

# SAA BUSINESS ARCHIVES NEWSLETTER

Published twice each year for the Business Archives Section of the Society of American Archivists

## INTERNATIONAL BUSINESS ARCHIVES FORUM -- A Great Success!

by Elizabeth Adkins,  
Kraft General Foods, Inc.

I am happy to report that the International Business Archives Forum, held in Montreal on September 11th, was a tremendous success. Over 90 archivists from 13 different countries attended the Forum.

Professor Duncan McDowall presented an absorbing paper on the subject of corporations and business archivists working together to preserve historical business records of enduring value. His presentation was followed by three brief papers by Anna Christina Ulfsparré of Landsarkivet in Sweden, Gordon Rabchuk of the Royal Bank of Canada and Linda Edgerly of the Winthrop Group, Inc., consultants in the U.S. (Linda's paper was presented by her colleague, Deborah Shea.) The papers prompted a lively discussion of a variety of business archives trends and issues, e.g. fees for users of information services.

The top floor of the Sheraton provided a

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## KING RANCH: A SOUTH TEXAS TRADITION

by Bruce S. Cheeseaman, archivist

The King Ranch, founded in 1853 by steamboat captain Richard King (1824-1885), sprawls across 825,000 acres of South Texas, in the grasslands between Corpus Christi and the Rio Grande. The land varies from fertile black soil to low-lying coastal marshes and to mesquite-infested pastures that mark the beginning of the great Texas brush country. King Ranch, a registered national historic landmark recognized as the birthplace of the American Ranching industry, has been and continues to be a pioneer in livestock and wildlife management. It is the founder of the first American breed of beef cattle, a producer of top running and performance horses, and a source of technology that has led many to many significant advances in ranch and range management.<sup>1</sup>

More importantly, King Ranch is a family. It is still privately owned by Captain King's heirs and many of the people who work at King Ranch are descendants of the men and women who rode with Captain and Mrs. King. Moreover, King Ranch is their home, and its character is derived from all the people who live upon it. Working together, the families of King Ranch have sustained it in a harsh, unyielding country through six generations, forging a tradition and culture that sets King Ranch apart from the other great ranches of America.

When Richard King first arrived at the Nueces Strip of South Texas, it was then known picturesquely as "Wild Horse Desert" or *El Desierto de los Muertos*, the "Desert of the Dead". To help him tame this area, he looked across the Rio Grande to the tradition of the *vaquero*, the centuries-old culture of horsemen and cattle that had begun on the central plateau of Spain, to the Mexican *hacienda*

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**MINUTES –  
BUSINESS ARCHIVES  
SECTION MEETING**

by *Becky Haglund Tousey, C.A.*  
*Kraft General Foods, Inc.*



Sixty people attended the Business Archives Section meeting held in Montreal on September 11, 1992, as part of the SAA 56th Annual Meeting. Elizabeth Adkins, outgoing Section Chair, presided. The following are some highlights of the meeting:

**Advocacy Brochure.** The business archives advocacy brochure has been mailed to all Section members. Additional copies are available through the SAA office.

**Business Archives Workshop.** SAA has responded positively to the Section's request that the Business Archives Workshop be reinstated. A workshop was scheduled for November in Chicago. A direct mailing was to be sent to all Section members with the details.

**Newsletter.** Deborah Shea, a consulting archivist at The Winthrop Group, agreed to serve as newsletter editor. Please send any appropriate items to Deborah at The Winthrop Group, Inc., 370 Central Park West, No. 506, New York, NY 10025, (212) 865-6181, FAX (212) 864-6787 (please note that her FAX number is incorrect in the SAA Directory).

**Business Archives Bibliography.** Karen Benedict has completed the bibliography. It is now available through the SAA office for a cost of \$25.00 for members and \$35.00 for non-members.

**Section Leadership.** Hal Keiner, archivist at CIGNA and incoming Section Chair, gave the Nominating Committee report. The Committee decided to recommend one person for each opening, rather than several candidates. The proposed slate was as follows: Chair-elect, Steve Gietschier; Steering Committee, Jean Toll (one year term) and Clive Smith (three year term). Nominations were also solicited from the floor, although none were offered. The slate passed as recommended.

**Business Archives Directory.** It was recommended that a second edition be published. The consensus found that it is time to abandon the traditional format to create a more flexible document which is easier to update. The directory should be used as a networking tool for archivists of corporate records.

**Guest Speaker.** Dr. Carl Brauer provided the program portion of the meeting. He is a 20th-century historian and author of three books. As an independent consultant, he is currently performing commercial research for clients. Dr. Brauer described his experience researching the life of a prominent builder. He emphasized that oral history is an absolutely essential tool for business archives. A lively discussion about corporate oral history programs followed at the conclusion of his remarks.

The meeting was then adjourned.

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delicious luncheon and a lovely setting for the Forum -- with a stunning view of downtown Montreal.

Afterwards, a group of participants lingered at the cash bar and cheese and fruit trays to enjoy the panorama and further conversation, topping off a wonderful day. From every aspect, this unprecedented international gathering of business archivists was a complete success.

For members who were unable to attend, there is good news. The entire proceedings were tape-recorded, and Hal Keiner at CIGNA is in the process of having them transcribed. The proceedings will eventually be published and made available to all who are interested. So even if you weren't able to be there personally, you can still benefit.

I want to thank all of you who helped make this idea a reality. SAA Council was quite impressed by our Section's ability to execute an ambitious plan in such a short time frame. We couldn't have done it without the help of a good number of individuals. Thank you, and let's keep working together!

## SHARE YOUR NEWS!

by newsletter editor Deborah Shea, The Winthrop Group

My first newsletter complete, whew! I'd like to thank contributors for their efforts and would welcome further articles from any repressed authors! The Section leadership has proposed that in future issues we include information of regional interest and more brief descriptions of events and activities at members' companies and institutions.

We'd like to have a member from each region take responsibility for initiating, soliciting and following-up on the submission of articles to the newsletter editor. Another idea might be for a regional representative to author a summary column on regional events or issues. The idea is that while a newsletter editor based in New York may be somewhat removed from

California or New Mexico, a regional representative might be more familiar with local resources and happenings. Any volunteers?

If you would like to submit an article or serve as a regional newsletter representative, please contact me either by mail at my office, 370 Central Park West, No. 506, New York, NY 10025, by telephone at (212) 865-6181 or by FAX at (212) 864-6787. (Please make note of my correct FAX number as the number appeared incorrectly in the SAA Directory of Individual Members.)

The next issue is planned for June 1993; final copy of articles should be received by the beginning of May. We'd love to hear from you. *Share your news!*

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### BUTTERICK ARCHIVES SPOTLIGHTED

by Linda Edgerly, The Winthrop Group, Inc.

Sherry Onna Handlin, the Winthrop Group's Project Archivist at Butterick Co., Inc., has initiated a series of articles on its archival collections in the company newsletter. Beginning with "What is an Archive Anyway?", the series is light in tone and presents a positive way to introduce an archival program to the company. Butterick and its President, John Lehmann, were the focus of a CNN "Pinnacle" segment on April 18, 1992. The archives assisted with research and materials from the collection were featured.

200 YEARS

## NEW YORK STOCK EXCHANGE OBSERVES BICENTENNIAL

by Steven Wheeler, NYSE

*[Editor's note: The articles in this issue on the anniversaries of the NYSE, CIGNA and TIAA-CREF provide three examples of how various institutions celebrated their anniversaries. We hope that readers will be able to gain useful insights in planning such events from these examples. Special thanks to the contributors!]*

The New York Stock Exchange (NYSE) has just wrapped up a year of special events celebrating its 200th birthday -- a swirl of events, products and programs ranging from a commemorative U.S. postage stamp to a good old New York City street fair for employees and their families.

The bicentennial year (1992) began with a kick-off media breakfast in the NYSE's sumptuous Board Room that featured speeches and special guests, an exhibition of archival documents and artifacts, and some old-time songs played by "The

Upticks", a group of musical employees. Trading on the first day of the bicentennial year was inaugurated by Mayor David N. Dinkins who rang the opening bell.

Throughout the year, a number of products reminded people near and far that this was a big year for the NYSE. Local lampposts were hung with banners bearing a special bicentennial logo. The columned facade of the NYSE building was awash with light every night. Special newspaper and television advertisements featured a gallery of historic business leaders ranging from Thomas Edison to Jenny Craig to emphasize the NYSE's contributions to American business development. Finally a special edition of *Life* magazine gave readers an inside look at "The Big Board".

More than 1,500 guests attended the fundraising "Bicentennial Ball" which featured dinner on the trading floor and dancing

under tents on Wall Street, to initiate a special foundation to benefit public education in New York City. Additionally, NYSE Chairman William H. Donaldson traveled to cities across the nation speaking to community and school groups about the role of the NYSE in the world economy.

The bicentennial project closest to my heart (and office) was a full-color, illustrated history book titled *The New York Stock Exchange: The First 200 Years* that was drawn largely from materials in the NYSE Archives. Weighing in at seven pounds, this handsome volume (known in some quarters as a "coffee table book"), explores the rich lore, colorful characters, traditions and culture of the NYSE and Wall Street over the past two centuries.

Now that these twelve months of birthday festivities are finally

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NYSE, from previous page

concluded and I've had a moment to reflect on them, I'd like to share a few of my observations over the past year.

1. *An anniversary celebration isn't so much about the past as it is about the future.*

Your public relations staff will use the anniversary as an occasion to talk about the company's current innovations and future goals. If you can present the company's history in a context that explains and supports current corporate concerns, your anniversary celebration will be all the more effective and meaningful.

2. *A centennial celebration requires years of planning -- years that you very likely will NOT have.*

Too often corporate managers, preoccupied with business concerns, ignore pleas for an early start on the company anniversary. As the magic date nears, approvals from top managers finally come pouring forth and anniversary events are hurried to fruition. Because you may not have ample time to plan and execute your anniversary celebration, it pays to do some quiet and thoughtful advance preparation on your own. Start pitching your ideas

early and pitch them often. Try to anticipate projects that will be approved. Know what you can accomplish. Resign yourself to working late nights and weekends for a while.

3. *Everyone has a part to play in the anniversary celebration.*

Anniversary celebrations quickly become incredibly complex operations that can and should involve virtually every division, department and employee within your corporation. Broad participation is often necessary simply to get the job done, but also gives employees a stake in making the birthday celebration a success. On projects like these, the custodial crew is just as crucial (and perhaps more so) as the archivist.

4. *Try to be a popular scholar.*

Most of your audience (employees, media, stockholders, the general public) will not be interested in an academic history of your company. Instead, give them what they want -- a quick story of how the company began, major historical highlights and achievements, interesting milestones, entertaining trivia -- while remaining true to your principles as an archivist and historian. Prepare historical

materials, whether a time line, exhibition or book-length history, with sound facts and historical interpretation presented in an informative and entertaining style.

Birthday parties, after all, should be fun!

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### **BUSINESS ARCHIVIST NAMED SAA FELLOW**

Eight new Fellows of the Society of American Archivists were honored during SAA's 56th annual meeting in Montreal this past September. Among those elected as Fellows was Linda Edgerly, a business archivist based in New York City, of the Winthrop Group, Inc.

Election as a Fellow is made in recognition of outstanding contribution to the archival profession. Ms. Edgerly has been cited for her accomplishments in SAA and a "host" of regional archival groups and for services to over 60 corporations and other institutions.

Ms. Edgerly is now among the limited number of business archivists who have been accorded the distinction of being named as a Fellow of SAA. *Congratulations, Linda!*

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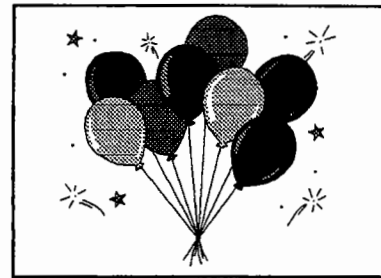
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## TIAA-CREF 75TH ANNIVERSARY PREPARATIONS IN PROGRESS

by Carolyn Kopp, TIAA-CREF

TIAA-CREF (Teachers Insurance and Annuity Association - College Retirement Equities Fund), currently the largest pension system in total assets in the U.S., will celebrate its 75th anniversary in May 1993. As TIAA-CREF consists of non-profit companies serving the education and research communities, its celebration will focus on its policyholders and participating institutions.

The Historical Archives, established in 1989, is the primary source for corporate historical information and records. More than a year ago, the Archives began compiling ideas and copies of documents and images. Having a reference file available that anticipates a variety of needs and projects has been helpful.



Another indispensable tool is the Archives'

"Chronology of TIAA and CREF", a detailed list of key dates which is continually updated and which now extends to nine pages.

Archival materials are being used by various departments for corporate publications and in a special exhibit, planned for next May, focusing on the staff. The Archives is also in the process of developing a series of historical exhibits on TIAA-CREF to be displayed in the TIAA Business Library. For further details, contact Carolyn Kopp, Archivist.

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## CENTER FOR SALES, ADVERTISING AND MARKETING HISTORY OPENS AT DUKE UNIVERSITY

The Special Collections Library at Duke University announced the creation of the Center for Sales, Advertising and Marketing History this past autumn. Ellen G. Gartrell, who has worked with the advertising collections since 1988, has been named director of the Center.

According to a press release issued in

September, the Center's holdings will be built around collections held in the Special Collections Library, including advertising and corporate records of J. Walter Thompson (2,000 linear feet) and D'Arcy, Masius, Benton and Bowles, as well as the personal papers of well-known advertising executives.

The Center will sponsor seminars, lectures

and conferences to promote understanding of these fields and encourage faculty and graduate students to use the collections through "travel-to-collection" scholarships. Upcoming events include hosting a national conference to develop strategy for documenting advertising in America. (More on the conference in the next issue of this newsletter.)

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## CIGNA CELEBRATES 200 YEARS

by N. Claudette John, CIGNA Corporation

A company anniversary can be a time of unification and renewal if it makes the most of the opportunity and its archives can fill a vital role in achieving this goal. CIGNA Corporation, which observed its 200th anniversary in 1992, is an interesting case in point. Extensive historical materials are preserved for the corporation and three of its old companies and adequate historical information exists for two others. CIGNA also employs three archivists, who were able to help company managers use the archival resources to meet their goals and expectations for the bicentennial observance.

CIGNA Corporation, an insurance and financial services holding company, was formed in 1982 by the combination of INA Corporation and Connecticut General Corporation, each of which had as its major subsidiary an historic insurance company: the Insurance Company of North America (INA) and Connecticut General Life Insurance Company (CG). These two old companies, formed respectively in 1792 and 1865, are the major operating subsidiaries of CIGNA Corporation today. The Insurance Company of North America, which is the oldest of the CIGNA companies, was formed in the Pennsylvania State House just sixteen years after the Declaration of Independence was signed there, and was the inspiration for CIGNA's bicentennial celebration.

The staff of the CIGNA Archives was very much involved in planning and

participating in the bicentennial celebrations. During the early preparation for this anniversary, the archivist proposed that the chronicle of CIGNA be written as one story, beginning in 1792 and including the histories of Connecticut General and several other old companies that had, over time, become part of the CIGNA family. That concept was accepted, but the Company elected not to pursue her additional proposal for the writing of a formal history by an independent scholar. The head of the anniversary project, a Vice President of Corporate Communications, formed a large task force which varied in membership over the course of the project, but which always included the archivist. A consulting firm was brought in to do some project direction and creative work. Understandably, the consultant and most members of the task force were totally unfamiliar with the histories of the old companies that had become a part of CIGNA.

The archivist realized that in order to plan the 200th anniversary celebration, the task force members needed historical information and guidance and therefore proposed that the Archives staff prepare a concise historical overview. The project head approved and helped to fund the work, which resulted in the "CIGNA Historical Background Report" and a companion volume of historical photographs keyed to the text.

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CIGNA, from previous page

These two volumes (which documented historical facts and anecdotes highlighting values that the predecessor companies held in common) were distributed to task force members and committee heads to supply them with information on which to base bicentennial projects. The volumes also indicated what kinds of additional information and materials were available from the Archives "only a 'phone call away".

Projects using archival materials and services included:

- a permanent exhibit of historical art and artifacts installed by the CIGNA Museum and an elaborate trade-show display designed by the Marketing Department;
- a video presentation used extensively by the operating companies, especially in the field, for marketing and public relations;
- the central ad of a prize-winning, national campaign for the Property Casualty Division, which ran in the *Wall Street Journal*, *Business Week* and other widely circulated periodicals: "For 200 Years, It's been One Disaster After Another";
- a short, beautifully illustrated historical booklet entitled *CIGNA, 200 Years of Results*, as well as various articles in Company newsletters and speeches; and
- last, but most importantly, a spectacular two-day public festival held on Philadelphia's Independence Mall.

**A company anniversary can be a time of unification and renewal**

The festival was a giant birthday party for CIGNA employees to which the entire city was invited. It featured a speech by a "Benjamin Franklin", a fife-and-drum corps parade, dances of Native Americans and demonstrations of 18th century crafts. A juried craft fair, food stands and other special events raised \$80,000 which was donated to a fund for the preservation of Independence Hall.

Three hundred employee volunteers and Company funds made the festival possible. The archivist had her own special project for the festival; she researched and developed a walking tour brochure which featured fifteen sites in

the Independence Park area, among which five 18th century Company locations were highlighted.

The "CIGNA Historical Background Report", never intended for general distribution, was requested by thousands of employees in the U.S. and abroad once they realized that it was available. It is still requested by individual employees and is currently being used in training classes, orientation packets, and by the Law Division as a source of general background information.

Section members may request copies of CIGNA Bicentennial publications by contacting the CIGNA Archives in Philadelphia (215) 761-4901. Available are: "CIGNA Historical Background Report" (75 pp.); *CIGNA, 200 Years of Results* (color illustrations, 24 pp.) and "Walking tour of Independence Hall and Environs With Company Historical Sites Highlighted" (brochure).



KING RANCH, from page 1

and to its smaller cousin, *el rancho*, as models for his ranch.

All "the King's Men"

His first cattle came from drought-stricken Mexican *ranchos*, and so did his first hands. In 1854 King journeyed into Mexico and persuaded an entire village -- approximately 120 men, women and children with donkeys, livestock, chickens and carts loaded with possessions -- to come northward to Texas with him to his fledgling *rancho* on the banks of the Santa Gertrudis Creek. The families that accompanied him are the ancestors of many of the people who work today at King Ranch. From the beginning, they have been known as *Los Kineños*, literally "the people of King Ranch".

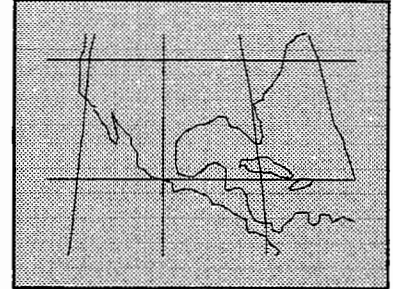
At *Rancho Santa Gertrudis*, working side-by-side with the Kings, *los Kineños* survived the chaos of the Civil War (during which time the ranch was raided and looted by Union Troops), suffered the hardships of droughts and bandit raids, and exalted in the successes of trail drives and the development of the ranch. Between 1869 and 1884, more than 100,000 of the ranch's cattle were driven up trails to railheads in Kansas at Abilene, Dodge City and Elsworth. In time, *Santa Gertrudis* became the most famous ranch in the American West. Moreover, in the desert of the Nueces Strip, the *Kineño* culture has created an "oasis" of civilization.

A Modern Business Emerges

Today, King Ranch is a multinational agribusiness and energy exploration corporation, controlling more than one million acres across the southern United States and in Brazil. It is a large scale producer of beef cattle, championship thoroughbreds and quarterhorses, sugar cane, cotton, alfalfa, grain sorghum, rice, turf grass and wildflower sod. Its energy operations, begun in 1933, produce natural

and crude oil, are concentrated in Oklahoma and states bordering the Gulf of Mexico.

The King Ranch Archives, established in 1988, preserve the heritage of this unique cultural and business institution, documenting the transition



from Mexican *hacienda* to more traditional, South Texas cattle operation, and into a modern multinational agribusiness corporation. It is an institutional business archives, whose mission is to furnish King Ranch's management and leaders with a workable record of their predecessors' activities.

The Archival Collections

The collections, spanning from 1792 to present, consist of approximately 400 cubic feet of papers. Included are the papers of Richard King (1824-1885) and his wife Henrietta M. (Chamberlain) (1832-1925); also Hiram Chamberlain (1797-1866); business partner, friend and mentor, Mifflin Kenedy (1818-95); Robert J. Kleberg (1853-1952), who married King's daughter Alice, and the Kleberg family. Business collections consist of the records of the King Ranch, Inc. and its subsidiaries from 1934 to present. Also included are papers documenting the numerous diversified interests of the King-Kleberg business throughout South Texas and over 400 maps, land surveys and architectural drawings. The photographic collection contains approximately 10,000 images, spanning from an 1848 daguerreotype of the Chamberlain family to the present, and includes Toni Frissell's award winning photographic essay *The King Ranch, 1939-1944*.

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## BUSINESS ARCHIVES WORKSHOP REINSTITUTED

by Elizabeth Adkins, Kraft General Foods, Inc.

After a four year hiatus, the Business Archives Workshop was again held, at the Sheraton in Chicago from November 12-14. Phil Mooney, of Coca-Cola and Elizabeth Adkins, of Kraft General Foods, led the three-day workshop. Nineteen participants, from business archives across the country, represented a broad variety of institutions, including insurance companies, manufacturers,

restaurants, advertising agencies, consumer products companies, hospitals and university archives with corporate collections.

Topics covered included "Getting Management's Support"; "Appraisal"; "Acquisitions"; "Records Management"; "Marketing"; "Oral History"; "Arrangement and Description"; "Automation"; "Reference and Access" and "Planning".

Lectures were enhanced with group discussions, case studies and tours of two local repositories, William J. Wrigley, Jr. and Playboy Enterprises.

SAA will continue to offer the Business Archives Workshop periodically in response to demand. If you would like to have the workshop offered in your region, contact Jane Kenamore, SAA's education officer, at (312) 922-0140.

### KING RANCH, *from previous page*

The archives also maintains the records of some past business, such as the steamship firms M. Kenedy & Co. (1850-66) and King, Kenedy & Co. (1866-74); the cattle companies R. King & Co. (1860-67), Kenedy Pasture Co. (1882-1961) and Texas Land and Cattle Co., Ltd. (1882-1907); the Corpus Christi, San Diego and Rio Grande Narrow Gauge Railroad Co. (1875-81) and the Saint Louis, Brownsville and Mexico Railroad (1903-09).

Areas of importance in the collections are South Texas history in general (and in particular, navigation on the Rio Grande), the Civil War (cotton and blockade running via Brownsville and Matamoros, Mexico), cattle rustling and bandit wars during Reconstruction, and town development and politics in 20th-century South Texas

(especially the congressional papers of Richard Mifflin Kleberg, 1931-44).

Both King Ranch's Records Management Dept. and Archives are creating database management programs utilizing STAR/Alpha Micro telecommunications software, a C-language product of Cuadra Associates. Outside research requests number 10-15 per month and are handled on an individual basis. For additional information contact Bruce S. Cheeseman, Archivist, King Ranch, Kingsville, Texas, 78364-1090, (512) 592-0408.

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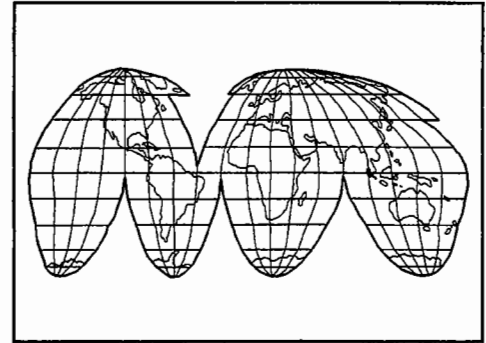
<sup>1</sup>The Santa Gertrudis breed, developed during the 1920's from English shorthorns and Indian brahmin cattle, was recognized by the U.S. Dept. of Agriculture as the first beef breed developed in the United States. Additionally, the first registered quarterhorse was a King Ranch horse.

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## HOW TO JOIN

# THE INTERNATIONAL COUNCIL ON ARCHIVES



The International Council on Archives, a non-governmental organization associated with the program work of UNESCO, seeks to develop cooperation between archival institutions and archivists of all countries, to promote theoretical and practical study of archive administration, to facilitate professional research in archives, and to organize technical archival assistance to developing countries. There are four categories of membership:

- A. Central (apparently, federal and state) Directorates or similar official institutions;
- B. National or regional associations of archivists including specialized associations;
- C. Other archives, repositories, libraries, museums and other institutions performing archival activities; and
- D. Individual members.

Dues assessments for members in category A are based on the decisions of the General Assembly. Subscription fees for members in categories B, C and D range from US \$50 - \$100, payable by the 1st of July of each year. For an application, write to:

International Council on Archives  
Dr. Klaus OldenHage, Treasurer  
Bundesarchiv Potsdam  
Berliner Strasse 98-101  
D-O-1561 Potsdam, ALLEMAGNE / GERMANY

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## ENGRAVINGS WITH FLOURISH: THE MUSEUM OF AMERICAN FINANCIAL HISTORY

The Museum of American Financial History opened this past April in Manhattan. Located at 26 Broadway, the Museum houses John E. Herzog's collection of 18th Century stock and bond certificates and is actively collecting others. Space for the museum was provided by Herzog, chairman of the brokerage firm Herzog, Heine, Geduld, Inc. which is situated at the same location.

Herzog started collecting the certificates as a young trader. According to an article which appeared in the *New York Post*, his first acquisition (for \$5) was a New York and Harlem Railroad certificate for 100 shares, signed by both William and Cornelius Vanderbilt. He kept collecting and his is considered among the finest of its kind.

## FROM THE CHAIR

by Hal Keiner, Cigna Corporation

1993 promises to be an eventful year for the Business Archives Section. Building on the momentum of the past year, which culminated in the International Business Archives forum in Montreal, several projects are underway which should benefit all members.

### *Introductory Workshop*

The Business Archives Workshop was successfully reestablished this past November by Elizabeth Adkins of Kraft General Foods and Phil Mooney of Coca-Cola with the assistance of Jane Kenamore, SAA's Education Officer (see article in this newsletter).

This is an introductory workshop which provides an overview of the fundamentals involved in managing a business archives. It is particularly suited for new insights into managing historical resources, or for training new staff members in established repositories. Elizabeth and Phil hope to offer the workshop again

in 1993, perhaps with the co-sponsorship of a regional association. Any section member or group of members who would like to bring the workshop to their area should contact Jane Kenamore.

### *Advanced Workshop*

Two new projects associated with the workshop are underway. First, as an outgrowth of discussions with section members in Montreal, the Steering Committee is in the process of developing an advanced workshop for business archivists.

In its present form, the proposal is for a day-long workshop connecting two associated areas. For example, one workshop could consider the appraisal of business records and their arrangement and description. Another might link oral

history programs to the organization of in-company marketing efforts, or deal with using micro-computer or network-based systems for managing archival accessioning and processing.

Whatever the topic, however, the workshop would be targeted to experienced business archivists and be focused on practical, hands-on training using case studies from real-life work environments. Our current goal is to define the two linked topics for the first workshop during the early months of 1993 with the hope of submitting a formal proposal to SAA

by the deadline for inclusion in the program of the 1994 Annual Meeting in Indianapolis. If any section members wish to propose workshop topics or to volunteer as

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**1993  
promises  
to be an  
eventful  
year for  
the  
Business  
Archives  
Section.**

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FROM THE CHAIR *cont. from previous page*

potential facilitators, please contact me immediately.

*Business Archives Manual*

Another project associated with the Business Archives Workshop is the writing of a new Business Archives Manual. The idea is to produce a manual that would serve as the "text" for the workshop, as well as a reference resource for section members.

The format would be divided into topical sections kept in a three-ring binder. This would allow regular updating of each section to keep the manual current. In the future, I will be recruiting section members as authors. Volunteers, of course, are welcome.

*New Orleans Activities*

Following up on the International Business Archives Forum, the Steering Committee is planning a social/educational event for section members at the New Orleans Annual Meeting. Although plans are not yet final, our intention is to hold this event on the evening of

Tuesday, August 31. Our idea is to fill the evening with, in order: a social hour, dinner, a speaker, discussion, and entertainment.

In support of SAA president Anne Kenney's Latin American Initiative,

**Several projects  
are underway which  
should benefit all  
members**

we intend to invite the participation of business archivists from Mexico, Central America and South America who are attending the SAA Annual Meeting. The topic of our speaker's address will be the implications throughout the hemisphere of the North American Free Trade Agreement (NAFTA) for business in general and business archivists in particular. Full details on this event will appear in the next newsletter, but please circle August 31st on your calendar now.

*And More!*

Several other projects are moving ahead slowly. Frank Muse of Core States is heading up an effort to update the Business Archives Directory, the

most recent edition of which was so ably organized by Steve Wheeler of the New York Stock Exchange. Also, I hope to complete the transcription of the tapes of the International Business Archives Forum so that the Proceedings can be printed and made available as soon as possible.

I hope that all section members are receiving their newsletters. If any member knows of a colleague having difficulty receiving section mailings, please ask them to contact me. However, please remember that you must indicate that you belong to this section every year when you renew your membership.

Thank you all for supporting the work of the section. If you have items to include in the next issue of the newsletter, please send them to our editor, Deborah Shea.

Finally, as it is Christmas Eve as I pen these words, my Season's Greetings to you all, together with my wish that you and your companies and institutions prosper in the new year.

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## CHOOSING THE RIGHT REPOSITORY

by Cynthia Swank, Inlook Group

Five years ago the Business Archives Section approved guidelines for donating business records entitled *Choosing the Right Repository*. After receiving comments from other sections and unsuccessfully attempting to interest SAA in publishing the guidelines, guidelines' editor, Cynthia Swank, has revised the document to include a table of contents and executive summary, and has improved its appearance with WordPerfect.

Claudette John and Hal Keiner of CIGNA will produce attractive copies, and Swank (as suggested by the section in 1990) has notified more than a dozen professional and trade organizations such as ARMA, the Public Relations Society of America, and the American Society of Corporate Secretaries about the guidelines. Anyone wishing a free copy of *Choosing the Right Repository* should contact Hal Keiner at (203) 726-3844 or CIGNA Companies Archives L-9, 900 Cottage Grove, Hartford, CT 06152.

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