

2012 Business Archives Section Business Meeting

Friday, August 10, 2012

1:00 – 3:00 p.m.

Sapphire Room GH

Hilton San Diego Bayfront

1 Park Boulevard

San Diego, CA 92101

Minutes

1:00 – 1:20 Welcome and Introductions

Chair Sue Watson welcomed everyone to the meeting and initiated the introductions of everyone in the room. She also explained that the main speaker for the meeting, Shane Meeker of P&G, was not going to be able to present due to a family emergency. Sue expressed her appreciation of everyone attending.

1:20 – 1:30 Overview of Business Archives Activities in 2012

2012 Colloquium:

We had 64 people attend the Colloquium and Sue asked that members submit any feedback they may have on improving the Colloquium for next year.

BAS Microsite to Drupal

Sue expressed her enthusiasm regarding the fact that the BAS microsite has finally been moved into the SAA approved Drupal site design. Credit for this effort goes to Editor Rochelle McCune and Vice Editor Aubrey Carrier. Drupal will be a much more efficient and timely means of pushing news to the Section. All members are welcome to review the new site. This is your opportunity and means to share with the membership anything that you would like to share regarding your archives and collections. The site now supports images and videos. Please work with Editor Aubrey Carrier to get any items posted to the microsite.

SAA Workshop - Business Archives: Establishing and Managing an Archives

October 3 – 5, 2012, at Target Archives & Heritage Services,
Minneapolis, MN --- **Early-Bird Registration Deadline: September 5,
2012**

Jennifer McDaid, speaking for Phil Mooney and Elizabeth Atkins, encouraged members to sign up for this workshop **now**, as the capacity is capped at 25 and there are currently 19 signed up. On the third day attendees will be visiting both the Cargill and the Target archives. This is a great opportunity and if you haven't attended, or you have employees that haven't attended, this is highly recommended.

1:30 – 1:40 Elisabeth Kaplan: SAA Council Liaison report

In the past it was routine for council liaison to attend the section meeting and provide a report on the work of SAA Council and strategic initiatives. This has changed and sections are now required to invite their liaisons if they want them to attend. Members are encouraged to review Council minutes on the SAA website to see if there's anything related to you or that concerns you. Elisabeth covered the following points that Council is dealing with:

- Called attention to SAA President's Blog that recently launched. Dennis Meissner provided the results of the satisfaction survey, and this contains a lot of data. Dennis provides a synopsis and links to the data. Council members will review all the data and strategize how to include it in future work.
- This spring, council relaxed the rules on auxiliary websites and media. No longer will it be required to get permission for a twitter account or blog. There are some small guidelines that SAA asks people to comply with, such as linking back to the section's Drupal site. As leadership turns over, the membership database should be feeding into the site and the current leaders getting on the proper SAA leadership email lists.
- Elisabeth will send links to all of the section committee members with URLs to all material covered in her presentation.

1:40 – 1:45 Becky Tousey, Kraft Foods Inc.: International Council on Archives (ICA)/Section for Business and Labor Archives (SBL) Announcements

Becky spoke about her experiences with ICA. It's an organization that interacts with archivists from many countries. It has been critical for international networking, and she urged any archivists for multi-national companies or organizations to consider joining ICA if you believe it will be useful to your business needs. The website is ICA.org.

Each year SBL tries to put on a public symposium in a particular location, inviting global archivists to attend the event. It has been held in

Copenhagen & Japan, and included wonderful and interesting presentations. Next year's schedule will be Bazul, Switzerland, hosted by Roche Pharmaceuticals. There is no registration fee as the host company supplies the facilities and logistical support. The only costs to attendees are the travel expenses.

Please talk to Becky if you have any questions about the organization.

1:45 – 2:30 Shane Meeker, Associate Director, Corporate Archives & Heritage Center
The Procter & Gamble Company: *Storytelling Presentation: Narrative Understanding*. Unable to attend meeting. Replaced by Greg McCoy, Archivist: *P&G's 175th Anniversary and Changes in Heritage Center and Website*

Greg spoke at length about the changes that are being undertaken by the P&G Archives to celebrate the company's 175th anniversary via our internal website and the Heritage Center. Both the website and the physical space will share the same themes and storytelling devices. In fact the physical space will have four or more iPads enabling visitors to dive deeper into historical content by accessing the new website.

The story of P&G is being told through four lenses of innovation: Technology, Growth, Branding, People, as well as our Origin Story.

The website was designed by Hyperquake, a local Cincinnati design firm, and is being constructed by Cardinal, a local IT firm. The site is extremely dynamic unlike any other currently used at P&G. It is intended as an experience and opens up a portion of the "Archives' treasures" to those employees that cannot come to Cincinnati.

2:30 - 2:40 Other Announcements

Eldon Wiebe from the University of Kings College provided a quick review of the research project that he is participating in regarding what business archivists do and how they connect to business results, the upper echelon decision making and hopefully the strategy. He thanked those archivists that have participated in the study so far, and extended an invitation to those not yet included to participate. They are working toward several top tier publications.

Greg Hunter, editor of the American Archivist, expressed his desire to see more business archivists submit possible material. As an ex-corporate archivist, he understands the work we do, issues ca's face in the profession. He did have a call for peer reviews and is pleased to have 117 submittals. He would like to see more corporate archivists serve as peer reviewers. Each article will be reviewed by three articles, but Greg

promises to make it easier for the reviewers. If you are interested please contact Greg. His contact information is available on the SAA website. He would like the entire profession to be involved in the journal and something that we all look forward to opening up.

Patricia Suau, Bacardi archivist, stated that they have an opening at Bacardi for a senior level archivist or historian. If interested please reach out to her (psuau@bacardi.com). "It's a fun job!" If you like Miami, let her know.

2:40-2:45 Announcement of 2012 Section Leadership Election Results

Sue explained the reason for release of election results prior to the section meeting. That is due to the fact that SAA offers the leadership session early in the annual conference, and in order to attend the newly elected members must be notified.

117 members of the section voted this year, and Sue expressed her delight that so many members participated. For 2012-2013 the new BAS officers are:

- Vice Chair – Steve Hausfeld, Nationwide
- Secretary – Sue Topp, Motorola Solutions
- Vice Editor – Eric Chin, NBC Universal
- Member at Large – Nicole Thaxton, Caterpillar Inc.

They join Chair Scott Grimwood and Editor Aubrey Carrier.

2:45 – 2:55 Scott Grimwood, SSM Health Care
Address from new Chair, Business Archives Section

Sue introduced new Chair Scott Grimwood. Scott expressed that this is "your" group and invited all input. He stated the Colloquium format will remain and if members have any ideas to please send those to him. Scott thanked Ted Ryan and Jeff Pirtle for facilitating the Colloquium, and all those that scribed the notes. Scott is always open to suggestions so please don't hesitate to reach out to him.

2:55 – 3:00 Closing Statements

Sue closed out the meeting with a general thank you for everyone's participation in the Colloquium.