business Archives Section
Date: November 15, 2013

2012-2013 SAA Business Archives Section Annual Report

Officers:

- Chair: Steve Hausfeld
- Vice Chair/Chair Elect: Jamal Booker
- Immediate Past Chair: Scott Grimwood
- Secretary: Jamie Martin
- Editor: Eric Chin
- Vice Editor: Greg McCoy
- Member-at-large: Jackie Wachholz

Report from annual meeting:

Number of attendees: 67

Election results:

Vice Chair/Chair Elect: Jamal Booker

Secretary: Jamie Martin

Vice Content Editor: Greg McCoy

Member-at-large: Jackie Wachholz

Summary of meeting activities:

(Annual Meeting Minutes for August 16, 2013, are attached.)

Completed projects/activities:

The Business Archives Colloquium was held August 14, 2013 at the Hilton Riverfront in New Orleans. The colloquium featured three sections all centered around the theme of advocacy. The first was a program on storytelling. We featured Shane Meeker from P&G talking about elements of storytelling. Aubrey Carrier, from Wells Fargo then led a program on creating elevator speeches. The attendees then developed small group speeches. Next, the colloquium featured a panel discussion on working with internal IT organizations. The panel included Mandy Reese (Nationwide Insurance), Nicole LeFlamme (J. M. Smucker's), and Amy Stevenson (Microsoft). Finally, BAS section members were asked to submit photos of exhibits they designed and provide some context to them. We loaded the exhibits and images into a PowerPoint file and walked the attendees through the exhibits.

Ongoing projects/activities:

In the wake of the unexpected closing of the Target Corporation archival program, we are currently communicating with membership, informing them of the steering committee

communications with the Issues and Advocacy Roundtable, which sent a letter to Target, and to seek feedback from the membership on their feelings about whether the BAS by-laws should be revised to be more specific on the section's activities around advocating for our members. Comments are being gathered.

New projects/activities:

The section is still looking for ways to better engage our members. In 2012, the steering committee members started social media groups through Facebook and LinkedIn. In 2013 they are continuing to be developed and expanded. The sites have become successful ways for section members to communicate with each other, and to post public-facing articles. The steering committee is also discussing the possibility of starting a section blog.

Strategic Priority - Technology initiatives:

Social media group sites through Facebook and LinkedIn have become significant communication resources for the Business Archives Section. The section is also continuing to use Google Drive as a centralized resource for maintaining section documents.

Strategic Priority - Diversity initiatives:

As described in the section meeting minutes, Jamal Booker (Coca-Cola) presented to the membership at the 2013 business meeting on a program he's been involved in, funded by The Andrew W. Mellon Foundation. The program encourages and educates students at three historically black colleges in Atlanta to enter library and archives professions.

Strategic Priority - Advocacy/Public Awareness initiatives:

Advocacy is a big issue for membership, as it is for SAA as a whole. We featured advocacy as the overall theme for the 2013 section colloquium. Also, since the Target Corp announcement, the section is looking for an opportunity to connect with the Issues and Advocacy Roundtable. The section has made a priority for 2013-2014 to connect with newer archivists and archives students to inform them of business/organizational archives and to work on improving succession planning in the profession.

Questions/concerns for Council attention:

We have no questions or concerns for council at this time.

Respectfully Submitted
Steve Hausfeld, BAS Chair

**2013 SAA Business Archives Section (BAS)
Annual Meeting Minutes**

Friday, August 16, 2013, 12:30 – 2:30 p.m.
Grand Ballroom C

Hilton New Orleans Riverside
2 Poydras St, New Orleans, LA 70130

2012-2013 BAS Steering Committee

Scott Grimwood, Chair, SSM Health Care

Steve Hausfeld, Vice-Chair/Chair Elect, Nationwide Insurance

Susan Ginter Watson, Past Chair, Kraft

Sue Topp, Secretary, Motorola Solutions

Aubrey Carrier, Content Editor, Wells Fargo

Eric D. Chin, Vice-Content Editor/Editor Elect, NBCUniversal

Nicole Thaxton, Member-at-Large, Caterpillar

Chair Scott Grimwood welcomed 67 members and guests to the 2013 SAA Business Archives Section (BAS) annual meeting. Attendees briefly introduced themselves.

Scott provided an overview of BAS activities in 2012-2013:

- He thanked Aubrey Carrier, content editor, and Eric Chin, vice-content editor, for implementing new communications methods using Facebook and Linked In.
- The 2013 BAS Colloquium on Wednesday, August 14, was attended by 75 members and guests. The theme was *Advocating for Business Archives* and included:
 - *Advocating Through Storytelling*. Shane Meeker, associate director, corporate storyteller and historian, The Procter & Gamble Company, presented “The Power of Storytelling.” Aubrey Carrier, Shane Meeker and Sue Topp role played good and bad elevator speeches. Aubrey presented the Create-Rehearse-Tailor (CRT) method for creating effective elevator speeches. Shane explained how to write a Hollywood Pitch. Then tables of attendees teamed up to write and present elevator pitches to Shane who acted as CEO and judge of the best speech.
 - *Advocating Through Collaboration*. Eric Chin moderated a panel session on “Collaborating with IT.” Presenters included Nicole LeFlamme, J.M. Smucker; Mandy Reese, Nationwide Insurance; Amy Stevenson, Microsoft; and Becky Tousey, Mondelez International.
 - *Advocating Through Exhibits*. Nicole Thaxton and Steve Hausfeld presented a “BAS Exhibits Showcase” featuring physical and online exhibits submitted by BAS members.
 - A snack break was sponsored by Motorola Solutions, Nationwide Insurance and Wells Fargo.
 - A dinner social at Tommie’s Wine Bar, organized by Steve Hausfeld, followed the Colloquium.

- Scott thanked members for running for election to the BAS Steering Committee. The slate had two candidates for each position.
- Scott thanked the Steering Committee for their support during the year.
- Scott noted that Audrey Newcomer, Archdiocese of St. Louis, will posthumously receive the Sister M. Claude Lane, O.P., Memorial Award, and invited BAS members to attend the SAA awards ceremony.

Elisabeth Kaplan, the section's SAA council liaison, reported on SAA Council activities of interest to BAS. The council is preparing a new strategic plan. Member comments are welcome. One of the goals emphasizes advocacy for archives. SAA will have a new Advocacy & Public Policy committee. The Annual Meeting Task Force is soliciting and implementing changes to the annual meeting. The council has accepted 11 recommendations from the Communications Task Force to improve communications to and among SAA members.

Becky Haglund-Tousey, Mondelez International, reported on the International Council on Archives (ICA) / Section for Business and Labour Archives (SBL). SBL promotes business archives and foster communications among business archivists across countries and regions. The next SBL annual one-day symposium is in London in April 2014. SBL has a new reduced membership fee of 30 Euros. Becky encouraged BAS members to join.

Ted Ryan, Coca-Cola, is on the program committee for the 2014 SAA Annual Meeting, "Ensuring Access." He reported on changes in the session proposal process and invited BAS members to submit proposals. A person's name can only appear on one program submission. The submission deadline is September 30. Sections can endorse up to two proposals by October 11.

Scott presided over an open member forum. Attendees raised the following issues:

- Scott requested members login and update their profiles in the SAA online directory.
- Greg Hunter, American Archivist editor, called for member participation. He noted that Jennifer McDaid has joined the editorial board. The next issue has an article by Mark Greene that includes a section positive to business archives.
- Elden Wiebe, Kings College, Canada, reported on research he is conducting regarding what business archives do in relation to corporations and their positioning for competitive advantage. He has obtained funding to expand the study internationally. If BAS members would like to participate they should contact him.
- Eric Chin encouraged members to post to and like the section's social media sites.
- Becky Tousey raised the possibility of investigating what students in graduate programs learn about business archives. Discussion followed regarding outreach to graduate students and programs, ensuring business archivists are represented on career panels, and offering internships in business archives.

Jamal Booker, Coca-Cola Archives, jamal@coca-cola.com, presented *Succession Planning: Attracting the Next Generation of Business Archivists*. Jamal and Coca-Cola have been involved for two years with a program funded by The Andrew W. Mellon Foundation to encourage students at three historically black colleges in Atlanta to enter

library and archives professions. Jamal identified next steps including clearly identifying the need; expanding the Recruiting Tomorrow's Library Leaders program; exploring BAS' role in marketing the profession; and involving the SAA Career Development Subcommittee. Interested members may contact Jamal.

More discussion on recruiting new business archivists followed.

Scott welcomed incoming BAS Steering Committee Chair Steve Hausfeld. Steve thanked Scott for his service, and recognized outgoing committee members Aubrey Carrier, Nikki Thaxton, Sue Topp and Sue Watson.

Steve announced the newly elected BAS Steering Committee for 2013-2014:

Vice Chair/Chair Elect	Jamal Booker, Archivist, Coca-Cola
Secretary	Jamie Martin, Sr. Corporate Archivist/Historian, Target
Vice Editor/Editor Elect	Greg McCoy, Senior Archivist, P&G
Member at Large	Jacqueline Reed Wachholz, Director John W. Hartman Center for Sales, Advertising, and Marketing History, Duke University

These new members join Steve, along with Eric Chin as content editor, and Scott Grimwood as past chair.

Steve expressed his concerns about the status of young people entering the archives profession and referenced SAA President Jackie Dooley's plenary session remarks on a similar topic. Steve also emphasized the need for BAS to seek commonalities between sections and to work on collaborative program proposals.

Jackie Wachholz asked attendees if anyone is interested in participating in a session proposal exploring whether the more processing, less process method works for business archives.

The meeting adjourned at 2:16 p.m.