



SAA BUSINESS ARCHIVES NEWSLETTER

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

OF DEAD MOVIE STARS AND MIDNIGHT PHONE CALLS

Serving the Reference Needs of a Global Organization

by Amy Fischer, Corporate Archivist, Procter & Gamble

"What's the right-to-publicity law in Italy for photos of dead movie stars? We want to use the Archives' photos of them applying makeup in our advertising."

"Our biggest customer in Australia is doing a promotion, and needs to create Matchbox cars with the Vicks VapoRub logo. Tomorrow."

Questions like these are increasingly familiar to corporate archivists in North America. At Procter & Gamble, requests from outside the United States now represent about a quarter of our reference activity. As corporate archivists, we recognize the need to change in order to meet the changing needs of our companies. As our companies establish foreign operations, this means adapting ourselves to serve international users. (*continued on pg. 7*)

SEARCH FOR NEW EDITOR BEGINS

As I near the end of my second year as the section newsletter editor, it occurs to me that I'm running out of notable quotes - so it must be time for me to turn over the noodle of authority to some other motivated, enthusiastic (blah, blah, blah ...) person with a PC and a yen to be William Randolph Hearst.

If you find the thought of running bad jokes past a captive audience alluring; the thrill of imposing your will on writers (while at the same time avoiding the nastiness of actual face-to-face conflict) titillating; and the prospect of telling the section what you think they ought to know vindicating, then please Section Chair Liz Holum Johnson!

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SANS SERIF

A World of Things to Consider

After attending a couple of the International theme track sessions of the SAA meeting in Washington, I thought it'd be interesting to run with the topic in this edition of the newsletter. To that end, I was fortunate enough to recruit articles from two business archivists who not only work in multinationals, but who have been lucky enough to get their companies to ship them overseas! Amy Fischer of Procter & Gamble tackles the issues inherent in providing global reference service in our cover story, and Susie Box of Phillips Petroleum shows what can happen when the patron saint of archivists (whoever that may be!) smiles upon you.

I also strong-armed a consultant who specializes in international marketing to do a piece on the reuse of dated domestic techniques and materials in less sophisticated foreign markets. Dave Nall was a former colleague of mine at Aetna who was always in the Archives - I figured he owed me.

And by happy coincidence comes the first formal announcement (*see pg. 13*) to section membership of a business archives conference slated to be held in Glasgow, Scotland in July, 1997. **Disclaimer:** *Please note that the sidebar accompanying Hal Keiner's article on the conference, with its whimsical lie-cheat-steal theme, was a) not authored by Hal (although with his twisted sense of humor he is entirely capable of it), and b) is not advocated by the SAA, the Business Archives Section leadership, and prudent minds everywhere as a valid, let alone moral, course of action.*

Having said that, I got to run ... now where did my daughter put that piggy bank?

- Paul

FROM THE CHAIR

by Liz Holum Johnson, H.B. Fuller Company

The recent Society of American Archivists annual meeting held in Washington, DC, August 30-September 3, 1995, was one of the more stimulating meetings I can recall for business archivists. Corporate archivists had a wide variety of subjects and events from which to choose. The section meeting minutes does a nice job of recapping the meeting. I think the upcoming year will prove to be a very busy year for most corporate archivists as well as the section.

At the steering committee meeting held just after the section meeting in Washington, D.C., several issues were discussed in regards to projects for the upcoming year. In summary:

- Several program proposals for the upcoming SAA meeting in San Diego were submitted to SAA prior to the September 30 deadline. Topics included utility and power company archives on the west coast and preparing for litigation--the process.
- Ethics was proposed as the roundtable discussion for San Diego.
- A social event will be held right after the roundtable discussion.
- Publication of the business archives directory, in the final stages, will be coordinated by Amy Fisher, Procter & Gamble, and Kris Kaeding, Microsoft. Frank Muse, recently laid off from his archives position, is not able to finish the business archives directory.
- Publication of the business archives manual will be coordinated by The Winthrop Group. (*Continued on next page*)

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- Lesley Richmond, deputy archivist, University of Glasgow, Scotland, attended the meeting. She relayed that the American Association of Business Historians annual meeting is scheduled to be held in Scotland over July 4, 1997, in conjunction with the Business Archives Council of Scotland. I think we will be hearing more about this meeting as it approaches (*see pg. 13*).

More than 60 archivists attended the business archives section meeting in Washington, D.C. I did a tally (I have the sign-up sheet from the meeting) to gauge where attendees reside. I was surprised at how the whole country was evenly represented.

Illinois topped the list with 10 attendees (some may be from the same archives). New York followed with

seven. California, Minnesota and Texas were the next most represented states with four to five. Pennsylvania, Massachusetts, Washington, Virginia and Ohio each had three. Connecticut, New Jersey, Wisconsin each had two and Michigan, Missouri, North Carolina, Oklahoma, Washington, D.C., Florida, Maryland and Delaware had one representative. If the section meeting was grouped by region it would look like this: east coast: 18 ; mid Atlantic: 9; midwest: 21; south: 6; west coast: 8. Three attendees were international, representing Hong Kong and Greece.

In addition to the 1996 SAA meeting in San Diego, another opportunity for business archivists and those interested in corporate records presents itself in 1996. If your budget will allow an extra trip this year, plan to come to the Twin Cities to attend the American Business Records project seminar scheduled for Friday, April 12, 1996. It is a great opportunity for corporate archivists to participate in a

symposium dealing with appraisal issues in documenting American business. I will offer tour(s) of the H.B. Fuller Company corporate archives on a flexible basis, your schedule permitting. (Jean Toll, General Mills, Inc., might also make the same offer, I would have to ask her.)

This year has not been an easy year for corporate archivists. Neither has the past several years. Downsizing, layoffs, takeovers, consolidation, restructuring, mergers--the list of "words" goes on and on. I have "retooled" my budget several times this year as well as "refashioned" my budget for 1996. It is called survival of the archivist. By attending SAA and taking advantage of other opportunities, such as

the American Business Records Project seminar, it allows archivists to network and come to an understanding of how others in our line of work cope,

thrive and learn on the job.

If any section member has any questions or concerns they would like to have addressed by the business archives section steering committee, feel free to call me at 612 486-1054, fax 612 482-8945 or contact me at H.B. Fuller Company, 3220 Labore Road, Vadnais Heights, MN 55110. I look forward to a good year for the section.

WANTED: SPORTS WRITERS

For the next issue of the section newsletter:

Articles are requested on materials documenting athletics in your archives. What do you have, and how have you turned it to archival or business advantage?

A CHOICE: PROGRESS? OR PERPETUAL INFANCY? *The Pivotal Role for Corporate Archives in Global Marketing Operations*

by J. David Nall,
International Marketing Consultant

George Santayana wrote in his *The Life of Reason* "Progress, far from consisting in change, depends on retentiveness ... when experience is not retained, as among savages, infancy is perpetual." I would expect that most business archivists paraphrase this concept many times as they elaborate the particular contribution their services can make to corporate goals. But as an outsider to your profession, Santayana's quote had little meaning for me beyond the highly academic - until about six years ago.

It was 1989, and I was named Marketing Vice President of the International Division of Aetna Life & Casualty, and insurance and financial services giant based in Hartford, Connecticut. I had spent the previous 31 years in various field and home office positions with the company's domestic life insurance operations - selling insurance, supervising insurance agents, and developing agents training materials.

In my new role I was charged with the responsibility of supporting the marketing and distribution efforts of Aetna's ten affiliated companies in South America, Central America, Europe, and Southeast Asia. It was in this capacity that I discovered the invaluable role a strong archives could play in assisting a company fulfill its corporate mission.

Turning Back the Clock

In many parts of the world, the multiple uses of life insurance products are virtually unknown. For example, in parts of Asia, nearly 90 percent of the population has no coverage whatsoever. However, as the economic boom being experienced there progresses, the middle class - traditionally the buyers of life insurance - will experience a corresponding level of growth, thus presenting a tremendous sales opportunity for a life insurer.

We quickly recognized two important elements in these underdeveloped markets. First, there was limited insurance expertise resident in many of the nations. Second, the level of insurance marketing sophistication was, in most locales, less than that in current domestic markets. In these foreign markets, the insurance products that appealed to potential

buyers were somewhat 'localized' in structure and, in many ways, quite similar to those sold in the United States ten, twenty, and thirty years ago. Of more importance, the sales and marketing techniques of that era were also applicable in these new markets.

The concept of "re-creating the wheel" is never more prevalent than in the penetration of new foreign markets.

Priming the Pump

Most international marketing executives like myself don't know what treasures the archives might hold, so it shouldn't come as surprise that archivists may be equally unfamiliar as to what items would be of interest to "us". Here are some thoughts that might help get a productive
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two-way relationship started.

History - Every employee of a non-U.S. affiliate is interested in the history of the company they now represent. An historical time-line marking important company events, complemented with still and moving images, will help place the parent company's history in the context of their own.

Marketing - Material once used in the States can have a whole new life in an emerging market. While you may not know what might work in a particular culture, a simple reminder of what you have can jog a memory and save a significant amount of new development expense. Do make the effort to inform International of what you have, because the "Re-creation of the Wheel" concept is never more prevalent than in the penetration of new foreign markets.

Sales Training - Selling, with minor cultural differences, is the same most everywhere you go. Therefore, sales training material - lesson plans, examples, scripts - can all be used as a starting point for developing affiliate-specific training programs.

Distribution Management Development - DMD has become a highly sophisticated activity for businesses here in the States. Many of these programs, be they created in-house or acquired from outside vendors, can be of extreme value to your company's personnel in developing countries.

A word of caution, however: If these programs have purchased from a vendor, be sure the contract with that organization does not restrict the program's use to just the parent company. Should that be the case, an additional fee may be required to extend its use - and translation - to an overseas affiliate.

Anticipating Future Needs

In my experience, there have been times when I couldn't find materials that I remembered using successfully in the 1960s and '70s, which brings us to a second domestic point. I urge you to actively cultivate key members of the domestic marketing operations of your companies. Encourage them to furnish you with copies of items similar to those mentioned above as they are developed.

This will be a never-ending task, and frankly, I suspect, a thankless one which won't be assigned a high priority by executives in your company. But keep trying - it still pains me when I think about not being able to locate three particular items from the '60s that Aetna never retained, and which had to be "re-created" for Southeast Asia.

I would also suggest that you contact your company's foreign affiliates and gather materials from them. Obviously, it will be necessary to have a fairly accurate description - in English - of the foreign language material that you receive, a demand that will only make the acquisition process more difficult. But it's likely that these materials will be re-used as your company enters countries with similar cultures, so it's worth the added effort.

And remember - not all "good ideas" come from the States. At some time in the future, your domestic customers may discover some real gems in the ideas you've collected from emerging markets around the world.

A Stitch in Time

Over the years I have enjoyed an excellent relationship with Aetna's Archives, one which has been of great value to me as I've worked with the sales and marketing operations of companies around the globe. I would strongly encourage those of you whose companies have international operations to develop working relationships with the executives charged with world-wide marketing responsibilities.

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TAKING ADVANTAGE OF SERENDIPITY *The Importance of Being Quick, Flexible, and Proactive*

*by Susan C. Box, Corporate Archivist
Phillips Petroleum Company*

This is a story about how sometimes, no matter how hard you plan or work your contacts, your success can hinge on something as unpredictable as who you sit next to.

Last June, I attended a reception with a senior vice president at Phillips that afforded me the opportunity to mention to him that the first employees the company had hired in Norway were beginning to retire. I pointed out that this created an interesting opportunity to use oral history to discover if there were differences of opinion on the licensing and construction negotiations between the Norwegians and their American counterparts now retired in the States.

He suggested I write a brief proposal for him to look at. At the time, I thought he wasn't that serious and so I didn't follow up right away.

Two months later we bumped into each other in the hall at corporate headquarters, and he

stopped me to ask about the proposal. He indicated that he was indeed serious about the project, as he thought he could learn things that would be applicable to negotiations in

other countries. I quickly wrote the proposal, did background research, and formulated 30 questions as a starting point. I then met with

him again to review the project, questions, and proposed budget.

In September I found myself on an airplane to Dallas as the start of a trip to Norway and England. On the plane was another Phillips vice president who casually inquired as to my destination. When he heard about the project he insisted that I go to Belgium and get the story on our chemicals subsidiary as well.

Since my trip was "on exploration's nickel," I told him that he would have to pay for his part of the of the journey. I also pointed out that I had no background material from which to devise my questions.

Where There's a Will ...

He returned to his seat and called his secretary on the airphone. The next thing I knew he was back at my seat with a charge number, names of people to interview in Overjise and Tessengerlo, Belgium, and an admonition to "Get to work!" Needless to say, I did!!

Take advantage of every opportunity you have with "funding agents" - executives with authority - to discuss your projects. Don't give up writing proposals even if you are downsizing, because it's probably a permanent condition.

Phillips' travel department changed my reservations, my assistant sent background material to my hotel in Stavanger, Norway, and I spent an entire weekend working on questions for

Belgium. Thank goodness it poured rain both days! I returned with 17 hours of interviews on tape, and the prospect of several more to do in
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the U.S. I was also able to take advantage of time in various Phillips offices to review their records systems and send back files that more appropriately belonged in the Corporate Archives.

A Win/Win/Win Scenario

There were several winners here: the original executive, because the interviews turned out better than expected - I suspect that we will learn that there really is a difference between employee perspectives on the same company issues, based upon nationality; the executive that "piggy-backed" onto the project, because it cost him only one sixth of the total bill; and of course the archives, because it gained increased exposure and credibility on both a corporate and international level.

The moral of this story? Take advantage of every opportunity you have with "funding agents" - executives with authority - to discuss your projects. Don't give up writing proposals even if you are downsizing, because it's probably a permanent condition. Who knows, you may find yourself in seven European cities for 14 days - all expenses paid!



Notable Quote #77

"Don't overlook the importance of worldwide thinking. A company that keeps its eye on Tom, Dick, and Harry is going to miss Pierre, Hans, and Yoshio."

- Al Ries, *Chairman*

Trout and Ries Advertising, Inc.

DEAD MOVIE STARS: Fischer

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Of course, international subsidiaries and joint ventures are nothing new; P&G established its first international subsidiary in 1915. But the overseas growth of North American companies really began in the postwar decades of the 1950s and 1960s. Until recently, the employees responsible for that growth were still employed and able to provide historical perspective and serve as the corporate memory. But as these original players retire, current employees are beginning to rely on the corporate archives for historical information.

In light of these reference trends, I contacted the corporate archivists at six multinationals to get a feel for what constitutes state-of-the-art reference service for their global constituencies. For them, it all starts with ...

Who Are The Users? What Do They Need?

International users may not know the archives exists, and may arbitrarily contact anyone at headquarters they know. If the contact is familiar with the archives, the foreign user is in luck, but if not an information need goes unmet. The importance of outreach - or at least consciousness-raising - can not be overemphasized.

The corporate archivists I spoke with about international reference service reported seamless transitions between domestic and international users - that is, domestic employees relay questions from foreign operations. In some cases, cultural variances prevent employees from approaching the archives because it is seen as part of the "Corporate Headquarters" - some vast unapproachable entity. In others, non-English speaking employees will relay their requests through another person.

In these instances the archivist, by not knowing who the ultimate user of the
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A World of Opportunity

The opening of new markets in Eastern Europe and Asia, and trade agreements such as NAFTA and GATT have pushed United States-based companies of all sizes to become players in the "global marketplace." Between 1982 and 1992, Procter & Gamble's international sales grew from one third to over one half of total sales. By 1992, more than 50 percent of P&G employees were based outside of the U.S.

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information is, may not be able to bring the full resources of the archives to bear on what the requester really needs. This breakdown in communication emphasizes the significance of adequate reference interviewing. Nuances of language and culture invariably lead to misunderstandings, which places added importance on clarifying exactly what the client is asking as well as why they need the information in order to eliminate subsequent rework.

Global users, obviously, cannot stroll into corporate archives to obtain historical information, and the concept of overnight delivery does not exist when sending materials across oceans, date lines, and political borders. We inadvertently find ourselves becoming experts of customs laws, which differ widely between countries.

I learned the nuances of Japanese customs law the hard way when half of an exhibit I had shipped a month ahead of time was not released from customs until the day *after* the exhibit opening. Despite the combined expertise of P&G's customs offices in both the U.S. and Japan, no one knew that items of historical antiquity over a certain monetary value could not be received by just anybody. We had to scramble to locate specific employees to personally claim the items from customs.

Most archivists I spoke to rely on e-mail, and corporate e-mail networks in particular, to receive requests from outside North America. While e-mail is the preferred method for receiving requests, the fax is the favorite for sending the information to answer them.

When the need for real time communication arises there's the long-distance telephone call, an option which is prone to creating more misunderstandings than it resolves, usually expensive, and always inconvenient. I have lost count of the number of times I have struggled to stay awake and coherent in order to reach an Asian colleague at the start of their business day, late into the night for me.

While there is no sure remedy for avoiding miscommunication in any phase of the reference transaction from the interview to the thank-you letter, experience and common sense can provide a few helpful guidelines. The archivist should talk to as many people as possible, as often as possible. Documenting every action taken - what is being sent, to whom, when, and where - is crucial. It's also important to make sure the user has reasonable expectations about delivery times - users should plan for several days to pass before they receive any material that can not be faxed or emailed. And do not - repeat, do not - lose that sense of humor when things start to go awry.

What We Can Do For Them

Procter & Gamble is fortunate in that its foreign operations are not shy about contacting the Archives directly. Over 50% of the international requests received by the P&G Archives are from advertising or public relations people requesting information and images for press kits or live press events to support the launch of a new product. and traveling product exhibits to individual country organizations. For our Japan Max Factor business, the Archives supported the product launch by hosting visiting beauty magazine editors at the Max Factor Museum.

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We also created an exhibit of product advertising and photographs, which was displayed in Tokyo for a month and viewed by 38,000 visitors. An archivist was also present at press conferences to serve as "historical experts" and guide VIPs through the exhibit.

At P&G, the businesses realized that promoting the history of Max Factor would raise its credibility with the press and consumers, and the Archives' support of these marketing activities helped acquaint the world with the Max Factor legacy. Other corporate archivists reported similar uses of their collections by international users. Kraft Foods, Inc., for example, reported that most of their overseas requests are for visual material and product histories to support marketing efforts.

Another important use by P&G's international clients is studying previous product launches to copy successes and learn from failures. For example, P&G's overseas operations have studied share growth resulting from third-party endorsements of company products in order to recreate those successes in their countries. Conversely, the P&G Archives have already received requests from domestic brands wanting to recreate other countries' successes, and we realize that we have to document these overseas efforts in order to better serve our U.S. clients in the future.

Some of the most important international requests have nothing to do with specific product marketing. The Archives is often called upon to help translate the culture and values of the company for potential joint-venture partners or key international customers. For these requests, we talk to these people one-on-one, provide tours, and provide them with information emphasizing that P&G is an established company with a long and successful

history. In countries where our competitors may be 200 years old, demonstrating that P&G is not a fly-by-night newcomer - and that it cares enough about its history to maintain a corporate archives - carries significant marketing weight.

This fact is not lost on other multinational corporations as well. The Motorola Archives took the proactive step of translating their company history into nine languages, and selling it through their catalog museum store. The staff at the Phillips Petroleum Archives

created a ready-to-show exhibit of the company's history for its Puerto Rico offices.

Meeting Future Needs: Who Does What?

As information

providers, archivists need to become familiar with these global users not only to better serve their current needs, but to anticipate and meet their future requirements. This means identifying and acquiring significant historical material from both domestic and foreign operations.

It is almost a truism that a good records management program is crucial to obtaining documentation from international subsidiaries. However, for companies without a comprehensive records management program - like P&G - this is more difficult. In this scenario, it is important for archivists to cultivate contacts with key overseas players.

But you can't know the players without a scorecard. Not surprisingly, archivists I spoke to knew less about their company's overseas business than the domestic side. If a corporation's foreign operations are a patchwork of subsidiaries, joint ventures, and minority partnerships acquiring that scorecard could be nigh well impossible. Even under the aegis of the same company, divisional structures outside the U.S. may be organized
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In countries where our competitors may be 200 years old, proving that we are proud enough of our history to maintain a corporate archives carries significant marketing weight.

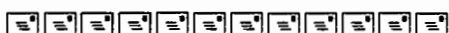
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completely differently.

At P&G we consider international networking as part of our basic outreach function. For example, because I worked closely with P&G's United Kingdom public relations staff on a project, they understood my needs and referred me to employees who had worked in the U.K. for companies P&G had acquired. These contacts have been rich sources of historical information and materials documenting acquired brands. By understanding the structure of P&G in each of the geographic regions where we do business helps us identify appropriate people to contact for records with long-term retention value.

Reflections on Distance Servicing

The growth of the global economy should serve as an incentive for archivists to plan for the needs of international users. The problems of distance, language, and differences in corporate and social cultures challenge archivists to find creative ways to offer top quality reference service.

So what is the best a global corporate archives can hope for? It is not practical to train archivists in the language and cultures of the countries where a company does business, and few companies will grant the archivist resources to travel to every company location to publicize the archives! But archivists can begin to analyze international users' needs and plan staff and budget resources to match. They can learn from experience which methods of conveying information work better than others. They can encourage users to inform their colleagues about the archives' services. And they can remember that sensitivity and patience go far to bridge cultural and language gaps.



MINUTES: WASHINGTON

SAA BUSINESS ARCHIVES SECTION ANNUAL MEETING, September 1, 1995

By Leslie Simon, CIGNA Corporation

WASHINGTON, D.C. -- Jean Toll, section chair, brought the meeting to order at 8:07 am. Over 50 members were in attendance. Jean called for the usual round of introductions, asking that attendees mention what data applications they are using for collection management. An overwhelming majority are using Microsoft Access. The minutes of the 1994 meeting, as published in Winter 1994 *Newsletter*, were approved.

Old Business

1995 and 1996 Program Committees

Clive Smith, World Bank, reported on the 1995 program. Several regular sessions addressed issues of interest to business archivists, many of which included colleagues as presenters. He noted the success of the Business Archives Roundtable, held on 30 August, at the World Bank. Clive offered advice for proposals for future meetings: present a fully fleshed-out, clearly written description, with commitments from speakers. Laura Banducci, Wells Fargo Bank, 1996 program committee, introduced herself, reinforced Clive's advice, introduced the tentative "tracks" for the San Diego meeting: "Diversity" and "Archival Education," and encouraged contributions both from individual members and the section.

History Factory Tour & Section Social

On behalf of the section, Hal Keiner thanked Debbie Waller for her work coordinating the tour of the History Factory. He also thanked the corporate sponsors of the social. Hal reported that both events were well attended. The social, special tours and educational events organized by the section have become, in a few short years, a time for business archivists to
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come together as a group, before the pull of the general meeting.

Business Archives Manual

Hal Keiner also reported on the lack of progress on the manual, due to his wife's illness. He called for volunteers to take over this responsibility. Immediately after the general meeting, Linda Edgerly, Winthrop Group, responded to Hal's request.

Business Archives Section Roundtable

Liz Holum Johnson, in-coming section chair, reported that 40 people attended the Roundtable, held at the World Bank. The three topics addressed at the roundtable included: advocacy, legal issues, and ethics. In Jean Hrichus' absence (Chase Manhattan Bank), the focused discussion of *advocacy*, instead, became an opportunity for attendees to share examples of internal and external outreach and PR. Menzi Behrnd-Klodt, Klodt and Associates, lead the discussion on *legal issues*, focusing on access and confidentiality. The attendees agreed to send copies of their institutions' and /or archives' statements on confidentiality to the section chair for distribution. The discussion of *ethics*, led by Paul Lasewicz, Aetna Life and Casualty, addressed both personal and professional ethics. His handout, *Identifying Reference Points for Ethical Decision-Making*, provided the framework for the discussion. Liz indicated that the consensus among the attendees was for a similar pre-conference roundtable next year, focusing on one topic. The topic was to be addressed at the Steering Committee meeting. *[The topic chosen was Ethics].*

Business Archives Directory

Frank Muse, CoreStates, was unable to attend the meeting, but forwarded several draft copies of the directory with a memo on its status to Jean Toll. Hal Keiner made the motion, which

passed by acclamation, that Frank be thanked for all the work he's put into the directory over the past year. A general discussion ensued after several people had a chance to examine the directory. Kris Kaeding, Microsoft Archives, volunteered to take over updating and production of the directory. After the meeting Amy Fischer, Procter & Gamble, also volunteered to work on the directory.

New Business

Election of Officers

Jean Toll, on behalf of the Steering Committee, presented two candidates for open offices: Gordon Rabchuk, Royal Bank of Canada, Vice Chair, and Susan Box, Phillips Petroleum, Steering Committee. Attendees affirmed the candidates.

Announcements

Jean announced the formation of an INMAGIC Users Group. Those interested should contact Leslie Simon. *[Due to the overwhelming popularity of Microsoft Access, perhaps an Access users group should be formed].* Whoy Yurn Shang, Forbes Inc., introduced *Audacity*, a general business history quarterly, published by Forbes and American Heritage, and sponsored by International Paper. Jack Treanor, Archdiocese of Chicago, asked section members to sign a petition to SAA Council, requesting the creation of a Records Management roundtable.

Guest Speakers: Records of American Business Project

Jim Fogerty, Minnesota Historical Society (MHS), introduced the project and discussed ongoing work. The project has received much attention internationally as well as domestically. On 26 April 1996, the Project will host a symposium at MHS on the appraisal and use of records of American business. Shortly thereafter, the Project intends to produce a document on appraisal criteria for business *(continued on next page)*

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records, modeled on one MHS did when re-appraising congressional records. These criteria will be based on the realities of current and projected use and creation. In early 1997, the project expects to publish a volume of essays. The book will have a broader scope than the symposium, addressing management perspectives on records, especially the legal realities of creation, retention and use.

Information for this aspect will be gathered by carefully directed and selected interviews. The aim is pragmatic rather than theoretical. Jim and Elizabeth Adkins, Kraft Foods Inc., encouraged section members to participate at all levels. In response to a question, Jim mentioned the focus of the project was on the for-profit sector, although issues raised would pertain to the not-for-profit. A brief discussion on interview techniques, focusing on the need to draw out interviewees, followed.

Business Archives in Italy

Steve Wright, Cincinnati Historical Society, reported on his month-long tour, as part of a group study exchange program sponsored by the Ohio branch of Rotary International, of Italian business archives. He was able to visit a wide range of repositories, from Salvatore Ferragamo (shoe manufacturer) and Monte dei Paschi di Siena (a bank which claims to have originated double-entry bookkeeping) to a Peugeot dealership in Rimini, a family/business archives dating to the 10th century, and an over 100 year-old restaurant in Florence. At this last, Steve was able to examine a guest book dating to WWII. Entries by German SS officers in 1942 praising the food were followed by those in 1944 of a US GI and his buddies. Copies of Steve's article, originally published in *Cincinnati Business Journal*, are available from him, and may be published in the section newsletter, if permission is granted.

Jean Toll adjourned the meeting at 10:00 am.

DATELINE: INTERNATIONAL

FIREWORKS IN GLASGOW!! Archival (B) Rogues On The Loose

SCOTLAND TO HOST 1997 INTERNATIONAL BUSINESS ARCHIVES CONFERENCE

by Hal Keiner, CIGNA Corporation

HARTFORD -- The Business Archives Council (BAC) of Scotland has invited the SAA Business Archives Section to attend the International Business History & Archives Conference to be held in Glasgow, July 4-7, 1997.

This conference will be a rare opportunity for business historians and archivists from Europe and North America to meet and discuss common concerns. Also meeting concurrently will be the America Business History Conference - its first meeting outside North America - and the United Kingdom Association of Business Historians, offering all registrants a wide choice of sessions to attend.

The theme of BAC's conference is "Archives and Managing Risk." Sessions will place risk management in its historical context by exploring ways in which companies have managed risk in the past, documented their activities, and dealt with increased government regulatory requirements. Aspects of the European and North American experience will be compared and contrasted.

Other sessions will explore the current scene: assessing the quantity and quality of records documenting risk management, and the role of records managers and archivists in their collection and preservation.

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The Business Archives Section is investigating the feasibility of preparing a tour package which would enable members to attend the conference and linger afterwards to enjoy the beauty and attractions of Scotland. The package would include group-discounted airfare and hotel accommodations in Glasgow, with vacation options to travel to the lochs, the highlands, or Edinburgh - and maybe even play a round of golf on the courses where the game began!

For further information, contact Hal Keiner at CIGNA, Archives, L9, Hartford, CT, 06152; telephone: 860/726-3844; fax: 860/726-2915; email: HKeiner@CIGNA.E-Mail.com

Top Ten Ways To Get To Scotland In 1997

10. Raid your children's piggybanks.
9. Implement an archival fee-for-service policy and charge too much.
8. Initiate a hostile takeover of the lemonade stands in your neighborhood.
7. Get appointed Ambassador to England.
6. Convince your CEO that he had Scottish ancestors that need to be researched.
5. Be very nice to your significant other for the next 18 months.
4. Buy thousands of Lotto tickets.
3. Paint your sneakers ruby red, click the heels together three times, and say, "There's no place like Glasgow."
2. Accession confidential corporate information and offer it to the highest bidder.
1. Start saving your pennies now.

NEWS FROM THE REGIONS

East

Bank Records Provides Insight into Social History of American Immigrants

NEW YORK -- Fifty-eight volumes of 19th-century banking records, which were donated to the New York Public Library this September by the Emigrant Savings Bank, will provide genealogists and scholars with valuable new information on the history of Irish immigration to America.

The Emigrant Industrial Savings Bank was founded in 1850 in lower Manhattan by Archbishop John Hughes to help the hundreds of thousands who fled the Irish famine escape the equally horrific conditions of the city's slums. In the bank's records a wealth of social and local historical information was documented and preserved. Amazingly detailed interviews with depositors were recorded in "test books", and equally detailed mortgage records track the shifting cityscape of 19th-century New York.

The 58 ledgers were culled from a collection of some 250 volumes of mostly accounting records that were recovered at the bank almost two years ago, according to Anthony Mingarino, first vice president of administrative services at Emigrant. Recognizing the importance of what they had found, Emigrant quickly contracted an archival consultant to appraise the volumes and help identify a suitable repository for the collection. The bank did not receive a tax credit for its donation, Mingarino said.

According to Mimi Bolling, curator of the library's manuscript collection, interest in the collection is very high. "I average about four or five calls a day," she said, "and some days I can't get the phone out of my ear." She notes

MIDWEST

that some of the calls have come from banks with existing archives programs who see in the popularity of the Emigrant records validation for their own collections - "See? Archives are valuable!"

Although she is still looking for funding to process the volumes and create an index for the estimated 170,000 names they contain, Bolling hopes to have the collection open to researchers by the end of the year.

SOUTH

Phillips Archivist Honored as Historian of the Year

BARTLESVILLE, OKLAHOMA -- Susan C. Box, Corporate Archivist for Phillips Petroleum Company, received the Bartlesville Examiner-Enterprise 1995 Historian of the Year Award for her outstanding volunteer service in numerous community historical projects.

According to a front-page story in the Examiner-Enterprise, Box was cited by Washington County Historical Society President Doris Meyer for her efforts to "preserve, display, and disseminate information about nearly all aspects of Washington County history."

Box received the award at the historical society's annual award banquet, which was attended by the CEO and Chairman of the Board of Phillips and his wife.

Notable Quote #37

"A real hero is always a hero by mistake; he dreams of being an honest archivist like everybody else."

- *Umberto Eco*, *Travels in Hyper/Reality*

Minnesota Historical Society to Host Business Record Symposium April 12

ST. PAUL, MINNESOTA -- On April 12, business archivists from across the continent will flock to the Minnesota Historical Society's new \$76 million History Center for a symposium focusing on the creation, appraisal, and collection of American business records.

The symposium, funded by a grant from the National Endowment for the Humanities, is part of a collaborative project between MHS and the Hagley Museum and Library to create a records appraisal document for corporate archival records. Papers delivered at the symposium will be collected and published.

Session topics include: *Creating Business Records: Structural Analysis; Appraising Business Records Series: Functional Analysis; External Documentation; Collecting Policies and Documentation Decisions; and Collecting Repositories and Corporate Archives: Variations on a Theme?*

The symposium is open to all interested participants. People interested in attending or in the project itself may contact James E. Fogerty, Minnesota Historical Society, 345 Kellogg Boulevard West, St. Paul, MN 55102; FAX: 612/296-9961; INTERNET: foger001@maroon.tc.umn.edu.

Lutheran Fraternal Benefits Association Launches New Historical Gallery

APPLETON, WISCONSIN -- Visitors to the new gallery at the Aid Association for Lutherans (AAL), a fraternal benefit society founded in 1902, will find the story and the people of the AAL recreated with life-size mannequins in period scenes, artifacts, realistic sound effects, and oversize photographs.

The 1587 sq. ft. gallery was the brainchild of AAL Corporate Archivist Jan Krahn, and was (continued on next page)

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designed by Ben Kozak, a nationally renowned designer with Exhibit Design Central of Wilmette, Illinois.

In 1993 Krahn took advantage of a proposed home office expansion to pitch the idea of a gallery as a needed and interesting educational tool. With more than 9000 AAL branches coast to coast, Krahn noted that "Visitors to AAL and even employees don't always know our history." She also served on the employee team that helped shape the project's content and direction.

Larry Kath, assistant vice president of Corporate Relations at AAL, said the exhibit makes the organization's history and purpose come to life. "This wonderful, big successful organization did not just happen overnight. In the gallery, you get a sense of the struggle, the dedication, the hard work and the sacrifice that occurred."

The AAL Gallery is a natural outgrowth of the AAL Archives, an 850 cu. ft. collection of material dating to the organization's founding. Established in 1977, the AAL Archives holds administrative, fiscal, legal and historical data. It also houses a collection of artifacts, videos, and oral histories. Requests to view archival materials can be directed to Jan Krahn at 414/734-5721x2311, or to Krahn at the Information Resource Center, AAL, 4321 N. Ballard Road, Appleton, WI 54919-0001.

WEST

Conclusion? Nothing Happened

COULD BE ANYWHEREVILLE -- In this surprisingly quiet locale, separated from the rest of the nation only by artificially-imposed time zones, an interesting debate is occurring that could shake the philosophical underpinnings of business archivists everywhere.

It concerns yet again the eternal question: If an event of significance to business archivists occurs, and nobody reports on it to the section newsletter editor, did it really happen? The crux of the debate focuses on the fate of those inquiring minds of a Pragmatic bent who truly want to know, but in the absence of information are forced to assume an unbalanced and therefore distorted view of archival reality.

These informational have-nots are faced with the prospect of being labeled regionocentrics by those colleagues who through some twist of fortune are blessed with greater access to resource networks. In numerous cases this castigation has caused some archivists to adopt an Existentialist outlook, an alienation which leads almost invariably to an even more pronounced withdrawal from the professional community.

The most extreme example of this syndrome concerns a former national archivist whose chronic inability to obtain regional information on business archives activities eventually fostered a persecution complex of such magnitude that it appeared to cloud his decision-making capability, and led him to betray his position, his colleagues, and the American way of life for a secure job and a six-figure income.

Don't let this happen to you or somebody you know. Send in your regional news today!!

NEXT ISSUE: Be A Good Sport!!

Does your company have any ties to sports or other athletic activities?

Have you ever used these sporting tidbits to archival or business advantage?

If yes, then don't go into a four-corner stall - write it up for the newsletter!!

EDITOR'S WISH LIST

can be delivered anytime

1. ARTICLES

The next issue will deal with topics concerning the sports - how many of you have material documenting athletics in your holding? Have you ever used it to advantage? C'mon - inquiring minds want to know!

2. COLUMNS / REGIONAL NEWS

Do you have something to say? Send it in - anything from philosophy to humor to blatant self-promotion may be fit to print!

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