

**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](mailto: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.