

2014 SAA Business Archives Section Colloquium
Advocacy in Business Archives

Wednesday, August 13, 2014

1:00 – 5:00pm

Marriott Wardman Park Hotel
2660 Woodley Rd., NW, Washington D.C. 20008

Agenda

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|-------------|---|
| 1:00 – 1:15 | Welcome, Logistics & Introductions
Steve Hausfeld, Nationwide Insurance |
| 1:15 – 1:25 | The closing of the Target Archives and today's theme
Jamie Martin, IBM |
| 1:30 – 1:45 | Introduction of BAS <i>Advocating Business Archives Toolkit</i>
Eric D. Chin, NBCUniversal |
| 1:45 – 2:20 | Breakout Session: Table Discussions
Advocacy Success Stories
Approaches and tools for business archives advocacy |
| 2:20 – 3:00 | Report out |
| 3:00 – 3:15 | Break |
| 3:15 – 4:20 | Panel Discussion and Q&A: External Perspectives in Business Archives
Jackie Reid Wachholz (Moderator), Hartman Center for Sales, Advertising & Marketing History (Duke University)

Leah Rogers, Nationwide Insurance

Natalie Zmuda, Ad Age |

Richard Gomes, Citigroup

4:20– 4:40

Questions, Comments, Wrap-up
Jackie Wachholz, Hartman Center for Sales

4:40 – 4:50

Steve Panel Wrap up

4:50 – 5:00

SAA Council Liaison, Rachel Vagts

6:00 – 8:00

BAS Mixer at Perry's