



SAA BUSINESS ARCHIVES NEWSLETTER

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

DOCUMENTING THE ROAR OF THE TIGER

John E. Fetzer, Major League Baseball, and a Game in Flux

by

Scott Grimwood, The Fetzer Institute

The Fetzer Institute is a non-profit research and educational organization dedicated to pursuing the implications of mind-body-spirit unity in a variety of areas. As the Institute's Archivist/Records Manager I wear many hats, from establishing a records management program to overseeing office technology to creating an organizational archives. I came to the Institute in June, 1994 to arrange and describe the business and personal papers of the Institute's founder John E. Fetzer (1901-1991).

The John E. Fetzer Collection documents Fetzer's pioneering work in broadcasting, his community involvement, and the creation of the Institute. A significant portion of the collection is devoted to a passion that Fetzer had since he was a little boy in Lafayette, Indiana - baseball, and in particular, the Detroit Tigers.

Fetzer turned a childhood dream into reality in 1956 when he became part of an 11-man group that bought the Detroit Tigers. By 1962 he had acquired sole ownership of the team, which he retained until 1983 when he sold the club. After the sale Fetzer stayed on as Chairman of the Board until early 1990.

(continued on pg. 10)

ALSO in this Issue

Amway Global Media Archives	pg. 7
International	pg. 14
Regional Updates	pg. 14
SAA Annual Meeting.....	pg. 12
Sans Serif	pg. 2
Section Chair	pg. 3
Section Classifieds	pg. 15
SPORTS	
Sports Archiving in South Florida	pg. 5
Fetzer Institute/Detroit Tigers	pg. 1

SAA Meeting Preview !!

Undecided about what to do in San Diego? Flip through this special pre-meeting feature, chock full of activities of interest to business archivists everywhere, courtesy of Program co-chair Hilary Kaplan and the friendly folks at the SAA office.

See pgs. 4, 12 for more info!

SANS SERIF

Before I get to the convoluted story behind why this issue has a sports theme, I'd first like to single out the one non-sport feature article.

What is a Binary Large Object?

Just ask Linda Folland, author of the significant piece on the story to date of Amway's efforts to create a Global Media Archive. Hers is a gripping tale of corporate power structures and globe-spanning technology (Tom Cruise is interested in the movie rights; a number of Hollywood sirens are battling for the right to play Linda). It also gives a state-of-the-art look at the impact technology can have on archives and the people who tend them - and an example of how archival job competencies can be opportunistically applied in non-traditional ways. Now, back to the game.

Of Sleep Deprivation, Synapses, and Aussies

It first occurred to me in the late fall of '94 that I ought to do a special issue on sports-related materials in business archives. I can pinpoint the moment exactly: it was a little after two in the morning, and I was up watching my newborn drain a bottle. Since Nicky's middle of the night feeding was usually at least an hour long, I routinely turned on the TV to pass my half of our time together while he was sucking away his. This particular night, I happened to catch the championship game of the Australian Rules Football League. One play led to another, and two hours later I finally put Nick back to bed - I'll probably get sued for that someday. Anyway, in some quirky, sleep-deprived synaptic process, the idea for this issue was born.

The time lapse between the idea and its fruition is explained by the fact that it took me a year and change to come up with sound archival reasons why I should do this - somehow, I didn't think describing my

generative thought process would carry much weight.

Sound Archival Reasons (SARs)

The first SAR, then, is that most business archives have some sports-related material in them, and that this commonality might provide a basis for an unprecedented look at an overlooked part of our collections.

The second SAR is that for many corporate archives, sports materials are not an overlooked part of the holdings. For example, Helen Farrell at the McDonald's Archives wrote to tell me that she has a wide variety of sports marketing materials in her collection documenting the corporation's involvement with the Olympics, NASCAR auto racing, LPGA golf tournaments, NBA basketball, World Cup Soccer, baseball, rodeos, and youth and amateur sports tournaments in more sports than I have space to relate. These materials attract internal and external requests, and servicing them forms a part of McDonald's (and the Archives') customer relations effort. This perspective is given an interesting twist in Scott Grimwood's cover story on the papers of John E. Fetzer, a former owner of the Detroit Tigers and founder of the Fetzer Institute.

And in some cases, sports material *is* the archives. In this issue, Ed Krajewski - the triple-hatted archivist for the Florida Marlins, Florida Panthers, and Miami Dolphins - tackles how the game is played in professional sports organizations.

Lastly, SAR #3 is that this sports theme - because it has never been covered before - opens the door for some new faces to speak their piece and engage in gratuitous self-promotion for themselves and their organizations. Having used this august publication to do pretty much the same for myself, it would be awfully hypocritical of me to deny others the same opportunity.

(continued on pg. 15)

FROM THE CHAIR

by Liz Holum Johnson, H.B. Fuller Company

As the Society of American Archivists begins to make final preparations and arrangements for the upcoming annual meeting in San Diego, I hope to encourage section members to attend the 60th anniversary celebration of the founding of SAA. In addition to the usual pre-conference workshops, tours, events and sessions, I would like to point out a few particular events that pertain to the section. As you may know, several section members - incoming chair, Gordon Rabchuk, Royal Bank of Canada, and Hal Keiner, CIGNA - have been hard at work preparing for the section roundtable and social (see page 15 of the SAA program or pages 4, in this newsletter for more detailed information). Both events will provide a wonderful beginning to the meeting.

This year the SAA program topically lists the sessions. On page 29 of the program several sessions are noted under the title of "Business and Industry." While this is a good start, the list fails to include the session submitted by Leslie Simon, CIGNA, entitled 85SR

"...suppress nothing that is true...": An Introduction to Coping With Litigation. Please take time to read further into the program listing of sessions - this year's slate has quite a bit for business archivists. Also plan to attend the business archives section meeting, Saturday, August 31, 10:30 am - 12:30 PM. Over 60 archivists attended last year's meeting!

Section Doings

Now for some updates:

- Amy Fischer, Procter & Gamble, has been diligently working on the update of the directory of *Business Archives in the United States and Canada*. If everything proceeds

according to schedule, the directory will be printed prior to the meeting in San Diego.

- A subcommittee of the section consisting of Elizabeth Adkins, Kraft Foods, Inc.; Jim Fogerty, Minnesota Historical Society; Phil Mooney, Coca Cola Co.; Ed Rider, Procter & Gamble; and Jean Toll, General Mills, has been formed to oversee the publication of the updated/revised manual on business archives. Linda Edgerly, The Winthrop Group, will be coordinating the production of this publication. This project is still in the formative stages.

Abe, Jack, and the Advocacy Brochure

I read with interest the front page article in the May 1996 issue of the American Association for State and Local History's *Dispatch*, titled "Abraham Lincoln and Jack Daniel's Whiskey (or, Discussing Corporate History Issues in Nashville, Tennessee)". The article spoke about an initiative on the discussion of corporate history.

After reading the article, I wrote a letter to the editors expressing some concerns. Some excerpts of this letter to AASLH read: "While I applaud the initiative, the article stated one of your 'greatest challenges to this initiative is the lack of information about corporate history museums and archives.' In reality, the wealth

of information on corporate archives is one of your greatest assets. Information on the nation's corporate archives is not as scarce as you may think.

"To introduce you to this field, I have enclosed a copy of the brochure 'Business Archives in North America'. As chair of the business

archives section, (with more than 300 members), of the Society of American Archivists (SAA), I can offer you a variety of avenues to explore while developing this
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Please take time to read further into the program listing of sessions - this year's annual meeting slate has quite a bit for business archivists.

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initiative. An updated directory of *Business Archives in the United States and Canada* is slated to be published mid year. In addition to SAA, committees and councils of regional archival groups are well-informed about the existence of corporate archives in their respective regions. A groups of essays will be published early next year as a result of The Records of American Business project, led by the Minnesota Historical Society and the Hagley Library & Museum, on the collection and appraisal of corporate records.”

I would appreciate hearing from any section member that has been contacted regarding this initiative. I have yet to hear from AASLH in response to the letter I sent.

If any section member has any questions or concerns they would like to have addressed at the section meeting or by the business archives section steering committee this year, 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 seeing you in San Diego!

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Notable quote #88

From the lone shieling of the misty island
Mountains divide us, and the waste of seas,
Yet still the blood is strong, the heart is
Highland,

And we in dreams behold the Hebrides.

- John Galt

Canadian Boat Song

Business Archives Section ROUNDTABLE DISCUSSION

Where: Sheraton Harbor Island Resort

When: Wednesday, August 28, 1:00-4:00

Topic: ETHICS

Commentator: Terry Cook, National Archives
of Canada

Format: Interactive discussion of three case
studies:

- **The Pandora Equation: The Archivist, the Open Door, and the Unowned Box**
- **To Outsource or Not to Outsource, That is the Dilemma**
- **Quality Service and Outside Researchers: How Far Should You Go?**

Pre-readings: Copies of the case studies will be distributed to registered participants before the meeting.

To register: Contact Liz Holum Johnson by August 14. Call 612/486-1054 or fax your name and address to 612/482-8945.

NOT A MICKEY MOUSE OPERATION *Archiving Professional Sports in the Sunshine State*

**by Edward S. Krajewski, Manager of Archives
Florida Marlins, Florida Panthers,
& Miami Dolphins**

As one of the most vibrant entertainment regions in the United States, the Miami-Ft. Lauderdale area offers a wide variety of attractions. The Florida Marlins baseball team, the Florida Panthers hockey club, and the Miami Dolphins football team are three of the area's most successful competitors for South Florida's entertainment dollar.

Owned by H. Wayne Huizenga, the architect of the Blockbuster Video business empire (which he recently sold), these three sports organizations have created a single archives to preserve the history of their organizations and to capture their most memorable moments. This atypical tripartite department reports to the Vice President of Broadcasting, who incidentally works for all three teams as well.

Catching the Big Ones

One of the most enjoyable and rewarding aspects of serving as the tri-team's archivist is the acquisition of sports documents and paraphernalia. Currently the primary function of this department is to preserve significant artifacts and records relating to the three teams, and to devise mini-museums and halls of fame for use at special events.

I have been working since 1994 to create an archival program to successfully oversee these tasks. Initially, in order to reach an harmonious understanding with everyone in the tri-team realm about the archives goals I met with each department director, getting them to consciously think about saving pertinent

records and items for the archives collection. Each organization's equipment staff and media/public relations department plays a direct role in obtaining items for the archival collection. These units maintain a watchful eye for any significant occurrences - particularly in game situations - that need to be documented for future reference.

Naturally one can expect a certain degree of variance from organization to organization and from item-type to item-type in the transferal of materials to the archives. Some departments, like the Marlins promotions staff, prefer to send items on a monthly basis. Others, such as the Panthers equipment staff, wait until the end of the season to turn over their artifacts.

With both the Marlins and the Panthers being relative young (four and three years old respectively), it has been easier to identify and save significant documentation from those organizations' origins and development. During the off-season each department from the teams will launder and reorganize their files in preparation for the upcoming season. The records which they no longer require in their files will be sent to the archives for preservation.

The Dolphins, on the other hand, have been a different story altogether. More than 30 years old, the organization had never made it a priority to document its past. As a result, I have been forced to retrieve pieces of their storied past through an alumni program. Until recently the Dolphins had an informal alumni group, but now the team's community relations department has formed an official alumni association. This exclusive group assists the
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archives by loaning artifacts relating to their careers for display in our permanent exhibit at the Dolphin Training Facility and for showcase at special events.

Some of the more significant items preserved thus far include: documentation of the Marlins quest to obtain a Major League Baseball franchise; artifacts from the Marlins first no-hitter, tossed by Al Leiter on May 11, 1996; Panthers goalie John Vanbiesbrouck's mask from their inaugural season; Dolphins jerseys and awards from 1966, their first season in the NFL; and the prestigious Super Bowl VII and Super Bowl VIII championship trophies.

Managing Sports History

Since the tri-teams place such importance on their histories, the archives is relatively well-supported. The archives has two staff members working in a 1200 sq.ft. area, as well as maintaining displays at different office locales. Given their value to collectors, the records and artifacts are stored securely in a single storage space.

All items are classified relative to the organization they pertain to. The grouping of artifacts by organization makes it easy for us to regulate the records, establish control over storage, and retrieve them when need be.

All information on our newly acquired files and artifacts is catalogued on SNAP! for Windows to facilitate collections management. Information on items already in the collection are currently in the process of being transferred. Ultimately, this approach will allow us to save time and make consistent entries within each division when categorizing an item.

Additional documents, mostly periodicals, are scanned in an Electronic Filing System for easy access and retrieval. As of now, there are two PCs connected to this system; ultimately, I would like to have the media relations departments hooked up to the system in order to utilize its capabilities to the fullest.

Getting Their Money Back

Use of the tri-team collection is varied. Each of the three teams' offices currently features a sampling of distinctive items on display for visitors and guests to enjoy. Each organization also conducts their own special events and fan celebrations - Marlins Fanfest, Dolphins Draft Day Party, and Panthers Hockeyfest. My role has been to create vehicles (mini-museums, halls of fame) for showcasing various artifacts relevant to each club's history. In order to bring a breadth of material to these projects, I generally locate and borrow objects from such external sources as collectors, museums, coaches/players, and professional sports halls of fame.

On occasion, I received special requests from various organizational personnel who need to access files or artifacts in the collection for business reasons. Additionally, fans contact the archives for team or artifact information. And recently, I have begun fielding requests from area museums who are interested in borrowing items for special exhibits of their own.

A Day Without Sports is Like a Day Without Sunshine

Virtually every day our sports franchises continue to make history and build tradition, and we will continue to capture that tale as it unfolds in the hopes of one day creating a museum which will tell the story of our organizations to the tens of millions of residents and visitors that make South Florida so dynamic.

Notable Quote #91

Nowhere beats the heart so kindly
as beneath the tartan plaid!

- *W.E. Aytoun*

Charles Edward at Versailles

AMWAY'S DATA CENTRAL

A Global Media Archive as a Tool for Corporate Communications Strategy

by *Linda Folland*
*Senior Global Media Archivist, Imaging Team
Leader, Amway Corporation*

Michigan Reaches Out to the World

Amway, a privately held company founded in 1959 by two friends is a singular phenomenon. In just 37 years, Jay Van Andel and Rich De Vos built a six billion dollar global conglomerate that now operates in over 65 countries. The two philanthropic founders are now recently retired, and have turned over the corporate reins to their children. At every opportunity they gratefully acknowledge their good fortune in not only achieving the American Dream themselves but for also being able to help others do the same.

With more than 12,000 employees and a network of more than two million independent distributors, Amway manufactures some 400 home and personal care products as well as goods for health and fitness, home technology, and commercial settings. Via unique direct-sales partnerships and mail order catalogs, the company also markets a variety of services and more than 6500 items branded by other companies - practically everything needed for daily life. But they didn't have an archivist.

Taking Care of Business

While many companies were cutting back their archives in 1995, Amway continued to

expand, hiring me to work in the Communication Division's Creative Services department. Formerly responsible for Special Programs and Collections at Herman Miller, Inc. I was brought on board at Amway in July to develop a digital archive of the photography and art for print publications that would be accessible throughout all of Amway's world operations. Why is the need for image control so crucial at Amway? Since most of the corporation's business is conducted through catalogues, Amway has created one of the nation's largest in-house printing operations - which in turn has generated an image library with over two million photographs.

*A GMA can improve
information exchange
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A Change in Strategy

My information management background, research in emerging publishing technologies, and in-house technical situational analysis soon led me to recommend a broader scope archives that would also incorporate video and sound elements, templates, text blocks, and completed digital designs. In short, I recommended creating a Global Media Archive (GMA).

The GMA as envisioned would operate as a central finding system for multi-use elements that could be requested and transmitted as data, film, disk, tape, etc., for use in print or multi-media projects anywhere at Amway.

Amway believes such an archive is necessary to ensure the clear and consistent corporate voice that a large organization needs to speak to its many diverse audiences. Having key
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communication elements centrally accessible can also encourage fuller use of expensive, finite resources. Take photographs for example: even with a staff of 15 in-house photographers, a major photo shoot can cost thousands of dollars. A GMA can maximize the return on that investment by facilitating the reuse of those images.

Moreover, a GMA can improve information exchange and enhance creativity among internal, geographically disparate design staff. This kind of data-based operation, though difficult to configure and connect, can streamline the publishing process. It can also help the organization to meet the needs of its target audience with the media of choice - say via the Internet or by CD.

New Combinations of Old Archival Principles

To fully understand the concept of a GMA, it helps to consider it from both an intellectual and a physical perspective.

To maintain intellectual authority over the collection, a controlled vocabulary, accessible on-line with pop-up directories, will be used in conjunction with a natural language, full-text search engine. This combination is essential to guarantee effective access for hundreds, maybe thousands of users. For now, the finding system will be English based, with global language differences to be worked out later.

Physically, magnetic- or optic-based data are not preferred archival storage media. So the digital central finding system, from which low-resolution images can be positioned to mock up designs, will be supported by image

repositories on film and an intricately designed back-up system. Eventually users will be able to request what they need right on-line after viewing and selecting it. Printing processes will use automatic picture replacement technology to switch the low-resolution images with their stored high resolution counterparts just before printing.

The Staff Gears Up

Apart from setting the communication strategy for the project and figuring out the technology itself, a big part of the job has been to get Amway's technical staff aligned behind the undertaking. The work includes collaborating with technical experts outside Creative Services and helping develop a new, self-directed cross-functional work team of archivists, lab technicians, digital prepress operators, and a host of others. This has been a formidable task because the work team is functionally-diverse - we are essentially creating a new business paradigm.

In addition to maintaining a demanding schedule of traditional archival activities, the new imaging work team has in the last year, developed a vision, mission, guiding principles, and goals for its new operations. The team is

now producing Gantt charts and workflows in support of the GMA project and another project to set up a digital prepress operation. Many of the work team members have attended formal, external training relevant to these two projects.

To assist the team, I have compiled an extensive glossary of technical media terms, now numbering 100 pages

and growing. I have also developed several
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The intended outcome of the Global Media Archive is to create a systematic means to acquire reusable elements from across the company, and make them globally accessible to key communicators in a timely, accurate, and technologically convenient fashion.

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archive models, first to garner the support of Communications management, and then to help other archivists and technicians to see how they fit into the overall picture. Standard-setting and work-instruction writing is also underway, and is based upon information gleaned from ANSI, ISO, and other relevant professional standards associations. Likewise, systems requirements have been written, vendors scrutinized, and a selection made.

Most important of all is acquiring reliable software, hardware, and integration services so that staff can be trained and the system tested. Installation of the system is now underway, and testing will begin in the Fall of 1996.

User Interface: Making the Connection

Working with management, I am designing a user-interface plan that includes a network of professionals across the company. A crucial and necessary part of the GMA network will be the assigning of key representatives to serve on an advisory committee. I will involve corporate leaders in the selection process to ensure that the committee's membership adequately represents the diverse interests of Amway's global management.

Next steps will be conducting interviews, compiling and analyzing data, and preparing results reports. Then come domestic and international site visits, holdings inventories, appraisal and transfer of materials, and finally organizing and entering the material into the system. It's a process that will likely take years to unfold.

The intended outcome is to create a systematic means to acquire reusable elements from across the company and make them globally accessible to key communicators in a timely, accurate, and technologically convenient fashion. Such a system will create cross-functional synergies and cost savings that will produce long-term benefits for Amway. Continued collaboration among the work team

and whole-systems planning will be essential for the permanent success of the Amway Global Media Archive, as will staying on top of developments in technology and archival practice.

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HEAR YE, HEAR YE!!

While in San Diego for the SAA Conference, you are cordially invited to attend the Business Archives Section Social

When: Wednesday, August 28th, 4:00-5:30

Where: The Sheraton Bayview Room overlooking beautiful San Diego Harbor

Why: What else are you going to do on a lazy San Diegan summer afternoon? Did I mention the free food? Good company?

Fetzer and the Tigers *(continued from pg. 1)*

Fetzer also served baseball as whole during his association with the Tigers. He was a member of Major League Baseball's executive committee, its pension committee, and both the American League and Major League Baseball television committees. As head of the Major League Baseball television committee, Fetzer helped put together the baseball's first national television contract, a milestone whose ramifications changed the very core of the game. The Fetzer Collection documents all these activities and more.

The View from the Owner's Seat

The baseball portion of the Fetzer Collection consists of 31 ln.ft. of manuscript material, one ln.ft. of photographs, and numerous artifacts. The manuscript material provides an excellent picture of the operation of a major league ball club and baseball as a whole during a period of tremendous change. It documents the upper level administration and general policies of the ball club and the stadium. These records reflect Fetzer's philosophy of ownership, which was to delegate daily operational issues of the club to the general manager.

The records themselves consist of such items as

American League Meeting Minutes, weekly reports on the operation of the club from the Tigers general manager and others, and publications (including yearbooks.) The photographs document some of the organization's facilities and events over the years. Such standard items such as autographed balls and bats make up the bulk of the artifacts,

but there are also two very rare pieces - the 1968 and 1984 World Series trophies.

The Fetzer Collection is not the only repository to possess records created by the Detroit Tigers during the period of Fetzer's ownership. The team's current owners, Mike and Marion Illitch (who purchased the team in 1992), has a wide variety of materials dating to the early 1900s. The archivist for the Tigers is currently reviewing and organizing the collection, and still has a large amount of unprocessed material. I hope that this material contains those records that the Fetzer Collection does not have (detailed financial and day-to-day documentation,) as well as the originals of duplicate records in the Collection.

I have also contacted other institutions seeking information on what material may have on Fetzer's ownership of the Tigers. In particular I have worked with the archivists at the National Baseball Hall of Fame and Museum and the Sporting News not only to unearth relevant material but as a form of outreach. I want them to feel comfortable in contacting me for any information that they

may need on Fetzer and his activities.

Interactive Archiving

A goal I have for the Fetzer Collection is to use it as a base for educational outreach to inform the general public of the accomplishments of John Fetzer. Through

this outreach the Institute hopes to increase public interest in Fetzer, and thus increase interest in the Institute and its work. Baseball, because of its place in American culture, provides a perfect gateway for this outreach.

Currently, the collection is being used in two projects funded by the Institute: an oral history and a book. The oral history will document all
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of the major aspects of Fetzer's life, including baseball. The book is more narrowly focused, examining Fetzer's baseball activities and in particular his philosophy of ownership. The oral history will supplement documents already in the archives, while the book is for the baseball fan interested in reading about an old fashioned owner.

In the future the plan is to use the collection again as a base for other outreach projects. One of the ideas in the works is to partner with a cable network to put together a biographical documentary on Fetzer. Also we want to upgrade an exhibit on Fetzer's life and accomplishments at Western Michigan University's Fetzer Center. Currently the exhibit only covers Fetzer's life to 1984, leaving an incomplete picture. In both projects, baseball would be a significant part of the final product, and the documents in the Collection will provide the factual base for a visual end product.

The Past as a Compass for the Future

All of this outreach about John E. Fetzer comes from the Institute's sense of history. To the Institute it is important to know its past in order to help provide direction for the future. On several occasions I have had requests from the staff to search the Collection for information on past activities and quotations illustrating Fetzer's views and feelings on various topics relating to the work of the Institute.

Because the Institute values its past, and it is a well-endowed organization, my work in the archives is well-supported both professionally and financially. I have gotten an excellent archival and records storage facility, the ability to attend several professional meetings a year, and support for my work from the President on down through the staff. Because I know how rare this level of support is, I value it even more, and I exercise responsibility in order not to abuse the advantages given to me.

An Archives on a Mission

The John E. Fetzer Collection is currently closed to outside researchers because I still have material to process and have not yet fully developed access policies for the archives. When this work is completed, hopefully before the end of 1996, I expect the baseball material will be the most utilized part of the collection because of America's fascination with the game.

It is this fascination that makes The Fetzer Collection a significant holding. The Collection's baseball material offers a window to a time when the game went from the national pastime, still full of wonder and innocence, to a troubled business torn apart by strife and greed, searching for an identity. Through this collection I hope researchers can achieve a better understanding of why baseball changed, and whether or not it can ever regain some of its lost glory.

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<p>The Society of American Archivists (SAA), founded in 1936, is the oldest and largest national professional association in North America for archivists and institutions interested in the preservation and use of archives, manuscripts, and current records. Membership includes those serving in government agencies, academic institutions, historical societies, businesses, museums, libraries, religious organizations, professional associations, and numerous other institutions in more than sixty countries. Through its publications, workshops, annual conference, and other programs, SAA provides a means for contact, communication, and cooperation among archivists and archival institutions.</p> <p>The Society of American Archivists, 600 S. Federal, Suite 504, Chicago, Illinois 60605, (312) 922-0140 or e-mail info@saa.mhs.compuserve.com.</p>
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UPCOMING: SAN DIEGO

SAA ANNUAL MEETING August 28 - September 3, 1996

There are numerous activities that are slated for the '96 SAA meeting that will be of note to business archivists. Here's a preview of some of the ones that will be of most obvious interests to members of the business section. Special thanks to Hilary Kaplan.

Section Events

Business Archives Roundtable Discussion: Ethics, the Sequel - In this follow-up to last year's stimulating ethics symposium, Terry Cook of the National Archives of Canada will provide expert commentary on three case studies which demonstrate ethical issues facing business archivists in the workplace. **Wednesday, Aug. 28, 1:00-4:00**

Section Social - The annual gala event will be held immediately following the ethics roundtable in the Sheraton's beautiful Bayview Room overlooking the harbor. Hors d'oeuvres will be provided thanks to the generosity of several corporate sponsors; there will also be a cash bar. **Wednesday, Aug. 28, 4:00-5:30**

SAA Events

The 6th Annual SAA Open - Looking for a friendly round of golf? Join a swinging crew for an excursion to the Castle Creek Country Club in Escondido, about 40 miles north of San Diego. A car pool will be organized for the trip. Green fees will be about \$30; carts about \$12; all participants will be required to make a \$10 contribution to the SAA Education Fund. For registration information contact Hal

Keiner, 860/726-3844. Deadline for registering is August 1. **Wednesday, Aug. 28, 7:00 AM**

Workshops

Managing Change and Organizational Transformation - A two-day session covering the issue of change in the electronic age, and postulating strategies and tools for dealing with it. I've heard rumors that someday soon change may be a part of corporate life - this might be worth checking into! **Monday - Tuesday, Aug. 26-27.**

Teaching the Trainer: Teaching Techniques and the Adult Learner - If you ever wanted to participate in at least one well-run workshop before you die, here's your chance. This one-day program is worth the price of admission for the experience alone, even if you never plan on leading a learning event. But I suspect most of you will at some point or another. Topics to be covered include learning styles, managing room dynamics, and creating an open and interactive learning environment. **Monday, Aug. 26.**

Providing Information and Services Via the WWW - Presents an overview of the challenges of setting up a WWW site. Topics include hardware, design, maintenance, and content issues. Lest you think this isn't relevant, how many companies out there are establishing Intranets? **Monday, Aug. 26**

Cyberspace for Archivists - The ideal Internet course for those of you like me - c'mon, raise your hands - whose knowledge of Internet and its services is limited to finding beer recipes on AOL. Covers specifics like basic Internet techniques and netiquette, and less tangible items like ethical and legal issues, and the implications for archivists of the National Information Infrastructure. **Tuesday, Aug. 27**
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Sessions

Lighting Up the Internet: The Brown and Williamson Documents - Although likely not to focus on the corporate archival perspective, this discussion of our worst nightmare - the appropriation and public dissemination of confidential business records - merits some attention. **Thursday, Aug. 29, 10:30-12:30**

Managing E-mail: Theory and Practice - The archivists who prepared new e-mail guidelines for NARA and the New York State Archives will talk to the topic. There'll also be a panelist addressing implementation issues - should be a good generalist discussion of current approaches. Killer time slot though. **Friday, August 30, 8:00-10:00**

The Records of American Business Project - Update on the progress of the joint project between the Minnesota Historical Society and the Hagley Museum, and a discussion of its relevance to corporate archives. **Friday, Aug. 30 10:30-12:30**

Archival Science, Artificial Intelligence, and Business Process Engineering - Promises to be a highly theoretical and technical discussion of a government vision to create a paperless office (my term, not theirs!) by 2003. Maybe it's just me, but there's something about the term diplomatics that draws me like a moth to a flame. **Friday, Aug. 30, 2:00-4:00**

The Life Cycle of the Archivist: Managing Your Professional Career - If you're not a moth, check out this rare humanistic SAA offering which focuses on the life cycle of an archivist (hey, isn't life cycle a insect term?) Speakers from four life/career stages will address their needs and options. **Friday, Aug. 30, 2:00-4:00**

Records Management and Information Management for Developing Countries - A special focus session that may be of use to archivists from multinationals with operations in emerging markets. **Saturday, Aug. 31, 4:00-5:00**

Electronic Records 102: Getting at Fundamental Issues - For those diligent professionals still attending sessions on Sunday, this special focus event may prove valuable. But if you're that diligent, you probably know all this stuff already! **Sunday, Sept. 1, 9:00-11:00**

"...suppress nothing that is true...": *An Introduction to Copy with Litigation* - If you expect to be alert enough on Sunday morning to follow discussions of legal issues, this session should be an invaluable primer for corporate archivists who haven't yet discovered the thrill and excitement of participating in a full-blown discovery motion. **Sunday, Sept. 1, 9:00-11:00**

The Automated Electronic Records Information and Control System (AERIC) at NARA - No particular reason except that this is the last session scheduled. If you're still around, try to take it in - if only to provide moral support for those poor souls who have somehow managed to antagonize the program committee! **Sunday, Sept. 1, 10:00-11:00**

Notable quote #90

Oh Caledonia, stern and wild,
Meet nurse for a poetic child!
- Sir Walter Scott
Lay of the Last Minstrel

NEWS FROM THE REGIONS

WEST

Rogue Valley Bank Records Open

by William Alley,

Southern Oregon Historical Society

MEDFORD, OREGON -- The Southern Oregon Historical Society has recently completed the processing of the Farmers and Fruitgrowers Bank Collection, and has opened the records to researchers. The Collection, acquired through private donation, consists of approximately 40 ln.ft. of material spanning three decades from 1909-1939.

The Farmers and Fruitgrowers Bank was established in Medford in 1909, one of four major home town banks that served the Rogue Valley during the first half of the twentieth century. It catered primarily to the region's agricultural community, providing a variety of services including crop loans. During the stock market crash and the subsequent Great Depression, the bank remained profitable without the need of heavy borrowing.

When the owner of Farmers and Fruitgrowers, Delroy Getchell, died in 1939, the family decided not to remain in the banking business and sold F&F to the U.S. National Bank of Portland (now known as U.S. Bank).

The bulk of the F&F Collection consists of correspondence and ledger books covering the bank's 30 years of service to the community. The remaining records consist of miscellaneous office files, materials relating to area businesses, and some personal papers of the Getchell family.

The Collection is available at the Southern Oregon Historical Society's research library, located in the History Center, 106 N. Central, Medford Oregon 97501. The library is open from 1:00-5:00 Tuesday through Saturday. For

additional information, contact William Alley, C.A., at 541/773-6536; fax 541/776-7994.

INTERNATIONAL

International Business Archives Gathering Gains Momentum

by Hal Keiner, CIGNA

GLAGOW (via BLOOMFIELD, CONNECTICUT) -- Plans are proceeding to organize the International Business History and Archives Conference, to be held in Glasgow, Scotland, July 3-7, 1997. The British Archives Council (BAC), headquartered at Glasgow University, is coordinating the event which will feature concurrent meetings of BAC, the United Kingdom Association of Business Historians, and the American Business History Conference.

The theme of the BAC meeting is "Archives and Managing Risk." It will explore ways that companies on both sides of the Atlantic use their archives and records management programs to protect and enhance their assets and to further their business objectives. Representatives of small businesses and multinationals will speak, and sessions will investigate the current state of business archives in both America and Europe, with emphasis on the management of electronic records and evolving techniques of appraisal.

Glasgow is one of Europe's jewels, having gained an enviable reputation on the continent as a cultural center. The conference schedule includes plenty of time to explore the city's treasures, although attendees may wish to add a few vacation days to their itineraries so that they won't miss a thing.

As an increasing number of airlines provide direct flights between major American cities
(continued on next page)

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and the United Kingdom, we have abandoned the idea of trying to negotiate a tour rate. However, we still hope to be able to offer a conference rate at one of Glasgow's large hotels. The next issue of the newsletter will carry news on the conference as it becomes available. For up-to-date information, contact Hal Keiner, CIGNA, Archives L9, Hartford CT, 06152; phone 860/726-3844, fax 860/726-2915; e-mail: HKeiner@CIGNA.e-mail.com

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SECTION CLASSIFIEDS

WANTED!

The Business Archives Section is looking for an editor for the newsletter. The pay sucks, the hours are long, and there's no benefits package to speak of. Interested persons should contact Liz Hohum Johnson (see pg. 3) or Paul Lasewicz (see pg. 16).

Notable Quote #89

Scotland, thy mountains, thy valleys and fountains
Are famous in story - the birthplace of song.
- Alexander Crawford, Scotland

SANS SERIF


(continued from pg. 2)

Too Much of a Good Thing

It soon became clear that I didn't have enough space in this pre-annual meeting newsletter to adequately treat all the issues. For example, innovative uses of non-mission-related sports material in corporate archives never got covered. A discussion of the use of sports material in university archives was left out (yes, I do think college sports qualify as business.) And Helen Farrell's story of corporate sports sponsorship and marketing is a important story that needs to be told. Sorry Helen - wait until next year!

- Paul

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Editor's Wish List

1. A new editor.
2. A new editor.
3. Contributions to News From the Regions.

Editor: Paul C. Lasewicz, Archivist

Aetna

S 112

151 Farmington Avenue

Hartford, CT 06156

phone 860\273-0774

fax 860\727-4429

Text: Microsoft Word for Windows 6.0



The Society of
American Archivists

600 S. Federal, Suite 504
Chicago, Illinois 60605

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