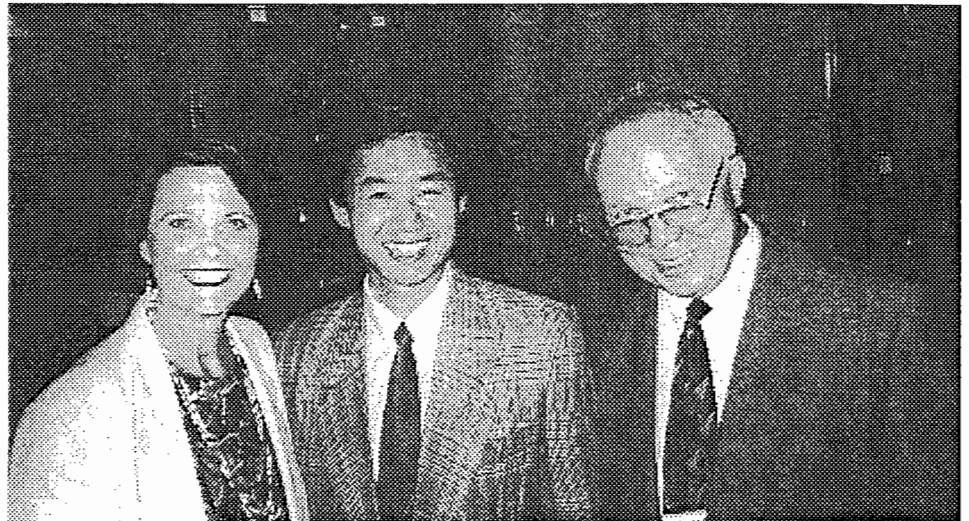


International Congress of Archives, Beijing 1996

Filling in for Jean Hrichus Elliott, Susan Box attended the International Congress of Archives-Section on Business and Labor (ICA-SBL) in Beijing, China, on September 2-7, 1996.

It was the first time that the Congress, which meets once every four years, had convened in a developing country since ICA was established in 1950. There were 2,300 pre-registered participants from 124 countries. Almost 1,200 participants were from China, which has more than one million archivists (double the number of librarians). The archives profession is a highly esteemed occupation



Inside the administrative archives room of the Shuodang Corporation are (L-R) Susan Box; Wu Shong, Vice-Director at the Archives of Aviation Industry General Company, Beijing, China and official host for SBL archivists; and Steffen Deutschbein, archivist for Total, Paris, France.

founded in the early 1500s with the establishment of the Imperial Archives. The next highest number of participants were from Canada with 171 archivists and France with 132. The United States was represented by 46 archivists.

The Congress was opened by His Excellency Premier Li Peng with welcoming remarks from the mayor of Beijing Li Qiyang and other dignitaries. Security was extremely tight, and China television news cameras recorded the event. The opening ceremony and plenary sessions were held in the great hall of the Beijing International Convention Center, which seats 3,000. Simultaneous translation was provided in

six languages although Chinese, English and French were recognized as the official conference languages.

The archivists attending ICA-SBL were given a private tour of the Shuodang Corporations Archives. Founded in 1919, Shuodang is China's largest iron and steel works. The archives was established in 1959. Today, the company has 240,000 employees, and the archives employs 23. Television news cameras recorded the formal welcome from top management.

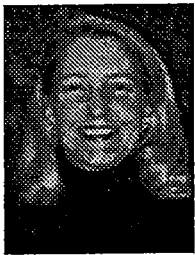
A four-story building (no elevators) houses the archives. The file rooms are located in the center of each floor. Offices and passage-

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Greetings from the Editor



Hello, everyone!

The winter issue of the Business Archives Newsletter is finally here. I appreciate those

of you, who sent material to me. I was late in receiving some information (please help me meet my deadlines) and new logo artwork. I do apologize for the delay!

Since we last met in San Diego,

I have had the opportunity to visit many corporate archives and exhibits. While on our honeymoon in San Francisco, my husband and I stopped by the Levi Strauss lobby exhibit and toured the Wells Fargo Bank museum — both very cool! During my trip to assess the Kimberly-Clark Archives in December, I visited archivist Janice Krahn (Aid Association for Lutherans), who took me on a tour of the walk-thru lobby museum she curated in just fourteen months and the AAL Archives. I also visited the Davey Tree Expert Company and Pfizer Corporation — both maintain photograph

archives and databases to manage incoming photo requests.

With each visit, I learn something new that I can take back to The History Factory to improve how I manage our collections. I realize that others may not get to travel as much as I do, so I encourage everyone to share your ideas and experiences with the group through our newsletter. We do not need a business archives "how to" manual when we have a newsletter that can do the job!

Please let me know how I can facilitate communication within the group. I look forward to hearing from you soon! ●

FROM THE CHAIR *Gordon Rabchuck, Royal Bank of Canada*

The Society of American Archivists' annual meeting in San Diego (August 28 —September 1) was one of exceptional surroundings reinforced by a program that had something to offer every business archivist. Whether attending the formal sessions or just sitting and listening to the leisurely discussion, topics such as the management of electronic information, fee base services, outsourcing/strategic sourcing and profile enhancing strategies were evident. Change was in the air.

The section roundtable (August 28) treated participants to a thought-provoking and entertaining workshop on ethics with case studies and commentary. I know that I speak on behalf of all of those attending the round table when I offer sincere thanks to Terry Cook (National Archives of Canada), Hal Keiner (CIGNA) and Paul Lacewicz (Aetna), whose collective

contributions brought much valued insight and entertaining spins on the importance of ethics at the workplace. At the end of the day, the fundamental message was that a balance must be struck between our personal/professional moral and ethical inclinations and the code of ethics and expectations of the organization that we represent.

The post workshop social offered, yet again, a great vehicle for mixing relaxed chatter with good eats and drinks. Many thanks to those corporate sponsors, who helped out.

Much of the discussion from the steering committee meeting (August 28) was revisited at the section meeting (August 31). Here is a brief summary of the major issues:

BUSINESS ARCHIVES SECTION DIRECTORY UPDATE

Amy Fischer (Proctor & Gamble) has worked diligently on the

logistics of bringing us an updated directory. You should be receiving your copy in March 1997. In the near future, we will be inquiring if the directory can also be made available on SAA's Web site.

BUSINESS ARCHIVES MANUAL

The original proposal of producing an update to Edie Hedlin's business archives manual has again surfaced as a topic of debate. There is strong feeling that another "how-to" manual would be redundant given the abundance of readily-available instructional information published elsewhere. Personally, I see greater potential in some form of image enhancing publication, targeted for an external audience, marrying the wisdom of both business archivists and the testimonies of corporate professionals, who have benefited from our services.

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Linda Edgerly (The Winthrop Group) has offered to serve as coordinator for a publication that would bring together a compilation of practicing business archivists and experts outside the profession, who have developed a keen insight into bringing to the forefront the utilitarian value of managed archival information within an organizational setting. The primary market of this publication would be external. I would certainly welcome membership's opinions on this proposal.

1997 CHICAGO BUSINESS ARCHIVES SECTION DETAILS

Mary Edith Arnold has graciously offered us a tour of the Motorola Inc. Corporate Archives and Museum of Electronics scheduled for August 27, 1997. Transportation between the convention hotel and the museum and lunch will be provided by Motorola.

Amy Fischer reports that an informal survey of business archivists in San Diego on possible topics for our next workshop reveals that membership would be interested in hearing more about the management of electronic information. Liz Holum Johnson (H.B. Fuller) and Becky Haglund Tousey (Kraft Foods) have agreed to research possibilities for a suitable location for our social. Stay tuned as more information about the Chicago conference will be relayed as details are confirmed.

Here is an update to additional initiatives that serve as positive proof that the profession is indeed moving and very much alive.

THE AMERICAN BUSINESS RECORDS PROJECT

Jim Fogerty (Minnesota Historical Society) and Michael Nash's (Hagley Museum & Library) collection of essays on appraisal and the contribution of business records within both the corporate environment and the larger public arena will be available in May 1997. The book is to be published by SAA and membership should receive a pre-publication notice in late January.

AMERICAN ARCHIVIST—SPECIAL "BUSINESS ARCHIVES" EDITION

On another front, Jim Fogerty is also developing a proposal for a special issue of *American Archivist* devoted entirely to entrepreneurial articles from business archivists. The focus of this issue will be on how archivists not only meet, but anticipate new demands for business information, with an international context, in the face of changing information demands and organizational restructuring. I am certain that Jim would welcome submissions from members, who wish to contribute.

BUSINESS ARCHIVES WORKSHOP (Houston, Texas, November 13-15, 1996)

Delivered by Elizabeth Adkins (Kraft Foods) and Phil Mooney (Coca-Cola Company), with help from Gary Steele (Digital Techniques), this workshop attracted nineteen participants with varied professional experience. Integral to the overall success of the workshop was the discussion on innovative automation strategies in business archives beyond the typical administrative usages. Both Elizabeth and Phil would welcome hearing more

about your experiences and have invited membership to share with them some samples of templates (with field structures), advocacy articles and marketing brochures for possible use at next year's workshop. The location of the next workshop will likely be mid-western, and the timing will again be in November.

SPECIAL CONFERENCE OF THE BUSINESS ARCHIVES COUNCIL (July 4-6, 1997)

Glasgow, Scotland will serve as the meeting place for business historians and business archivists to discuss areas of mutual concern and current trends within an international context. The Business Archives Conference is entitled "Pioneering New Frontiers: An International Exploration of Current Initiatives in Business Archives". This program promises to be a great platform for business archivists from all walks of life to meet and exchange ideas. More detailed information about the conference can be found in Hal Keiner's update in this issue.

In closing, I would like to thank Liz Holum Johnson for all of her time and effort in guiding the section over the last year. A job well done! I would also like to offer my personal gratitude to the business archives section, who have provided me with insight and inspiration to better my own understanding of my profession. Examples of this innovative spirit are ably demonstrated by current initiatives that serve as positive proof that we have mercifully moved away from our antiquarian past. I firmly believe that we must push on with efforts to sell business archives as a commodity and accept and speak about change as a natural component of our daily lives. ●

ways ring the outside of each floor. The fourth floor contains administrative records that are hand-sewn together even today and filed in locker-type cabinets. The 10,000 volumes of technical, patent and product records are filed in 20 stands of compact shelving on the third floor. A very impressive digital-imaging center is located on the second floor. The computers have roman alphabet keyboards with software that automatically translates descriptions into Chinese.

Due to circumstances beyond control, the SBL session on marketing the archives unfortunately was shortened, and only summaries of papers were given. Presenters were from Scotland, Italy, Denmark and the United States. Box appreciates the input and material provided by Jean Hrichus Elliott, Hal Keiner, Elizabeth Adkins, Kathy Triebel and Jim Fogerty for her presentation, "U.S. Business Archives: Marketing a Changing Environment."

A very impressive digital-imaging center is located on the second floor. The computers have roman alphabet keyboards with software that automatically translates descriptions into Chinese.

In the administrative meeting of SBL, Elliott was re-elected and Box was elected to the Steering Committee. The next Congress is in Barcelona, Spain, in 2000. Hopefully, more archivists from the United States will be able to attend. ●



Hal Kiner (CIGNA), Mary Edith Arnold (Motorola), Cathleen Baird (Conrad Hilton) and Karen Benedict (The Winthrop Group) enjoy the Business Archives Reception in San Diego. All attended the "Ethics Workshop" held previously during the day.

Business Archives Section Annual Meeting Minutes Saturday, September 1, 1996

Submitted by Katie Dishman (Chicago Mercantile Exchange)

Call to Order and Introductions: Liz Holum Johnson (H.B. Fuller Company) called the meeting to order. Forty members were in attendance. The 1995 Business Archives Section minutes, published in the Winter 1995 issue of the section newsletter, were approved. Incoming chair, Gordon Rabchuk (Royal Bank of Canada), was introduced.

OLD BUSINESS

Section Roundtable: Rabchuk discussed the Business Section roundtable session on ethical issues in which he, along with Paul Lacewicz (Aetna) and Hal Keiner (CIGNA), presented papers. Rabchuk stated that the group did not reach a conclusion regarding the various ethical dilemmas archivists must face; however, it did agree that the current *SAA Code of Ethics* may not be applicable to business archivists. He favorably acknowledged Terry Cook's

(National Archives of Canada) informative commentaries about the papers and complimented Johnson for her introduction, which encouraged discussion of the topic.

Social Event: Rabchuk thanked Keiner for organizing the section social and those companies, who donated money for the event.

Business Archives Directory: Johnson stated that SAA financially would not support the publication of the *Business Archives Directory*. Amy Fischer (Procter & Gamble), who worked many hours inputting the directory's data, distributed a prototype for members to edit. Johnson asked for ideas on how to print the directory. A suggestion to distribute the directory on disk to members, who could then print it on their own, was considered. Keiner suggested adding the directory to the SAA

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Web site, providing access to the information for researchers outside of the section and SAA. Debbie Waller (The History Factory) offered to reformat the directory to reduce printing costs. Karen Benedict (The Winthrop Group) stated that SAA could not cover printing costs because its guidelines for determining what is or is not a directory are incomplete. She agreed that the directory should be put on the SAA Web site.

Keiner (CIGNA) suggested adding the directory to the SAA Web site, providing access to the information for researchers outside of the section and SAA.

Considering our time constraints, Johnson and Steve Wheeler (New York Stock Exchange) encouraged the group to discuss other printing options. Wheeler offered printing assistance, and the following companies indicated that they could help with the mailing: Procter & Gamble, H.B. Fuller, Kraft Foods and Microsoft. Fischer would make corrections to the directory and prepare the document for printing within two months.

Business Archives Manual: A discussion regarding the necessity of a business archives how-to manual ensued. Most agreed that the funding and approval of the publication would not be supported by the SAA Publications Board because many how-to manuals already exist. Linda Edgerly (The Winthrop Group), who presented a proposal to the SAA Manual Subcommittee, suggested that the publication

might be a collection of exploratory essays about current information, technology and management concepts relevant to business archivists. Johnson asked if the group really needed a manual if literature is already available to guide us. Rabchuk agreed that a book would be applicable, but also questioned if the group really needed another basic manual.

Art Pondler (Chrysler Corporation) recommended that the group write an article about charging for use of photographs and research.

Keiner said corporate archives are unique and asked Adkins if participants in the business archives workshop requested more literature than what was readily available. Adkins said participants received one book and supplemental material to read. Jean Toll (General Mills) questioned who the target audience would be. Edgerly has contacted the *Wall Street Journal* and the *New York Times*, but there is not much interest in their readership for business archives articles. It would have to be newsworthy. Art Pondler (Chrysler Corporation) recommended that the group write an article about charging for use of photographs and research. Jan Ahvensfold (Motorola) supported a small marketing article, as opposed to a how-to manual. Janet Zisk (Kamehameha Schools) suggested that some ideas take time to develop and gave an example of how her suggestion to encourage new employees to learn about the company has evolved

into four-hour presentations on different aspects of the business.

Business Archives Workshop: Adkins presented an update on the business archives workshop. Presented in Houston, Texas on November 11-13, 1996, the three-day workshop will offer practical guidance rather than theory-based instruction.

NEW BUSINESS

Section Leadership: Johnson officially nominated Fischer, vice-chair; Ann Westerlin (Texas Instruments), steering committee, and Waller, steering committee. Fischer will succeed Rabchuk, current chair; Westerlin succeeds Jean Hrichus (Chase Manhattan Bank); and Waller will become newsletter editor, succeeding Lacewicz. Attendees approved the nominations.

1997 Annual Meeting Program: Becky Haglund Tousey (Kraft Foods) encouraged the group to attend next year's annual meeting in Chicago. Adkins, who also represents the SAA Program Committee, extended the deadline for program proposals and announced that a number of sessions would be dedicated to "the transformation of the archival enterprise."

Section Roundtable: The 1997 section roundtable will meet at Motorola Museum of Electronics in Schaumburg, Illinois, hosted by Mary Edith Arnold. Transportation will be provided. Johnson asked for discussion topics. Suggested ideas included: managing electronic records and different uses for the Internet.

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Section Minutes

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Section Newsletter: Waller asked for newsletter ideas and set a deadline of December 1, 1996 for article submissions. The issue will be mailed in January. She requested that attendees complete an anonymous job salary/description survey. Results will be published in the next newsletter. She also distributed a flyer with her name and address, so members could readily contact her.

Announcements: Edgerly said Donnie Crespo (Weyerhaeuser Company) is retiring.

International Business History and Archives Conference: Keiner promoted the conference, which will be held in Glasgow, Scotland, July 3-7, 1997. It is the first time the meeting will be held outside the United States. Three groups will

attend simultaneously: the British Archives Council, the United Kingdom Association of Business Historians, and the American Business History Conference. Lacey will present a paper.

Network Documentaries in Corporate Archives: Cathleen Baird (Hilton Hotel) discussed her work with the A&E Network, who produced a biographical program on Conrad Hilton. She was surprised by the work involved and by the film crew's invasion of her work area and cautioned others to be prepared when film producers call. Matt Linn (National Hockey League) said archivists need to establish guidelines and deadlines when working with outside vendors. He suggested which video formats should be distributed to film crews. Wheeler agreed that archivists should take charge of such situations and acknowledged

that corporate archives are vital to the production of documentaries because stock photo houses, such as Bettman, charge user fees. Baird encouraged the group to collect information on charging fees for using archival material and conducting research for outside vendors.

Records of American Business Project: Jim Fogerty (Minnesota Historical Society) said the project is on target, and the book is scheduled for publication in April 1997. The appraisal of documents component of the project is a work in progress.

Updates: Johnson said her report on the Atlanta Olympic Committee Archives would be presented in the Winter issue of the section newsletter. Rabchuk thanked Johnson for her hard work as chair. Johnson adjourned the meeting. ●

From the ALIC database at the library of the National Archives, most recent bibliographic listing of articles relevant to corporate archives management:

Baker, Kevin. "Royal Exchange Yields Rich History," Australian Accountant April 1996: 42-43.

Boyd, Fraser. "Identifying Personal and Corporate Information Needs," Records Management Quarterly July 1996: 20-27.

Klein, Morris. "What Legal Obligation, If Any, Do Associations Have to Archive Electronic Mail Messages?" Association Management March 1996: 26.

Little, Cynthia J. "Business History Holdings at the Historical Society of Pennsylvania," Business History Review Spring 1996: 91-107.

Moore, Pat. "Safeguarding Your Company's Records," Risk Management September 1996: 47-50.

Archives Management Atlanta Committee for the Olympic Games

The effort to win the right to host the 1996 Centennial Olympic Games dates to 1987 when Atlanta attorney William Porter Payne formed the Georgia Athletic Foundation. The Foundation was the vehicle for Atlanta's application to the United States Olympic Committee seeking the right to represent the United States in its bid to the International Olympic Committee. Once selected, the Atlanta Organizing Committee was formed to implement the bid process, and following Atlanta's selection as the host city in September 1990, the Atlanta Committee for the Olympic Games (ACOG) was formed to carry out all requirements for staging the Games. The surviving archives document the efforts of all three groups.

The archives from Atlanta's Olympic Games will be one of the most complete documentations of a summer Olympics ever assembled and retained.

The necessity of centralizing, consolidating and preserving the records was addressed in 1994 when archivist Tom Meyers was hired to initiate programs for archives and records management and to develop databases for the control of records in both programs. A records management position was added later in the

year. The latter position was responsible for ensuring that all documents were retained, assigned retention schedules and sent to a central storage location. Although all records, with the exception of those for the Board and top administrators were transferred directly

into the records management program, final disposition of all records is determined by the archivist, i.e. they are added to the archives or ultimately disposed of.

Approximately 800 cubic feet of paper records are presently in the

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Plans for Conference In Scotland Progress

The Business Archives Council (BAC), a Scottish organization located at the University of Glasgow, announces detailed plans for the International Conference of Business Archivists and Historians to be held in Glasgow July 4-6, 1997. Three groups will meet concurrently: the BAC, the U.S. Business History Conference, and the U.K. Association of Business Historians. The event will bring together business historians and archivists from North America, the United Kingdom and Europe to discuss areas of mutual concern and to explore recent developments in the practices of both professions.

The BAC conference is entitled "Pioneering New Frontiers: An International Exploration of Current Initiatives in Business." Sessions will explore:

- the brave new world of multinational business archives;
- the "Minnesota method" of appraisal and deaccessioning;

- the relationship of business archives to the Internet;
- the value of Encoded Archival Description Projects (EAD DTD); and
- an examination of the Records of American Business scheduled for publication in the spring of 1997.

The conference will be held at the Forte Crest Hotel. The fee (which includes conference dinner, receptions and American breakfasts) is \$80.00 if paid before March 1, 1997. Accommodations at affordable conference rates, ranging from residence halls at the University to luxury hotels, is available. To receive a packet of information about the conference, please contact:

Lesley Richmond

Deputy Archivist

Archives & Business

Records Centre

University of Glasgow

Glasgow, UK, G12 8QQ

Telephone: 0141 330 5516

E-mail: arclr@arts.gla.ac.uk •

MCI HISTORY AT THE DESKTOP *"Telecommunicating History at a Telecommunications Corporation"*

Adam L. Gruen, Ph.D., Corporate Historian

MCI Telecommunications Corporation, headquartered in Washington, DC, provides a full range of integrated communication services to more than 20 million customers. Credited with opening up the U.S. long distance market for competition, MCI is now leading the charge to bring competition to the \$100 billion local market, offering American consumers for the first time the freedom to choose their local carrier. With quarterly annualized revenue of more than \$18 billion, MCI is one of the largest and fastest growing telecommunication companies in the world.

My objective now was to reduce the level of research requests to zero... by placing as much information on the Web.

In 1996, one of the internal objectives at MCI was to connect as many employees as possible to MCI's "intranet" so that they could electronically exchange information and learn from each other quickly and efficiently. At MCI this is often referred to with the shorthand phrase "information-centered network." At the center, serving as a repository for corporate-wide information, lies the networkMCI

Library — a team of two dozen specialists strategically located in Washington, DC, Colorado Springs, Colorado, and Richardson, Texas.

The main challenge since 1994 has been to use intranet tools to provide intranet-based services.

MCI's Corporate Archives is part of the networkMCI Library and provides all the traditional services that one might expect from a traditional business archives. The main challenge since 1994, however, has been to use intranet tools to provide intranet-based services.

As the corporate historian, I have been very fortunate to "piggyback" on the expertise provided by our "web team" and to enjoy the obvious advantages in superior equipment and support that working at a communications corporation affords. Nevertheless, one point that must be made is that hardware and software tools are available now on the open market that make it relatively easy and affordable for corporate archivists or historians to set up an electronic history site anywhere and make selected information almost instantly available to almost everyone within a corporation. It does not even require significant specialized knowledge, but merely

time and an ability and willingness to learn new tools and techniques.

THE MCI SOPHISTRON AND OTHER GOODIES

Back in 1994 when the World Wide Web was young, I knew nothing about the Internet or HTTP or HTML. The last time I had done any computer programming was in graduate school, and my use of a computer was limited to writing/editing. There was no manual for corporate historians entitled "How to Set Up a History Web Site". The breakthrough was when I discovered that a "web page" was really nothing more than a file coded in HTML, and that there was an easy way to read the "source code".

By studying every document I looked at, I taught myself how to write HTML. Alas today, it is possible to take text or a text/image hybrid and convert it into a web page fairly quickly, without needing to know HTML, by using a software that can be purchased for about \$70. In truth the real breakthrough was that by studying the inside components of the process I had demystified it and had provided to my own satisfaction that this sufficiently advanced technology was not magic.

The first thing that struck me as I thought about how to apply traditional archives/history uses to the Web, was that here at least was

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a liberating tool for publishing information within the corporation.^[1] It was no longer necessary to produce books, pamphlets, chronologies, a description of the holdings of the archives, or any other reference tools in paper form with attendant costs and time delays. All of these reference tools could be placed right on a server. Anyone could access them any time they wanted to without having to go the archives. The documents could be instantly and continuously updated. No shipping and handling or firsts and subsequent editions.

Of course there was one major flaw: relatively few people at MCI had access to the Web. The key was to decentralize the information gathering and distribution process. This turned everything upside-down. For example, one quantitative measure of the value of an archivist/historian to the corporation has traditionally been: how many information requests are handled by phone or e-mail and what is the response time. I had a new challenge. My objective now was to reduce the level of research requests to zero, if possible, by placing as much information as I could on the Web.

The second challenge, aside from grappling with technical concerns, was selecting what to place on the Web first and how to organize the information. In the absence of any pre-existing priority

scheme, I chose information that had previously proved the subject of many information requests — quotes of Bill McGowan. As the founder of MCI, McGowan (1927-1992) was an eminently quotable personality, and MCIers were often asking for McGowan quotes on one subject or another.

**...business archivists
have the opportunity to
go totally totally "virtual"
through the use of
new technologies.**

Designing Web pages to meet the needs of a variety of customers is always a challenge, but there are simple tricks to get on with the business of getting content to customers' desktops. For example, the entire MCI chronology/timeline covering the period from 1963-1992 was a large file (210KB) — too cumbersome to use effectively and very slow for sales representatives, who would have to wait three minutes to download the file using their less capable PCs. To remedy this, I organized the timeline pages in such a way that the customer had a choice — to download the entire file or to download a specific year (e.g. 1984).

In addition, instead of using a big billboard on the screen, I suggest providing a simple "text only" hotlink at the very top of the page

so that customers could quickly bypass the billboard to get to the text, if that is what they needed.

In preparation of making available and presenting new content for the web site, I exhausted the available ready-made content and considered optimal strategies for presentation (design and structure). I considered creating an encyclopedia of MCI history, approximately 2MB of information organized alphabetically by subject. Thus, the MCI SOPHISTRON was born. (The word is derived from the Greek *sophis* meaning "wisdom" and *tron* meaning "a devise for the manipulation of subatomic particles".) The SOPHISTRON would consist of essays and factoids about everything that MCIers would possibly want to know.

The response to the MCI SOPHISTRON was very favorable, and I learned that immediately responding to the information needs of customers was less difficult using the new web site. For example, in a technology-intensive industry such as telecommunications, acronyms grow like fungi. MCIers wanted a corporate-wide

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¹ All references to "the Web" or internet actually apply to sites within MCI curtailed off from the public access by security technology — the so-called "firewall" concept that enables corporate "intranets." The IP technologies are basically identical for both public and private use, so anything described here could be placed directly on the Internet if MCI wanted to make it available to the public.

Does your company have a web site with a history/heritage component? If so, please fax the editor your web address. A list of all sites will be provided in the next issue. Thanks!

acronym listing. So I developed a list for the SOPHISTRON. I am still not sure if that is history per se, but it is useful.

INFOQUESTS, SEARCH ENGINES AND OTHER MODERN MARVELS

In 1995-1996, taking advantage of the rapidly expanding expertise of the network MCI Library "web team", we added new capabilities to the history site, dubbed "history@MCI". My protests notwithstanding, flashy new graphics were added to make the site more visually appealing. An 'INFOQUEST' form was added, and it enabled customers to submit their questions directly from their desktops.

The most significant innovation was the addition of a search engine (software for text search and retrieval). If customers did not know when something happened, they would either have to download and search through the entire MCI chronology (a slow process) or search through individual years (an even slower process).

The search engine allowed customers to type in keywords or concepts and view a display that lists the addresses that contain such words or phrases for the entire history@MCI site. Customers did not need to know how the site was organized. All my efforts to list things chronologically or by subject were irrelevant (although I hasten to add that good file management is still useful for those of us who have to deal with the stuff behind the screen.)

The remaining frontier is non-textual information: audio, video

and visual. The short-term solution is to caption image, sound or video files. Captions, as text, are searchable. There are also extensions of the strategem of captioning such as full-text captioning (i.e. instead of getting the entire speech, customers receive the speech transcript).

The most significant innovation was the addition of a search engine (software for text search and retrieval).

The long-term solution, is to install more powerful and dedicated search engines that will recognize audio, video and visual patterns. For example, I predict that eventually customers will use a search engine to request "all events where McGowan testified before Congress about competition" and receive a listing of all audio, video and photo images available.

DIGITIZING THE ARCHIVES

The MCI Corporate Archives is a relatively small collection, approximately 1.2 GB of text and images. With proper directory structure, the entire collection could easily be placed on a web server (and backed up on a regular hard disk no bigger than the one most people can purchase today). The chief obstacles to doing so are time and money. Using hardware and software available today, it would cost approximately \$5,000 for PC and scanning equipment and approximately \$240K - \$360K in labor (or 18,000 work hours).

An important question to con-

sider is whether or not this is a necessary thing to do. It is not clear that there is a requirement to make everything searchable — in fact, it introduces complexity by adding social and political considerations. Should everyone have access to all files? If not, who should have access to what?

In thinking about what to digitize first, I again considered what MCIers want to see most often. We determined that press releases, executive speeches, annual reports, photographs, sales items and marketing materials were the documents that needed to be digitized first.

It is not clear that there is a requirement to make everything searchable — in fact, it introduces complexity by adding social and political considerations.

Currently, all press releases have been scanned and executive speeches are in the process of being scanned.

In conclusion, business archivists have the opportunity to go totally "virtual" through the use of new technologies. One can easily see the possibility of the physical artifacts and documents maintained cheaply and effectively in optimal conditions in one physical location, the archivist/historian working in another, and the web server and digitized files at yet a third location. The customers, either internal or external or both, could be anywhere. ●

Business Archivists Survey

An anonymous survey of members of the Business Archives Section was conducted during the annual meeting in September. Willing participants completed the survey, which listed the following questions:

- What is your title?
- How long have you been employed at your current job?
- What department do you report to within your corporation/organization?
- What is your educational background?
- Are you a certified archivist?
- Are you a certified records manager?
- What is your yearly salary?

Twenty-two persons participated. Everyone did not answer all the questions. Results of the survey were broad and are as follows:

TITLE

- 8 Archivist
- 7 Corporate Archivist
- 2 Director of Information Service or Archives
- 1 Project Archivist
- 1 Archives Manager
- 1 Assistant Archives Manager
- 1 Associate Archivist and Historian
- 1 No answer

YEARS OF EMPLOYMENT

- 13 Employed 0 to 5 years
- 8 Employed 6 to 10 years
- 1 Employed 15 years

DEPARTMENT

- 5 Report to Corporate Services/Relations
- 4 Report to Human Resources
- 2 Report to the Corporate Secretary



Katie Dishman (Chicago Mercantile Bank), Steven Wright (Cincinnati Historical Society), Susie Box (Columbia University Health Sciences Library) and Amy Fischer (Procter & Gamble) are all smiles at the Business Archives Reception.

DEPARTMENT *continued*

- 2 Report to Information Services/Library
- 2 Report to Marketing
- 1 Reports to the BOD
- 1 Reports to External Relations
- 5 No answer

EDUCATION

- 13 BA in History
- 12 MA in History
- 1 PhD in History
- 6 MSLS
- 5 Certificate in Archives Management, RM
- 5 Other BA, BS, BBA

CERTIFICATIONS

- 10 Certified Archivists
- 0 Certified Records Managers

SALARY RANGES

- 1 \$21,000 - \$25,000
- 1 \$26,000 - \$30,000

SALARY RANGES *continued*

- 4 \$31,000 - \$35,000
- 3 \$36,000 - \$40,000
- 3 \$41,000 - \$45,000
- 5 \$46,000 - \$50,000
- 1 \$51,000 - \$55,000
- 4 More than \$55,000

In reviewing the results, those archivists, who have been at their current position for more than five years, listed a higher salary range; although two archivists employed in their positions less than a year listed a \$31,000 - \$35,000 beginning salary.

SAA recently distributed a job/salary profile survey, which asked questions in greater detail and will definitely result in more inclusive answers. This survey is exclusive of all corporate archivists and should be reviewed with discretion. ●

Kudo Image Publisher/ Kudo Image Browser

A picture is worth a thousand words — or in the 1990s, a thousand pixels. Through *Kudo Image Browser*, The Davey Tree Expert Company has made tens of thousands of images digitally accessible to its people throughout North America.

John Davey, founder of this present-day company, believed photographic documentation of trees' problems would greatly aid his people in their research work and company operations. Today, Davey continues to use the traditional photography from John Davey's day, but uses current computer software technology to amass a digital catalog networked to all of its partners. From duplicating and mailing photographs in unmanaged files to retrieving digital images from an organized, shared active network, Davey has made acquiring a photo as easy as "point-click-drag-and-drop."

Through *Kudo Image Browser*, The Davey Tree Expert Company has made tens of thousands of images digitally accessible to its people throughout North America.

Kudo Image Publisher is a software program designed for managing and providing access to collections of images, movies,

sound and text files. It consists of Macintosh and Windows versions of various software components including Kudo Image Cataloger, Kudo Toolkit, Kudo Catalog Reader, Kudo Image Viewer (Windows only), Miscellaneous Files, Sample Catalogs and Content, Developer's Guide and Users Guide.

Davey uses *Kudo Image Browser* software, which works as a digital catalog. When a photo is scanned, it is placed in a catalog in Davey's network. Then, *Kudo* creates "thumbnail sketches" of the original photo, which can be easily browsed by a user. *Kudo* will automatically add the file name, location, path, size and file type to the thumbnail image record in the catalog. *Kudo* allows you to annotate

the cataloged images with textual descriptions and keywords up to 1,000 characters. The attached notes increase *Kudo's* search capabilities. When a picture is selected, it can be "dragged and dropped" into most desktop publishing and presentation documents (i.e. PageMaker, QuarkXPress or Premier). The result is a clean, crisp picture that enhances a story in a newsletter or a slide in a presentation.

Upholding John Davey's importance of photography, the company continues its search to finding answers to problems through the eye of a camera lens. And thanks to technology, more people at Davey can also see the same picture with the help and speed of *Kudo Image Browser*. ●

FolioViews

FolioViews Electronic Publishing Software is an excellent tool to use in creating full-text document search and retrieval databases for use in corporate archives. Developed by Folio Corporation, the program allows archivists to add value to archival information by inserting headings and notes as well as graphics, animation, audio and video within the database.

FolioViews is particularly effective when searching large amounts of text, such as executive speeches, oral history transcripts and meeting minutes. Blocks of texts are

divided into what is known as "folios." *FolioViews* indexes every word in the database predefining the number of similar words. The thesaurus and dictionary components as well as Boolean searching function broaden or limit searches. Headings, numbers, notes and levels can be searched as well. The number of hits in each query correspond to the number of "folios" in which the selected word is found. The highlighted word or word phrase can be viewed in a full-text or abstract

continued on page 13

mode. These full-text or abstract samples can be printed and immediately faxed to users within a few minutes.

FolioViews is compatible to Windows, DOS and Macintosh, and it runs on most network operating systems or standalone. Users of *FolioViews* include The History Factory and Procter & Gamble.

RE: DISCOVERY

Re:discovery, developed and supported by Charlottesville, Virginia-based *Re:discovery* Software, Inc., offers a range of dynamic collections management modules for archives and manuscript collections, museum objects, slide libraries, archaeology collections, research libraries and natural history collections. *Re:discovery's* user group includes historical museums, corporate archives, art museums, historic sites, institutions of higher learning, state and federal agencies, and private collectors around the United States.

Re:discovery's array of features include flexible screen formats and data field types; a powerful report writer that includes an easy-to-use Quick Report feature; the ability to import, export, create and update MARC format records; a Structured Lexicon that accommodates up to 16 hierarchical word classification structures; special management functions for exhibits, loans, conservation, accessions and deaccessions; full imaging and multimedia capability; integration with standard industry products for image modification, optical character recognition, and statistical software; multi-level security,

and read-only public access screens.

One of *Re:discovery's* most impressive features is its word search capability. Users can select a term or combination of terms from an on-screen list of words that appear in the database, and find any records with those terms regardless of what field the term or terms appear in. *Re:discovery* can also perform weighted searches, find "similar" records and perform an extended search for a particular term and its related terms as defined by a hierarchical vocabulary. In addition, users can search for data across different collections simultaneously.

One of *Re:discovery's* most impressive features is its word search capability.

With *Re:discovery's* archives module, users can create and browse records on the collection, series, file folder and item levels. A variety of field types allows users to maintain virtually unlimited documentation of a collection. Subscreens for accession records, author/creator profiles, and donor/patron information are linked to the object's catalog record. Users can view data in a full text format, in a list format, or with *Re:discovery's* image browser. From the browser users have the option to expand an image full screen (the browser displays 12 thumbnail images at a time), print an image or return to the full text view.

The archives module also includes a series of fields that can accommodate multiple cross references, including persons, corporations, geographical locations, topics and form/genre. These cross references are automatically updated and can be printed as an appendix to a finding aid. In addition, *Re:discovery's* supplemental records can be used to record and track information that is subject to change over time, such as provenance, location, source citations, appraisals and condition.

Re:discovery runs on Local Area Networks or on stand-alone workstations for both Windows and Macintosh systems. The Windows version requires Windows 3.1 or higher or Windows 95 and a 486/80 mhz workstation with 16 megabytes of RAM. For the Macintosh, *Re:discovery* requires a Mac 6100 or better, System 7.5 or better, and 16 megabytes of RAM.

Version 2.5 of *Re:discovery* includes an enhanced export-import interface, global search and replace capability, a Restrictions screen for noting conditions of use placed by donors, and a multi-language dictionary for spell-checking.

Re:discovery Software offers a free evaluation version of *Re:discovery* for Windows. For additional information and a copy of the demo, contact *Re:discovery* Software's home office in Charlottesville, Virginia (804-977-0614; e-mail: REDISCOV@ESINET.NET) or the Western regional office in Boise, Idaho (208-338-8487; email: ACC-SWEST@AOL.COM). ●

Microsoft Archives

The Microsoft Archives program has experienced some significant growth and expansion in recent months. Two new hires bring the professional staff to a total of four permanent, full-time positions. These new employees are April Hill, Research Archivist, and Lee Dirks, Archivist/Executive Collection Liaison. Other archival-related developments involve the approval and construction of a new archives building to accommodate the staff and the entire physical collection. We expect the 10,000

square foot facility to be completed by this summer. Current outreach and internal marketing efforts include the development and distribution of a 1997 Microsoft Archives Calendar and the submission of a regular column entitled, "This Month in Microsoft History," for the company newsletter. The archives staff has also revived the company's oral history program and is now conducting an average of one-two interviews per month with various long-time employees and executives. Immediate plans

for the archives involve digitization of the entire image collection, which includes more than 40,000 photographs, slides, transparencies, etc., and the development of a new database-retrieval system to enhance access to this collection via Microsoft's Intranet. For further questions regarding the Microsoft Archives, contact Sue Terrible, Manager, on e-mail at SUEDA@MICROSOFT.COM or by phone, 206.936.8239. ●

State Farm Celebrates 75th Anniversary in 1997

State Farm Mutual Automobile Insurance Company will celebrate its 75th Anniversary in 1997. Founded on June 7, 1922 by George J. Mercherle, a retired farmer, State Farm first began selling automobile insurance to Illinois farmers only.

State Farm's corporate headquarters are located in Bloomington, Illinois, and the company includes twenty-eight regional offices, more than 1,000 Claims Service Centers, 18,000 offices, 70,000 employees and more than 17,000 agents across the United States and Canada.

The philosophy behind the coverage of the 75th Anniversary includes celebration of the past as well as present achievements and future goals. Due to the large number of regional and local offices, State Farm will focus on special



internal publications rather than exhibits or displays. Upcoming anniversary events include:

- a special 75th Anniversary atlas (State Farm has distributed atlases since 1935);
- a limited edition print depicting State Farm's heritage;
- agent Open House press kits that will be used to show appreciation to policyholders; and
- a live broadcast from the corporate headquarters to outside offices on the anniversary day.

The philosophy behind the coverage of the 75th Anniversary includes celebration of the past as well as present achievements and future goals.

In addition to preparing for the 75th Anniversary Celebration, the company presently is moving its Systems Department to a new two million-square-foot building. The History Unit is collecting data and processing artifacts and records for a permanent display. For more details on how the History Unit is supporting these exciting events, call Dan Barringer, Corporate Archivist, at 309.766.6007. ●

Outdoor Advertising Association of America Presents Archives to Duke University

On October 24, 1996, Duke University's John W. Hartman Center for Sales, Advertising and Marketing History received the archives of the Outdoor Advertising Association of America (OAAA) and related collections of art and personal papers that document the history of outdoor and out-of-home advertising.

The collections were previously managed by New Jersey's Fairleigh Dickinson University, which had acquired the OAAA Archives in 1972. Dr. James Fraser, University Librarian at FDU, made the collection available for business and academic research for the last twenty-four years; however, with diminishing resources and admin-

istrative support, he sought a new permanent location for the important documents.

The collections were previously managed by New Jersey's Fairleigh Dickinson University, which had acquired the OAAA Archives in 1972.

The 600-member trade association is providing funds to help with transporting and initial operating expenses and hopes to provide additional support in the

future.

Among the numerous documents soon to be available are the original works of commercial artists Howard Scott and Garrett Orr; papers documenting billboard research conducted by John E. Brennan; the writings and speeches of John Paver; and thousands of site photographs made by the R.C. Maxwell Company of Trenton, New Jersey, from the 1910s to the 1950s.

Access to the 300 cartons of material is limited at present. Staff will begin to organize and catalog portions of the material and will provide introductory information regarding the material on the Hartman Center's Web site. ●

Sears Archives Opens "Innovative" New Exhibit

Visitors to the corporate headquarters of Sears, Roebuck and Co. can view more than 100 years of company "firsts" at a new exhibit called, "Sears Spirit of Innovation" now open through spring 1997.

By linking corporate innovations, or firsts, to key events in American history, the exhibit demonstrates how Sears has consistently anticipated and fulfilled the changing wants and needs of its customers and associates. Special emphasis is given to recent new product developments to communicate how the legacy of innovation continues at Sears today.

Special emphasis is given to recent new product developments to communicate how the legacy of innovation continues at Sears today.

On display in the Sears Archives' new walk-thru gallery is the original 1896 Sears catalog, a studio microphone from Sears-owned Chicago radio stations WLS (World's Largest Store), a 1932 Kenmore gasoline washing machine, the industry's first

closed-caption television decoder, and recent hand tool innovations from Craftsman.

Sears, Roebuck and Co. is located in Hoffman Estates, Illinois (approximately 60 miles west of Chicago, at Archives CLL-116B, 3333 Beverly Road). The gallery is open to Sears associates and their visitors between 8:30 a.m. and 4:00 p.m. weekdays. Others may visit the exhibit by appointment with the Sears Archives Staff. For additional information or to register, call: 847.286.9555. ●

archives with an additional 3,000 cubic feet of documents in records management. It is estimated that at the time of dissolution of ACOG in late 1997, an additional 700 cubic feet of documents will be added to the archival collection and 2,000 cubic feet will be added to the records management collection. Additionally, the archives will contain approximately 5,000 video tapes, more than 250,000 photographs and thousands of publications, maps, blueprints and posters. The final disposition of the electronic records has not been determined.

The archives from Atlanta's Olympic Games will be one of the most complete documentations of a summer Olympics ever assembled and retained. The 1984 Los Angeles Olympics did not have an archivist on staff, resulting in a large segment of the archives being destroyed. The surviving documents are now retained in the archives of the University of California, Los Angeles. The 1992 Barcelona collection is extensive; however, it has been divided between at least five city and state agencies.

Once ACOG dissolves as a corporation, all remaining assets will be transferred to the Georgia Athletic Foundation. Current planning has the archives going to the Foundation where it will be managed in an Olympic museum as part of a legacy collection. Alternative plans include transferring the collection to a major Atlanta archival institution, such as the Atlanta History Center or the State Archives. ●

CORPORATE ARCHIVISTS NEW APPOINTMENTS

ADKINS IN THE DRIVER'S SEAT AT THE FORD ARCHIVES

Elizabeth Adkins, C.A. has accepted a job with Ford Motor Company as its corporate archivist. Her new address is Ford Industrial Archives, Schaefer Court - Suite 180, 14441 Rotunda Drive, Dearborn, MI 48120.

MCDONALDS CORPORATION APPOINTS A NEW ARCHIVIST

Anita Wizniuk has been hired as the new archivist for McDonalds Corporation. An employee of the company for twelve and a half years, Wizniuk replaces Helen Farrell, the former archivist. While she has no news to report at this time, she would appreciate any information regarding archival cataloging and scanning. Currently,

McDonald's Corporate Communications is using Picture Windows software. Wizniuk can be reached at: McDonalds Corporation Archives, 2010 East Higgins, Elk Grove, IL 60007, 847.952.2348.

AMERICAN INTERNATIONAL GROUP HIRES ITS FIRST ARCHIVIST

As of January, Susan Box has been hired as the first corporate archivist for American International Group Inc. (AIG). Founded in 1919 in Shanghai, China by an American ice cream salesman from San Francisco, the company operates in 130 countries with 34,000 employees. We look forward to hearing from Susie on the exciting projects that she has planned. ●

WANTED FOR THE NEXT ISSUE:

How are you keeping current with corporate affairs, company anniversaries and milestones? Do you participate in upcoming events and provide archival material to support these projects? Please provide examples of recent outreach tactics.

In the fall of 1996, the MCI Archives was exposed to running water from a sprinkler head that was damaged during construction. Several boxes were soaked; however, quick thinking and action by the historian, archivist and maintenance staff resulted in no serious damage to the archival documents inside. Is your archives protected by a disaster preparedness and recovery plan? What sort of precautions have you taken in order to protect your holdings? What advice can you give to others if you have experienced a similar disaster?

Corporate archivists often have the opportunity to purchase large artifacts, product packaging and company memorabilia from former employees, collectors and consumers. Budget constraints and limited space usually restrict archivists from purchasing these items. How have you dealt with offers to purchase three-dimensional objects? Do you have a separate budget? What appraisal techniques do you use to determine their value? Please provide advice for working with the collectibles market or professional appraisers.

DEADLINE FOR PAPERS: JULY 15, 1997.



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14140 Parke Long Court Chantilly, Virginia 20151-1649
1.800.937.4001 FAX: 703.631.1124



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