

**Name of Section/Roundtable:** Business Archives Section  
**Date:** November 15, 2012

## **2011-2012 SAA Business Archives Section Annual Report**

### **Officers:**

- Chair: Scott Grimwood
- Vice Chair/Chair Elect: Steve Hausfeld
- Immediate Past Chair: Susan Ginter Watson
- Secretary: Sue Topp
- Editor: Aubrey Carrier
- Vice Editor: Eric Chin
- Member-at-large: Nichole Thaxton

### **Report from annual meeting:**

*Number of attendees:* 62

*Election results:*

Vice Chair/Chair Elect: Steve Hausfeld

Secretary: Sue Topp

Vice Content Editor: Eric Chin

Member-at-large: Nichole Thaxton

*Summary of meeting activities:*

(Annual Meeting Minutes for August 10, 2012, are attached.)

### **Completed projects/activities:**

The Business Archives Colloquium was held August 8, 2012, at the Hilton San Diego Bayfront in San Diego. This year we tried a world café style event with three different topics (picked by the membership) discussed in a small group format. The topics chosen were Electronic Records, Archiving Websites, and Social Media, with each topic having a moderator and a scribe. Each topic was discussed for approximately 40 minutes with group comments being recorded, and then the attendees moved to a different table to discuss one of the other topics. All attendees had the opportunity to discuss each topic. The recorded information is being consolidated and put into an easy-to-read format by the staff at The Winthrop Group. When ready it will be posted on the BAS website for members to use and comment on. 64 people attended this year's colloquium.

Our editor and vice-editor completed converting the BAS microsite to the new Drupal standard. We look forward to using this new tool to its fullest.

**Ongoing projects/activities:**

We are still working on getting the colloquium content together and out to our members. We will be posting it to our microsite and encouraging members to not only look at and use the information but to comment on it and possibly add new items that can be useful to our membership. We will need to keep this a BAS members only activity since some of the material is not cleared for release to the general public.

**New projects/activities:**

The section is still looking for ways to better engage our members. We are hopeful that the new BAS microsite will be the platform we can use to not only post information but also as a collaborative tool for sharing information among the membership.

**Strategic Priority - Technology initiatives:**

This year for the first time in several years the section was not able to provide a virtual attendance option for either the Business Archives Colloquium or the Annual Business Archives Section meeting. Cost was a big reason but so was an uncertainty about the value of past virtual links. The section leadership is looking into ways to provide this virtual link in a useful and stable format.

**Strategic Priority - Diversity initiatives:**

The section has not specifically addressed the issue of diversity. However, the BAS continues to foster and embrace an environment of inclusiveness among its membership and the archives profession. We have seen results from this effort with the greater attendance of archivists from associations, non-profit organizations, churches, and universities.

**Strategic Priority - Advocacy/Public Awareness initiatives:**

Advocacy is a big issue for membership, as it is for SAA as a whole. We have been posting useful advocacy and outreach information on our microsite, and will continue to do so. An area where the section needs to put more focus is on outreach within the greater archival community. This is an area where there is still a lack of understanding about our value in preserving history.

**Questions/concerns for Council attention:**

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

Respectfully Submitted  
Scott Grimwood, BAS Chair

## 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](http://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 175<sup>th</sup> 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.