



THE SOCIETY OF  
AMERICAN ARCHIVISTS

# THE BUSINESS ARCHIVIST & ARCHIVES NEWSLETTER

Published Twice A Year for The Business Archivist & Archives Section

Volume III

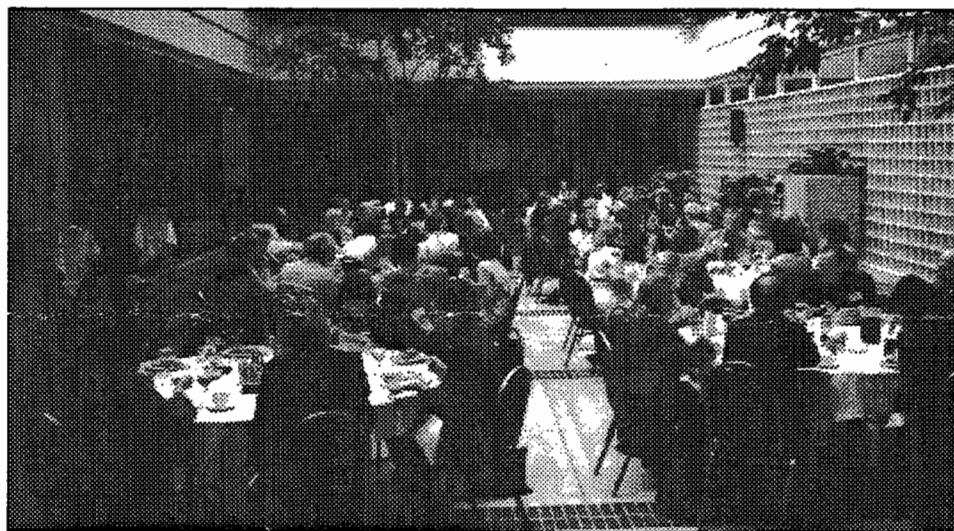
February 1998

## More Than Eighty Archivists Participate in the 1997 Business Archives Roundtable at the Motorola Museum of Electronics

*Ann Westerlin, Corporate Archivist, Texas Instruments*

The increase in attendance and participation at the business archivists roundtable discussion confirms member interest and importance of continuing this practice. The first such event four years ago drew 18 business archivists. The response to the 1997 roundtable event was the largest yet with more than 80 participants.

The Motorola Museum of



*Business archivists enjoy lunch in the Atrium of the Motorola Museum of Electronics.*

### WHAT'S INSIDE

Greetings from the Editor.....	2
From the Chair.....	2
Business Archives Section Annual Meeting Minutes.....	4
Sharing Treasures from The Jim Henson Company Archives.....	9
Archives and Records Services at Herman Miller, Inc.....	11
Recreating International Paper Company's "Lost" Archives.....	13
Aggressive Outreach at the AANA Archives.....	15
Business Archives Survey.....	22
Business Archives in the News.....	23
Workshop Review.....	29
Corporate Archivists — New Appointments.....	30

Electronics was our host, and our day began with a bus ride from the Fairmont Hotel. Upon arrival, we were greeted by staff members and treated to a continental breakfast.

The theme for the roundtable discussion was electronic records, with moderators Leslie Simon (CIGNA) and Ann Westerlin (Texas Instruments) guiding the discussion. Five archivists shared information and experiences from their organizations:

- April Hill (Microsoft Corporation) read Nathan Mhyrvold's paper concerning the theories behind

documenting and collecting the Internet.

- Fynette Eaton (Smithsonian Institution Archives) discussed her experiences with collecting and retrieving Internet/Intranet sites.
- Jerry Malinin-Loos (Motorola Museum) demonstrated the Motorola Intranet site and discussed content issues.
- Adam Gruen (MCI Corporation) contributed a paper containing practical advice about collecting and document-

*continued on page 14*

## Greetings from the Editor



Debbie Waller

Happy New Year, everyone! I hope 1998 has begun on a good note for all of you. We are quite busy at THF. Our staff is implementing a new disaster preparedness and recovery plan, and we have expanded our warehouse space to accommodate incoming collections. In addition, our growing archives staff will be

moving to a larger work area this month.

I recently met with Paul Ledvina, corporate archivist for Mobile Corporation. Renovations (\$1 million!) are currently underway to design a state-of-the-art archival space for Mobile's collection. He has developed several exhibits within the corporate offices and is tireless, to say the least, when it comes to promoting the company's history. I hope he will be able to share his plans with the section in the next issue.

As for this issue, I requested articles from archivists I did not know. The Jim Henson Company,

Herman Miller, Inc., and Kellogg Company archivists contributed interesting papers on current projects. The feature article was written by Lee Fosburg, archivist for the American Association of Nurse Anesthetists. Thanks to all of them for their contribution! I would also like to thank my co-workers, Stacey Bender and John Rumm for submitting articles and Britlyn Whalum for the design of this issue.

Thank you to David Moltke-Hanson (Center for the Study of the American South at UNC) for printing and distributing this issue

*continued on page 28*

## FROM THE CHAIR *Amy Fischer, Corporate Archivist, Procter & Gamble*

### FIRST, THE GOSSIP...

I am writing this at the end of my first week back at work, having just returned from maternity leave. Some of you who saw me in Chicago expressed concern that I would pop open at any minute, and while it never quite came to that, I did have my baby, Patrick Min, on September 27, ten weeks earlier than expected! We are all doing well, and Patrick is a joyful, noisy addition to our family. Many thanks to all who sent your kind wishes.

### SAA ANNUAL MEETING IN CHICAGO

Our section events at the Annual Meeting in Chicago were very successful and well attended. Thank you to all who participated!

On August 27, we ventured out to the Motorola Museum of Electronics in suburban Schaumburg to focus on "documenting the digital age". The day

included a roundtable discussion on electronic issues and fascinating tours of the Motorola Museum and Archives. For the roundtable portion of the day, Leslie Simon (CIGNA) and Ann Westerlin (Texas Instruments) guided discussion on various topics relating to technology and business records. Fynette Eaton (Smithsonian Archives) talked about practical experience with collecting internet/intranet sites. Adam Gruen (MCI) was not present, but sent his advice on collecting/documenting digital activities on a small budget. April Hill (Microsoft) read a paper by Nathan Mhyrvold discussing theories behind collecting internet sites and data. Jerry Malinin-Loos (Motorola) demonstrated the Motorola history intranet site. And Paul Lasewicz (Aetna) explained how archivists can contribute solutions to the Year 2000 issue. A lively discussion on meeting the challenges of collecting and

preserving digital data followed.

The day ended with a fun, relaxed mixer back in Chicago. As always, it was good to meet and talk with colleagues, and share both professional ideas and social conversation. Every year, I hear section members comment that these section events are the most meaningful part of the entire SAA conference. My sincere thanks to everyone who participated in and helped plan the day, including Mary Edith Arnold (Motorola) who graciously arranged and sponsored transportation, meals, and the Motorola tours, and to Liz Holum Johnson (H. B. Fuller) and Becky Tousey (Kraft Foods) who planned the social event. Thanks also to the corporate archives that sponsored the social event.

### SECTION BUSINESS

The section steering committee met in Chicago, and all of the

*continued on page 3*

## From the Chair

continued from page 2

issues discussed were revisited in the business meeting. The business meeting itself was well attended and lively. Katie Dishman's (Chicago Mercantile Exchange) meeting minutes elsewhere in the newsletter provide a synopsis. At the business meeting, Paul Lasewicz was elected as vice-chair of the section, and Mary Edith Arnold was elected as a member of the steering committee. Current section leadership is as follows:

*Past Chair:* Gordon Rabchuk  
(Royal Bank of Canada)

*Chair:* Amy Fischer (Procter & Gamble)

*Vice Chair:* Paul Lasewicz  
(Aetna)

*Steering Committee:* Mary Edith Arnold (Motorola), Susan Box (American International Group) and Ann Westerlin (Texas Instruments)

*Newsletter Editor:* Debbie Waller  
(The History Factory)

### SAA SUPPORT FOR BUSINESS ARCHIVES SECTION

One of the "livelier" topics raised in the business meeting in Chicago was a perceived lack of support from SAA for Business Archives Section activities. Some section members feel that, while we contribute more dues to SAA than any other section (based on SAA's salary-based dues structure), we receive no support for publications and activities that are important to the section, particularly the directory, an expanded newsletter and the annual round-table event. This is an important issue that I plan to pursue with SAA and section leadership this year. Two section members, Ann Westerlin (Texas Instruments) and

Jim Fogerty (Minnesota Historical Society), are members of SAA's Dues and Member Benefits Committee, which plans to address this and other issues regarding SAA Membership when they meet in March.

### DIRECTORY OF CORPORATE ARCHIVES IN NORTH AMERICA

The Directory was (finally!) distributed in September. A network of section volunteers copied and mailed directories to each section

member and to the archives listed in the directory. SAA did not provide any funding for printing or postage, so the directory was compiled entirely through the generosity and effort of volunteers. Special thanks to the following people who provided support in copying and mailing the directory: Steve Geitscher (Sporting News), Claudette John (CIGNA), Liz Holum Johnson (H. B. Fuller), Kris Kaeding (Microsoft), Gord Rabchuk

continued on page 6

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## American Archivist Business Issue Ready

"Archives and Business in the International Age" is the title of the special issue of *The American Archivist* now in production. Conceived as a companion volume for *The Records of American Business*, this issue includes a group of essays by leading archivists in the United States, Canada, the United Kingdom and Denmark. Elizabeth Adkins (Ford Motor Company) gives an overview of business archives in the U.S., with attention to the much-discussed interaction between corporate archives and repositories that hold business records. Gordon Rabchuk (Royal Bank of Canada) provides a hard look at the realities faced by archivists in a corporate setting, with specific advice on the development of value-added products. James Fogerty (Minnesota Historical Society) confronts the prickly reality of outsourcing and restructuring and their effects on corporate records, using case studies of four corporations. Ellen Gartrell (Duke) discusses the controversial relocation of the J. Walter Thompson Archives at

Duke University, and explores the real world of administering this and similar holdings. Henrik Fode and Jorgen Fink present a wide-ranging look at the development of the largest business archives in Europe, the Danish National Business Archives Centre, and their attempts to deal with the business records of a nation. Laura Linard and Brent Sverdlhoff (Harvard Business School) look at changing uses of business records within the context of one of the oldest and most prominent business history collections in the world. Edwin Green explores issues affecting the archives of multinational enterprises from the perspective of his experience at the giant HSBC Group, whose member banks include Hongkong and Shanghai Bank, British Bank of the Middle East, and Midland Bank. The issue promises to advance dialogue over many of the issues confronting business archivists today. AA Editor Philip Eppard received the issue in December and plans publication in May 1998. ●

# Business Archives Section Annual Meeting Minutes

Saturday, August 30, 1997 *Katie Dishman, Corporate Archivist, Chicago Mercantile Exchange*

## CALL TO ORDER AND INTRODUCTIONS

Gord Rabchuk (Royal Bank of Canada) called the meeting to order. Members of the Steering Committee introduced themselves: Amy Fischer (Procter & Gamble), Susan Box (AIG), Ann Westerlin (Texas Instruments), Ellen Gartrell (Duke University) and Debbie Waller (The History Factory). The 1996 Business Archives Section meeting minutes were approved. Rabchuk congratulated Elizabeth Adkins (Ford Motor Company) and Becky Haglund Tousey (Kraft Foods) for Kraft Foods being the recipient of the Jameson Archival Advocacy Award, which honors a person or organization not specifically involved with archival work, but that nonetheless supports archives-related activities.

## OLD BUSINESS

### *Section Roundtable and Social*

Fischer summarized the Business Section Roundtable, which was held at the Motorola Museum of Electronics in Schaumburg, Illinois and was hosted by Mary Edith Arnold. The 87 participants were very impressed with the archives and museum. Motorola provided a continental breakfast as well as lunch. The roundtable discussed various technology-related issues for archivists such as "documenting the digital age" and the potential "Year 2000" problems (see cover story for a more detailed summary).

The section social was held at Chicago: A Bar & Grill. Liz Hollum Johnson (H.B. Fuller Company)

thanked those companies who sponsored the event. There were approximately 70 people in attendance.

### *Business Archives Directory and Web Site*

Fischer discussed the Directory of Corporate Archives in the United States and Canada. She said the project is now in the hands of a few people who volunteered to print and mail them since SAA was not providing the funds for the directory at this time. Fischer said 350 responded to a survey indicating that they wanted a new directory in hard copy. However, a discussion followed whether people would want the directory placed on the SAA Website, or if this would create problems for some archivists. John Zwicky (American College of Pathology) said if that information was on the Internet, it would create conflicts with internal users at his facility. Hal Keiner (Biltmore Estate) said the group should take advantage of technology and that we would not be losing control of access to our collections because we do not have to grant permission for use if we choose not to. The directory would merely be a way of finding where material is located.

However, there were concerns raised that a number of phone calls and junk e-mail messages would outweigh the benefits. Susan Fariss (Harley Davidson) suggested a survey be distributed to determine what data would be included on the website. Steve Gietscher (The Sporting News) recommended that the online directory include

hyperlinks to the listed websites.

Art Ponder (Chrysler Corporation) asked how much it would cost for a private listing, perhaps paying SAA extra money to restrict access to directory information. Craig St. Clair (Digital) volunteered to keep the Business Archives Directory database accurate. Greg Hunter (Long Island University) said he could use students at his school to assist with the upkeep of the database as well. David Moltke-Hansen (UNC) suggested that people send any changes of information to those in charge of the directory. Rabchuk said SAA has been asked not to sell the very outdated 1990 Business Archives Directory.

[Editor's Note: The directory will not appear in the 1998 Catalog.]

Keiner indicated he would like to see the section newsletter appear online but to also keep the paper copy since it is easy to carry and read when necessary.

### *Business Archives Manual*

The issue of the business archives "how-to" manual was discussed. Its development has not been successful for a variety of reasons including the publication of the new book, *The Records of American Business*, project and because of the business archives brochure, which is out of print. Rabchuk asked who owned the rights to the brochure. Adkins said that Kraft paid for its publication. The old brochure needs to be updated with some modifications.

*continued on page 5*

## Annual Meeting Minutes

continued from page 4

SAA wanted to reprint the brochure, but it was cost-prohibitive to do so. Rabchuk said it would be a good vehicle on the Internet. Adkins said it is a useful piece to use in presentations to management and that Weyerhaeuser had the original plates. She suggested that people who were on the subcommittee for the business archives directory could work on getting the brochure completed. Paul Lasewicz (Aetna) and St. Clair agreed.

### NEW BUSINESS

Fischer was officially introduced as the new chair for the business archives section, with Lasewicz as vice chair. Gartrell is now off the committee with Arnold replacing her. Rabchuk is now past chair, and Johnson is no longer past chair.

#### 1998 Program

Brent Swerdlhoff (Harvard Business School) asked for suggestions for where to hold the business section meeting in 1998. He said although people might think of Orlando as a cultural wasteland, it should still be a good meeting and perhaps he could compile a focus group to come up with recommendations. He also wants to promote sessions that are important to members with a theme, such as "the growing American heritage". Since popular culture will be prevalent considering the location, he wants to explore the ideas that pop culture is more than just Disney and that subjects could include company towns; the art deco district in Miami and revivals in other towns; 18th-century gardens; filling in swampland and other environmental issues; NASA

and science/technology themes; and Hispanics and Cuban immigration. Swerdlhoff suggested having the sessions reduced to 1.5 hours from 2 hours, and he suggested people dress casually. He passed out a sheet with suggestions and where proposals can be sent. Adkins said she will accept proposals by fax or e-mail. Adkins also said there will be no Sunday morning sessions and to think about ideas for a business archives roundtable for next year. Rabchuk indicated he was enthusiastic about the proposal changes for next year's program.

#### Business Archives Workshop

Adkins discussed her participation as an instructor of the Business Archives Workshop. She and Phil Mooney (Coca-Cola Company) have been conducting it for several years. The latest one is scheduled for November 5-7 in Milwaukee along with Tim Ericson (University of Wisconsin). Some topics will include using the Internet and Intranet as marketing tools and digital imaging technology.

#### Records of the American Business Project

Jim Fogerty (Minnesota Historical Society) reported that the book on the Records of American Business was completed and all the copies printed have been sold. Half of the orders for the second printing are from Europe. He said it was a collaborative effort of numerous people, and it took many years to complete. Fogerty's co-editor is Michael Nash, who was not at the SAA meeting, and the general editor is Jim O'Toole. Fogerty hoped everyone would buy the book and enjoy it.

#### American Archivist: Special Business Archives Edition

The special issue of the

American Archivist, which will focus on international business records is scheduled for publication in May 1998. Authors for the edition include Adkins, Rabchuk and Gartrell, among others.

#### Glasgow Conference

The first joint meeting of the US Business History Conference, the UK Association of Business Historians and the Business Archives Council was held in Glasgow, Scotland, in July 1997. Many of those who attended spoke at the sessions. Westerlin discussed her web site design; Fogerty and Nash discussed dealing with technology in an international age; Adkins provided a historical overview of American business archives; and Lasewicz spoke about changing management philosophies. Box, Waller and Green also spoke at the conference. Westerlin said it was an excellent conference with great receptions and amazing people.

continued on page 7

## THANKS!

The section would like to acknowledge the following companies who contributed financially to the 1997 Business Archives Section social at the Society of American Archivists Annual Meeting in Chicago:

Aetna Life & Casualty  
Aid Association for Lutherans  
American International Group  
Chicago Mercantile Exchange  
CIGNA  
Coca Cola Company  
General Mills, Inc.  
H.B. Fuller Company  
Phillips Petroleum Company  
Proctor & Gamble Company

## From the Chair

continued from page 3

(Royal Bank of Canada), Becky Tousey (Kraft), Ann Westerlin (Texas Instruments) and the Archival Services Staff (The History Factory). If you are a section member and did not receive your directory, please let me know. Also, I will continue to be the contact person for revisions to the directory until the end of the year. If anyone is interested in taking over next year, please contact me.

### DIRECTORY ON THE INTERNET?

The Directory is an important networking tool, and to maintain its effectiveness, it needs regular updating. Providing internet access on the SAA site would allow changes to be made immediately, and the section would not have to rely on volunteers to print and distribute paper updates. But not all of the companies in the directory wish to publicize their archives, as most have private and proprietary collections. Section leadership would like feedback from members who oppose having their archives' entry included in an online directory. Unless opposition is strong, we will consider making the directory available online later this year.

### BUSINESS ARCHIVES LISTSERVE

The University of Glasgow has created an electronic conference for business archivists to discuss issues relevant to business records and corporate archives. This is a welcome method of communication for business archivists, and I encourage all members with e-mail access to sign on and participate in

the list. This is a direct result of the special conference of the Business Archives Council last July in Glasgow. Instructions for joining the list are printed in a sidebar in this issue.

### ADVOCACY BROCHURE

Paul Lasewicz (AETNA) and Craig St. Clair (Digital) have agreed to look into updating and reprinting the "Business Archives in North America: Understanding the Past, Investing in the Future" advocacy brochure. This brochure was first printed in 1992 and has been an effective tool in describing the value of a corporate archives, what corporate archivists do, etc.

### AASLH CORPORATE HISTORY INITIATIVE

Several section members participated in the American Association for State and Local History's seminar in October to kick off the AASLH Corporate History Initiative. This is essentially an opportunity for corporate archivists and corporate museum curators to network and share resources for promoting corporate history. It is still in the planning stages, but I will report back when a concrete strategy has taken shape.

### SAA IN ORLANDO

The 1988 section roundtable is tentatively scheduled to take place in Orlando on Wednesday, September 2nd at a site away from the hotel. The general theme will be popular culture, appropriate to the Disney World venue. Unless we obtain corporate sponsorship, we are considering charging a fee in the neighborhood of \$40-\$50 per participant. Paul Lasewicz is planning this year's event, so

please contact him with suggestions or questions.

### FINALLY...

Kraft Foods, Inc. received the J. Franklin Jameson Advocacy Award in Chicago for its leadership and support of corporate archival activities. This award was an opportunity for SAA to thank Kraft for their contributions to the profession, and on behalf of the section, I wish to also extend our thanks to Kraft. Further, every business archivist in the room was impressed that Kraft's vice president attended the awards dinner in person to receive the award! I would also like to thank Liz Johnson and Gord Rabchuk for their leadership of the section over the past two years, and for their good humor and perspective in guiding the section through years of growth and change in our individual archives. ●

## BUSINESS ARCHIVES LISTSERVE:

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Leave the subject blank and type

"subscribe busarch"

and your e-mail address

in the body of the message.

# Annual Meeting Minutes

continued from page 5

## *Electronic/E-mail Conference*

Rabchuk said there was a proposal to hold an electronic/e-mail conference for business archivists. Fischer added Adam Gruen (MCI) had called her about establishing a listserv specifically for business archivists. Attendees said they would be interested in participating.

## *Business Section Leadership Nominations*

There was a discussion of possibly changing how nominations for leadership positions are determined. Currently, a committee decides on those who should be nominated. However, it was suggested that perhaps the membership of the section at large should decide who should run. Zwicky indicated some people chosen may not want to run or may not have the time. Fischer said making announcements about nominations in a couple newsletters should take care of the problem. It was suggested that members could volunteer to run for office, as well.

## *Business Archives Newsletter*

Waller discussed the new newsletter format and credited Britlyn Whalum, art director at The History Factory, for designing the newsletter layout. Waller asked attendees if the newsletter should feature specific topics like it had in the past or if it should just be a "hodge-podge" of activities. Arnold commended the new format and suggested that people submitting items for the newsletter should not be hampered with having to write on certain themes.

Waller said that there has been an 18-page limit for years on the

mailing of the newsletter by SAA and that any additional pages would have to be paid for by the section. Susan Fox at SAA had suggested to Waller that the business archives section perhaps could sell advertising space to support its publication. Keiner said he is disturbed about cutting back on business section publications and that the newsletter has been filled with many important articles.

## **Rabchuk said the newsletter is a good vehicle for expressing members' views.**

Rabchuk said we should tell Fox that we have serious pieces and that we feel we are penalized for our innovation. Fogerty said that he and Westerlin are on an SAA Task Force, which is examining the benefits SAA members receive and the dues structure, and he agreed the business section newsletter has fine, substantive news and articles. Alissa Berman (Leo Bennett Company) suggested perhaps having only one newsletter a year. Moltke-Hansen volunteered to publish the third issue in February. Karen Benedict (The Winthrop Group) said although she is no longer on council, she knows that the business section is recognized as being active and productive. However, if we demand to have more than 18 pages for our newsletter, then the other sections may want to have more than as well. Ponder asked how much it would cost to produce the newsletter. Lasewicz said SAA paid for the copies and mailing. Waller said Fox reviews the newsletter before it is printed, but generally there is only positive feedback, and modifications are seldom needed. Keiner said he would be against an

all-electronic format for the newsletter because he likes to carry and read it when time allows. Lori Hefner from the SAA Council came in and said people should write their concerns and suggestions to be addressed at the council meeting.

## *Year 2000 Issue*

Lasewicz addressed the Year 2000 problem saying that it will raise huge legal issues. He stressed the importance of documenting these issues and keeping a clearing house of information on what companies are doing, so we can share the plans and have an "element of credibility" as business archivists.

## *AASLH Meeting in Denver*

Fischer said the AASLH is planning a cooperative effort with business archivists at the annual meeting in Denver in October 1997. Waller and Mooney are scheduled to attend. Fischer said we need to communicate with others in history-related professions that business archivists, for example, often tap into local historical museums particularly if one company acquires a business in another city. Keiner asked Fischer to summarize the AASLH meeting for the next newsletter.

## *Closing Comments*

Rabchuk said before bringing the business section meeting to a close, he would like to thank SAA for its annual meeting as well as the business section because Canada does not have anything comparable. Rabchuk said the newsletter is a good vehicle for expressing members' views.

Fischer commented it is good to see new faces at the section meeting. Johnson thanked Rabchuk, who is going off-chair. Rabchuk adjourned the meeting at 12:17 p.m. ●





# FRENCH ARCHIVISTS' GUIDE TO RECORDS RETENTION

*Submitted by Susan Box, Corporate Archivist, American International Group*

Attached is the order form for *Les archives dans l'entreprise: Guide des durees de conservation*, the French archivists' guide to records retention procedures in France. While "not perfect" as described by a French archivist who participated in the project, the publication has been useful to AIG offices in France and England.

Association des archivistes francais  
Section des archives economiques et d'entreprises

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# From Preservation to Presentation: Sharing Treasures from The Jim Henson Company Archives

Karen Falk, Archivist, The Jim Henson Company

Upon joining The Jim Henson Company in 1992 as the first full-time archivist, my priorities were clear. There was a small but fascinating collection that had been gathered during the 1980s by one of Jim Henson's colleagues and then augmented by the efforts of an enthusiastic Public Relations intern. These materials needed organizing, cataloging and rehousing. While these items were important and historically valuable, much more was needed to complete the historical documentation of the company. An aggressive search for additional materials was in order and was begun immediately. I was also eager to implement a computer database system to make the collections more accessible. And, finally, I needed to press the administration for a reasonable space to house the archives as they were, at that point, stored in four different locations on two floors.

With the help of an assistant who was added to the department the following year, I was able to accomplish many of my goals. The archives was up and running, providing reference services to much of the company, particularly the Public Relations department. We were well on our way to creating a historical record of the work of Jim Henson and his creative team.

As I cataloged the existing materials and the newly found files, I was excited by what I saw and read. The information was fascinating and little known by Muppet fans, and the artwork was

delightful. I became more and more interested in finding a way to share these treasures with the rest of the company and the public. In particular, I found a large group of Jim Henson's files from the 1960s concerning his little-known pre-*Sesame Street* projects. These files held a wealth of information as well as wonderful character designs and commercial storyboards. Some of this material was included in Christopher Finch's 1993 book, *Jim Henson: The Works*, but there was so much more to say and show. I had always been interested in curating exhibits, but the company had a separate exhibits department that, up until that time, did not generally collaborate with the archives. The opportunity to begin presenting materials from our collections came with the establishment of The Jim Henson Legacy.

**The information was fascinating and little known by Muppet fans, and the artwork was delightful.**

The Jim Henson Legacy, a not-for-profit foundation dedicated to perpetuating and celebrating the work of Jim Henson, was created by Jane Henson (Jim's widow) in response to the overwhelming interest from both the public and private sector to acknowledge Jim's work with awards and

honors. The Legacy, whose board is made up of Jim's friends, colleagues and family members, has provided representation and supporting materials for numerous awards ceremonies, and it has organized and sponsored many film, video and slide presentations, as well as historical exhibitions. Most of these events occur at museums, libraries and on college campuses.

**I found a large group of Jim Henson's files from the 1960s concerning his little-known pre-*Sesame Street* projects.**

In late 1993, the Legacy board was approached by the Greenwich (CT) Public Library about creating an exhibit for their gallery. The Henson family had lived in Greenwich from 1964-1971, so it was decided that the exhibit would focus on Jim's work during that period. I was delighted – those were exactly the years covered by my newly discovered files. Working with Leslee Asch, director of the company's Exhibits department, we created a multimedia exhibit that combined puppets, photography, historical documents, video and original art. Visitors were able to see Jim's original designs for Big Bird and Rowlf the Dog, read an editing script from one of his experimental films, and

*continued on page 10*

## Jim Henson

*continued from page 9*

view commercials for LaChoy Chow Mein. It was the first time one of our exhibits addressed this area of Jim's work, and it was a great success. I was eager to find more opportunities to display materials from the archives.

When the Legacy board expressed interest in doing something historical about Jim during the 1994 International Festival of Puppet Theater (sponsored by The Henson Foundation which supports puppetry companies), I suggested a display concerning Jim's involvement in puppetry organizations. Using photographs and information gleaned from the archives, we were able to demonstrate Jim's commitment to and love of the field of puppetry. The display was complemented by video screenings of "Jim Henson Presents The World of Puppetry," a documentary series he had produced celebrating six interna-

tionally acclaimed puppeteers. After the festival, I continued my efforts to find ways to exhibit materials from the archives.

**Using photographs  
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of the field of puppetry.**

Jim was a wonderful artist, and his drawings and designs are enchanting. Though created to be transformed into three dimensions, his sketches easily stand on their own as finished work. From the time I began working with his artwork, I wanted to find a way to share it with the public. I often discussed this with Jane Henson, and I expressed my desire to put together a simple show emphasizing Jim's artistic abilities with the pencil. In 1996, the Legacy agreed

to sponsor such a show. The company was very supportive, and they allowed me to devote several months to the project. In April of that year, "Jim Henson: Designs & Doodles" opened at the National Arts Club in New York. Including art ranging from Jim's high school days to about 1980, the exhibit received a positive response from both the press and the public, and also from those who knew and worked with Jim. I was gratified to hear from many of his close colleagues that Jim's sketches were a revelation to them, showing a side of the man that they had not known.

With the success of "Designs & Doodles", the archives' contributing to the Exhibits department corporate exhibits has become automatic, and we have had more opportunities to do our own. A large part of "Designs & Doodles" was shown at the University of Maryland (Jim's alma mater) as part of a larger exhibit. At the same

*continued on page 12*

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# Preservation by Design: Archives and Records Services at Herman Miller, Inc.

Robert W. Viol, Corporate Archivist, Herman Miller, Inc.

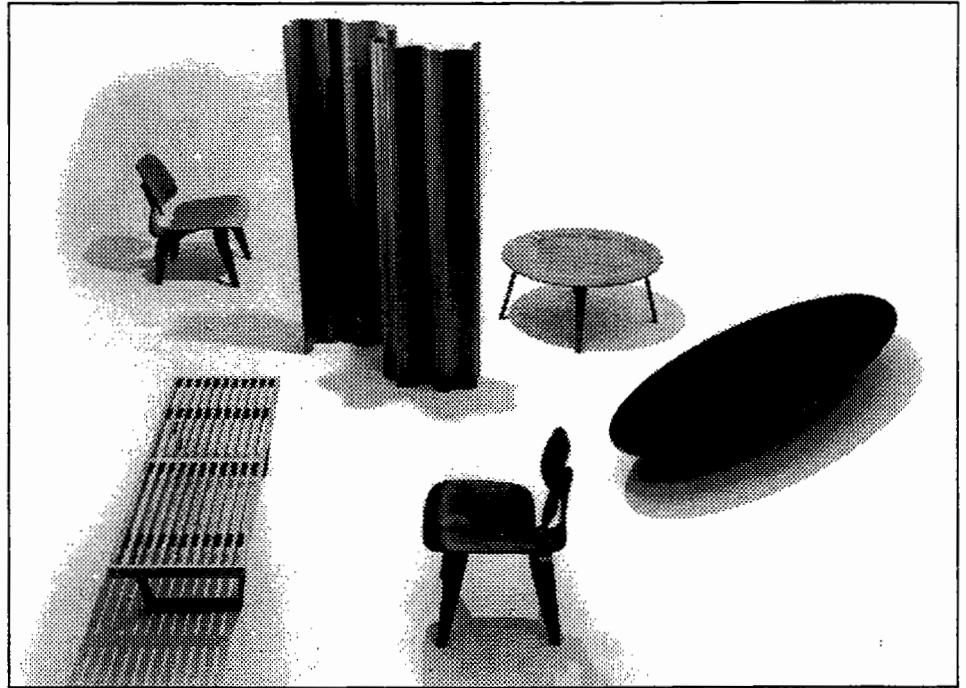
## Who is Herman Miller?

Herman Miller Inc. is a leading multinational manufacturer of furniture, furniture systems and furniture management services. Headquartered in Zeeland, Michigan, Herman Miller has been a source of major innovation in the residential and office environments. The company emphasizes problem solving through design, participate management, environmental responsibility and employee stock ownership.

Herman Miller, Inc. began in 1905 as the Star Furniture Company, a manufacturer of ornate reproductions of traditional-style home furniture. The company's name was changed to The Herman Miller Company in 1923 when D.J. DePree and Herman Miller (DePree's father-in-law and respected local businessman) acquired majority control.

Hard-pressed to stay in business during the Depression, D. J. DePree gambled on contemporary furniture designed by Gilbert Rohde. The gamble paid off, and by 1945 the company phased out its traditional line to concentrate on "modern" furniture.

The association with Rohde began Herman Miller's practice of working with the world's finest independent industrial designers that would ultimately include George Nelson, Charles Eames, Isamu Noguchi, textilest Alexander Girard, and inventor and researcher Robert Propst. Today's innovative designs are created by Bill Stumpf, Don Chadwick, Jack Kelley, Tom Newhouse, Geoff



A group image of the Herman Miller collection of reintroduced classic pieces for the home. Pieces include the Eames molded plywood folding screen, the molded plywood dining chair, the molded plywood lounge chair, the molded plywood table, the Eames elliptical table, and the Nelson platform bench.

Hollington, Bruce Burdick, Richard Holbrook, Jean Beirise and others.

## Collections and Services

Herman Miller's corporate archival holdings have been described by researchers as "awesome" - a testimonial to the corporate officers, who have generously provided monetary and moral support, and to the dozens of men and women, who have contributed their effort, time and talent. The archives, now located in one of the company's original buildings, documents the development of Herman Miller product from its inception and creation to marketing and distribution. Collections include publications, administrative records, photography, drawings and blueprints, oral

histories, audiovisuals, three dimensional artifacts, fabric and textiles, and graphics.

## To Protect, Serve and Defend

Currently the archives and record services comes under the administrative arm of Herman Miller's corporate legal department - a good safe place to be. Marketing and public relations may not always see the value in supporting and maintaining archives, but the lawyers know we have what they need and — we know where it is. Given the litigious nature of our society, procedures have been established with corporate legal and other departments to quickly and efficiently identify key people in

*continued on page 12*

## Herman Miller

continued from page 10

the company, who can supply records requested during the document discovery process. A team, including members from both archives and records services and corporate legal, and representatives from local law firms contracted to represent our interests, has been created to respond to court-ordered record requests and to coordinate documents received from other departments. Space in the record center has been designed to store requested documents and accommodate lawyers from both sides of the courtroom.

### *Get Rid of that Backlog! It Costs Us Money!*

Litigation research has demonstrated the urgent need to eliminate the backlog of uncataloged Herman Miller publications and non-Herman Miller materials containing third party endorsements of our product. Every growing and viable archives will have a backlog of the unprocessed, however, when records or publications are requested as a result of a court order we have to make an effort to locate those documents. The cost of paying a lawyer, or even a paralegal, to search through 300 boxes is greater than the cost of hiring a crew of processors and catalogers. Additional staff to process and catalog has been acquired through re-deployment of existing record center staff and the hiring of Herman Miller retirees, local high school and college students and temporary employees.

### *Planning a Face Lift*

Increases in staffing levels and the need for additional and smarter work spaces in the



*The Herman Miller, Inc. Archives staff.*

archives and records center has provided the rationale for completion of interior renovations including new office furniture. (You would think it would be easy for the archives to obtain the latest in office furniture since Herman

Miller is the second largest office furniture producer in the country, however, convincing the accountants that new office furniture in the archives provides economic benefits for the company and our

*continued on page 14*

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## Jim Henson

continued from page 9

time, we produced a small show on Jim's involvement in the development of *Sesame Street* with the National Public Broadcasting Archives (also at Maryland and housing the Archives of Children's Television Workshop). The Legacy also has plans to tour "Designs & Doodles."

But the best is yet to come. We are currently collaborating with the Exhibits department and the curators of the National Museum of American History in Washington on a Jim Henson/Muppet retrospective to open at the Smithsonian in 1999. Along with our continued work to preserve and document the work of Jim Henson and his company, we now have the opportunity to present materials

from our archival collections to a national audience.

Coupled with the archives' contributions to The Jim Henson Company's newly launched website ([www.henson.com](http://www.henson.com)), these exhibits have proven to be successful venues for sharing Jim Henson's creations. They also help The Jim Henson Legacy achieve its goals while providing good exposure and public relations for the company. In the end, by adding exhibits to the archives' list of priorities, we have strengthened our position, gaining recognition, support and respect from within and outside the company.

For further information about The Jim Henson Company Archives, please contact us at:  
117 East 69th Street  
New York, NY 10011  
Phone: 212-794-2400 ●

# Uncovering the Past: Re-Creating International Paper Company's "Lost" Archives

John C. Rumm, Senior Historian, The History Factory

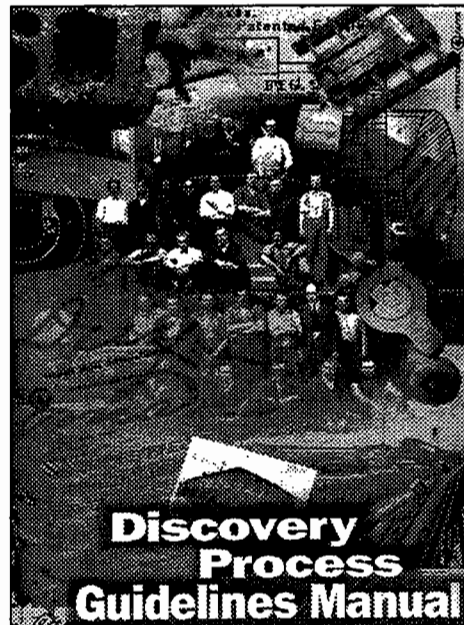
It is paradoxical that the leading manufacturer of the paper products, which historically have been used by most major companies to document their business transactions and operations, until recently has done little to preserve its own records. Yet such is the case with International Paper Company (IP), which is observing its centennial in 1998. A unique project undertaken by IP over the past year and a half, however, has made great strides in recovering its past.

IP's preparations for its anniversary began in 1995, when it retained The History Factory (THF), a consulting firm specializing in heritage management services for corporate clients, to develop its centennial programs. Among the projects that THF proposed were a traveling exhibition and a book chronicling IP's history. A major challenge existed, however, to the realization of these projects: IP lacked a central archives or record management repository. In part an outgrowth of the relocation of IP's headquarters several times since the company's founding, this situation also reflected IP's corporate structure. Until the mid-1970s, the company was decentralized within two largely autonomous divisions (Northern and Southern Kraft). But the most important factor was IP's stringent record management policies, which required its corporate offices and company facilities to *purge* documents and artifacts on a regular basis.

At the same time, however, reason existed for optimism. First,

some IP facilities had ignored the company's record management policies and had safeguarded historical materials. During 1996, THF visited selected IP facilities in New York, Maine, Mississippi, Alabama and Illinois to ascertain the extent, content and condition of such materials. These forays yielded some significant discoveries, such as six linear feet of historical photographs and employee newsletters at IP's Hudson River Mill in Corinth, New York. Second, during visits to IP facilities, THF learned that untold numbers of potentially significant documents and artifacts either had been saved by current employees and retirees or had been acquired by local historical societies and libraries.

To locate privately held historical materials, in the fall of 1996 IP and THF launched a "Discovery Process." The company designated "Centennial Program Champions" at each of its facilities, charging them with spreading the news internally and externally about IP's forthcoming centennial and its interest in obtaining historical materials to support the observance. To assist Champions, THF prepared a manual, which included guidelines on the types of materials sought, where they might be located, how they might be acquired through donation or loan, and how they would be handled, along with informational posters, employee information flyers, and loan/donation forms. Materials collected under the Discovery Process were to be



forwarded to THF for organization, temporary archival storage and for use in developing centennial programs.

By any measure, the Discovery Process was an unqualified success. From November 1996 to July 1997, THF received submissions from more than 500 current and former IP employees, from nearly every state and from as far away as Japan, France and New Zealand. Oral history interviews, which THF conducted with some 200 IP employees and retirees during the summer and fall of 1997, also yielded additional materials. Ranging in size from one page to several record center cartons, the submissions totaled more than 200 linear feet. They included correspondence; written reminiscences; financial statements and account books; annual reports; employee newsletters and mill publications;

*continued on page 24*

## Herman Miller

*continued from page 10*

shareholders has been tricky.) We have been asking for a 'face lift' for years but finally got their attention by scheduling an open house in the archives for Herman Miller's retirees, including past CEOs and the sons of the company founder. Two weeks later a team from facilities provided a cost analysis for the project. The redo has been tentatively approved and should be completed by spring—just in time for the June 1998 meeting of Herman Miller's retirees.

*It's Not Too Late!! Encapsulate (and other preservation/conservation projects)*

As a result of constant and continuous use of our oversize items including drawings, posters, advertisements and other graphics by corporate legal, public relations, design and development and several public exhibitions, an encapsulation project is underway. Utilizing the services of a local consultant, more than 800 items will be protected by the end of 1998.

The archives also maintains several thousand drawings of Herman Miller furniture pieces designed by George Nelson & Associates dating from the 1950s and 1960s. These drawings are scheduled to be sorted, arranged, labeled and microfilmed. The drawings of Charles Eames and Gilbert Rohde have been filmed and are available for research.

### *Herman Miller Meets Henry Ford*

Throughout the years, the design community has acknowledged Herman Miller's commitment to quality, innovation and fine design. Many of our designs are in the permanent collections of major museums including New York's Museum of Modern Art, the Whitney Museum and the Smithsonian Institution.

In 1989 Herman Miller donated its 770 piece collection of product lines and furniture prototypes to the thirteen museums making up the Herman Miller Museum Consortium. Skillfully managed by the Henry Ford Museum in Dearborn, Michigan, the consor-

tium continues to receive Herman Miller product, both past and present. The Herman Miller Archives coordinates these donations. Additionally, we provide consortium members with supporting literature about our furniture, our company and our designers.

### *Author! Author!*

Residential and institutional furniture designed by Gilbert Rohde, George Nelson, Charles Eames, Isamu Noguchi, and others continues to be *hot* commodities among designers, design students, art curators and collectors. The archives receives hundreds of requests from authors and publishers from around the world for information and/or photography pertaining to both "classic" and current designs.

To respond to the needs of serious researchers requiring use of Herman Miller's archival material, we established the Herman Miller Author in Residence Program. Office space and clerical support are provided in the archives for individuals making extensive use of our collections. Our first "author in residence," Phyllis Ross, will arrive in June. Ross, who worked for the Library of Congress on a current Charles and Ray Eames Exhibition, will be using our Gilbert Rohde collections.

### *The Only Thing We Can Promise You is Change*

Like all corporations, Herman Miller, Inc. continues to experience dramatic changes. Old facilities are renovated or sold, new facilities are acquired or built; long-time employees retire; and new employees become part of the Herman Miller community. All of these changes have had a dramatic, yet positive, impact on the archives and record services department.

*continued on page 21*

## Motorola Museum

*continued from page 1*

ing digital activities on a small budget.

- Paul Lasewicz (Aetna Life & Casualty) discussed the Year 2000 issue and how archives can get involved in the solution as well as in documenting the problem.

The papers provided a diversity of information about the digital records topic and set the stage for a lively discussion that included the sharing of both problems and potential solutions.

After a delightful lunch in the Atrium, the group was divided into smaller groups for tours of the Museum, its Collections, and the Archives. In each area, the staff provided a comprehensive overview of their activities, collections and responsibilities.

A heartfelt "thank you" goes to Mary Edith Arnold and the Motorola Museum of Electronics staff for a very special day at their facility. We learned a lot from them and from each other during this day together. ●



# Aggressive Outreach: Using the Lessons of Business at the AANA Archives

Lee C. Fosburgh, Archivist, AANA

### INTRODUCTION

In 1931, the American Association of Nurse Anesthetists (AANA) was established as the professional association of nurse anesthetists in the United States. In 1989, the publication of the history of America's nurse anesthetists by the AANA generated member interest in the history of nurse anesthesia. This ultimately led to the creation of the AANA Archives in the fall of 1994 for the purpose of making its records available for research to members, students, staff and approved researchers. As a small new unit within AANA's large headquarters, charged with serving a mostly member clientele who often knew little about the archives holdings, one of the archivist's major responsibilities quickly became aggressively promoting the archives based on user interests and needs.

The following case study on archival outreach can be used as a primer for association archivists on how to situate the archives in a high profile position within an association. The case study argues archivists must anticipate, plan and participate in all publicity campaigns that promote either the archives or the history of the association. To accomplish this goal, an archivist can cost-effectively use the association's preexisting network of meetings, publications, audio-video productions and mass



mailings to disseminate information. High profile endeavors, such as anniversaries and oral history projects, will go a long way toward justifying the archives existence by defining its image to leadership. Archivists can also use subtle methods of outreach such as staff meetings to promote confidence in the archives. The AANA's methods of outreach, such as marketing strategies, are borrowed from both archival outreach and business archives literature.

### HISTORY OF NURSE ANESTHESIA

Nurses were the first professional group to provide anesthesia services in the United States. Established in the late 1880s as the first clinical nursing specialty, nurse anesthesia developed in response to the growing need of surgeons for trained anesthetists. Although the identity of the first nurse anesthetist is not known, the earliest on record was Sister Mary Bernard, a Catholic nun from Wichita, Kansas in 1887. The most famous nurse anesthetist of the nineteenth century, Alice Magaw,

worked at St. Mary's Hospital (1889), in Rochester, Minnesota, which later became part of the Mayo Clinic. Magaw earned international respect and the sobriquet "the mother of anesthesia" for her mastery of open drop inhalation anesthesia.

Many important advances have been made by nurse anesthetists. They participated in the development of the equipment for utilizing certain anesthesia techniques; they pioneered in anesthesia for specialty surgery, particularly related to heart and lung surgery; and they established the first formal education training programs in anesthesia (1909). Additionally, nurse anesthetists served as the principal anesthesia provider in combat areas in every war the United States has been engaged in since World War I. In World War II, there were 17 nurse anesthetists to every physician anesthetist and, in Vietnam War, the ratio was approximately 3:1. Nurse anesthetists were sent with the fighting forces during the invasion of Panama and Operation Desert Shield/Desert Storm.<sup>1</sup>

### CREATION OF THE AANA

The AANA, originally named National Association of Nurse Anesthetists, was founded in 1931 making it the oldest specialty nursing organization in the United

*continued on page 16*

<sup>1</sup> AANA White Paper (Chicago: American Association of Nurse Anesthetists, 1994).

States. The AANA represents Certified Registered Nurse Anesthetists (CRNA's) and nurse anesthesia students nationwide. The AANA implemented a certification process for nurse anesthetists in 1945, and developed an accreditation program for nurse anesthesia education in 1952. The credentialing processes are broadly recognized by appropriate public and private agencies. The AANA was a leader in forming multidisciplinary councils with public representation in order to fulfill the profession's autonomous credentialing functions. The AANA, as a professional association, promulgates education and practice standards, position statements and guidelines for the nurse anesthesia profession.<sup>2</sup>

### AANA MEMBERSHIP TODAY

The AANA has approximately 27,000 members. According to the 1991 AANA membership survey, CRNA's administer more than 65% of the 26 million anesthetics given to patients each year in the United States. As the sole anesthesia providers in 85% of rural hospitals CRNA's afford these medical facilities obstetrical, surgical, and trauma stabilization capabilities. In the administration of anesthesia,

CRNA's perform the same functions as anesthesiologists. CRNA's provide anesthetics to patients in collaboration with surgeons, anesthesiologists, dentists, podiatrists or other qualified physicians.<sup>3</sup>

### CREATION OF THE AANA ARCHIVES

The publication of Marianne Bankert's *Watchful Care: A History of America's Nurse Anesthetists* by the AANA in 1989 generated interest in the history of nurse anesthesia that ultimately led to the creation of the AANA Archives. *Watchful Care* expanded on the first historical treatment of nurse anesthetists' contributions by Virginia S. Thatcher in her *History of Anesthesia with Emphasis on the Nurse Specialist* published in 1953. Prior to *History of Anesthesia*, nursing's contribution to anesthesia history had been overlooked or denigrated by other historians. Thomas E. Keys, in *The History of Surgical Anesthesia*, considered the premier history of surgical anesthesia, fails to mention the contributions of nurse anesthetists.<sup>4</sup> Even today, historical publications, usually by anesthesiologists, prefer to not mention working relationships between nurse anesthetists and medical doctors.<sup>5</sup> *Watchful Care*

contributed significantly to the public's understanding about nurse anesthetists by arguing that nurses have overcome economic and gender-based obstacles to retain the right to administer anesthesia. The book also educated many nurse anesthetists to their own heritage, and thereby generated among them a renewed interest in their profession and association's history.

An exhibit entitled "Marking CRNA Footsteps in History," created for the 1990 AANA Spring Assembly of States, displayed important documents, photographs and memorabilia dating back to the founding of the AANA. The exhibit drew attention to the fact the AANA possessed a large and valuable historical collection. The material had been stored in both an attic and a basement which suffered from periodic floods. Although the records were under the auspices of the AANA Library, they were not easily accessible since they were not inventoried. A history focus session was held to assess the level of interest in history and educate members to its importance at the 1992 AANA Annual Meeting. A proposal for a formal archival program was

continued on page 17

<sup>2</sup>For the history of nurse anesthesia and the AANA see: Marianne Bankert, *Watchful Care: A History of America's Nurse Anesthetists* (New York: Continuum, 1989); Lorraine M. Jordan, "Qualifications and Capabilities of the Certified Registered Nurse Anesthetist," in *Professional Aspects of Nurse Anesthesia Practice*, edited by Scot D. Foster and Lorraine M. Jordan (Philadelphia: F.A. Davis, 1994), 3-10; Virginia S. Thatcher, *History of Anesthesia with Emphasis on the Nurse Specialist* (Philadelphia: JB Lippincott Company, 1953); John Adriani, "Four Decades of Association with the Pioneers of Anesthesiology," *Anesth Analg.* 51(1972); 665-667; and Robert Stevens, *In Sickness and in Wealth, American Hospitals in the Twentieth Century* (New York: Basic Books, 1989).

<sup>3</sup>AANA Membership Survey, American Association of Nurse Anesthetists Archives, 1991.

<sup>4</sup>Thomas E. Keys, *The History of Surgical Anesthesia* (New York: Robert E. Krieger Publishing Co., 1978).

<sup>5</sup>Evan Koch, "Richard von Foregger Worked Closely with a Nurse Anesthetist," *Anesthesiology* 85 (1996); 219. In a letter to the editor, Evan Koch's writes how a 1996 biography of anesthesia machine manufacture Richard von Foregger failed to mention his 20 year working relationship with nurse anesthetist Helen Lamb. Koch used the AANA Archives collection of Lamb's correspondence with von Foregger. Richard von Foregger himself failed to give Lamb her due, which she stated was for "reasons that need no explanation."

considered by the AANA Board of Directors, and funds were appropriated to hire a staff archivist in 1993. Key staff members visited the well-established Oncology Nurses Society Archives in Pittsburgh on a fact-finding mission in April 1994. At AANA, a full-time archivist was hired to begin the overall program in October 1994.<sup>6</sup>

## COLLECTIONS

The AANA Archives Mission Statement charges the Archives with the "responsibility of making available for research official AANA records of sufficient historical, legal, and administrative value to warrant permanent preservation. Official AANA records include documentation in any form produced or received by any employee or member of AANA while engaged in official AANA business." The AANA Archives consists of record groups representing AANA's committees, offices and subsidiary organizations. The records are used by AANA members, students, staff and approved researchers. AANA staff uses the Archives to document past decisions or to research the history of their department or committees under the auspices of their department. Nurse anesthesia students use the Archives for the completion of theses or dissertations. The AANA Archives

Access Policy relates the fact that, as in most private institutions, the AANA's collection is available for research to membership, leadership, nurse anesthesia students and office staff. The Access Policy permits other researchers to use the AANA's collections with the approval of the executive director. Approved researchers commonly request reproduction photographs and permission to publish them in nursing and medical journals.

The AANA records document such topics as: the role of early members, such as Agatha C. Hodgins, in founding the association; the struggle to establish the legality of nurse anesthetists (1934); and the inclusion of African-Americans (1944) and male nurse anesthetists (1947) into membership. In addition to pursuing aggressive records management and oral history programs to capture administrative documentation and the viewpoint of the leaders, respectively, the Archives collects the papers of individuals and records of organizations engaged in work which is reflective of the mission of the AANA. The Archives provides a broader context for the history of nurse anesthesia by serving as the official repository for the International Association of Nurse Anesthetists which was founded in Lucerne, Switzerland, in June 1985 and through a rare collection of

anesthesia text books (1860-1959).<sup>7</sup>

## OUTREACH "WITHIN" THE ASSOCIATION: IDENTIFYING AND MARKETING POTENTIAL USERS

Based on its mission statement, the AANA Archives outreach program broadly targets the association's members, nurse anesthesia students, leadership, office staff and approved researchers. In 1978, Elsie Freeman argued that archives serve the different needs of researchers and the goal of any archives outreach program should be to identify the needs of its users and to match the service to their needs.<sup>8</sup> A user study has not been conducted by the AANA Archivist because the user base within the nurse anesthesia community is well-defined and use by outside researchers is not promoted. Philip F. Mooney suggests in his article, "Modest Proposals: Marketing Ideas for the Expansionist Archives," that archivists use marketing techniques such as "targeting" to increase potential user groups. Mooney states, "Viewing their collections in the same light that marketing executives view their commercial products may be helpful exercise for information professionals who have little experience in advertising or promoting their collections."<sup>9</sup> All archival user groups have different appetites and tastes when

continued on page 18

<sup>6</sup> Lee C. Fosburgh and Evan Koch, "AANA Archives: Documenting a Distinguished Past," in *Journal of the American Association of Nurse Anesthetists* 63 (April 1995): 88-93.

<sup>7</sup> See Fosburgh, "AANA Archives: Documenting a Distinguished Past," 1995.

<sup>8</sup> Elsie Freeman, "Education Programs: Outreach as an Administrative Function," *The American Archivist* 41 (April 1978): 147-153.

<sup>9</sup> Philip F. Mooney, "Modest Proposals: Marketing Ideas for the Expansionist Archives," in *Advocating Archives: An Introduction to Public Relations for Archivists*, edited by Elsie Freeman Finch (Metuchen, NJ: Society of American Archivists, 1994), 55.

it comes to research. Even more important, a broad range of offerings is needed since every audience is different.

The diversity of research needs among AANA researchers articulates this point. AANA membership, which includes both CRNA's and students from nurse anesthesia schools, is interested in both scholarly research and general history pertaining to nurse anesthesia. AANA leadership, prefers to be involved high profile historical events such as oral history projects, commemorations and dedications. The archivist targets what people should be interviewed or which past events warrant a commemoration or dedication. The archivist even writes speeches for leadership for such occasions. The office staff is concerned with the management of active and inactive records produced by their respective departments.

## **COST-EFFECTIVE OUTREACH: USING PREEXISTING FRAMEWORKS**

Through the use of broad marketing techniques such as publications, and the use of the preexisting association information distribution framework, the archivist is able to get the archives message to potential users. A good outreach program will enhance the archives image to membership, leadership, and potential researchers. In many situations, archivists must convince their public and employers that

archives are vital to the mission of the association or company.<sup>10</sup> Associations, such as the AANA, already have in place a preexisting framework for efficient, cost-effective distribution of information about its holdings. The archivist can "piggy back" on the framework of anniversaries, meetings, mass mailings, publications, audio-video productions and interaction with staff and members.

**Anniversaries.** Associations have a large number of councils, committees, and educational or social events that warrant an appropriate celebration. Timothy L. Ericson wrote in his article, "Anniversaries: A Framework for Planning Public Programs," that archivists need to anticipate, plan and deliver the appropriate information to make these events a reality.<sup>11</sup> To effectively anticipate, plan and participate in possible events the archivist must stay in touch with the appropriate departments involved in the event. In an association, these are commonly the education, public relations, or programs and meeting services departments.

Ericson's first law of outreach states: "Human beings are unable to resist celebrating any anniversary divisible by twenty-five."<sup>12</sup> I would be as bold to suggest a corollary to Ericson's first law: people like to celebrate any anniversary divisible by ten. Because anniversaries are high

profile events, planning should include a presentation by the appropriate association leadership, and, even more importantly for your cause, by the archivist. The archivist's involvement will demonstrate to the association's membership the value of archival records and provide the archives an identity within the institution. Within the last year the AANA has celebrated the twentieth anniversary of the Council on Accreditation of Nurse Anesthesia Programs, the twentieth year the AANA has held an independent Annual Meeting, and the fiftieth anniversary of the founding of the Assembly of School Faculty. The archivist was also involved in a plaque being placed at the University Hospitals of Cleveland, Lakeside to commemorate the founding of the Association in 1931. All of these events were commemorated with the presentation of brochures and a ceremony attended by AANA membership and leadership.

**"Human beings are unable  
to resist celebrating  
any anniversary  
divisible by ten."**

Since the events were high in profile, they were covered by the Association's newsbulletin and, in some cases, the national wire services. By delivering the

continued on page 19

<sup>10</sup> Thomas Wusted and William Nolte, *Managing Archival and Manuscript Repositories* (Chicago: Society of American Archivists, 1991), 79.

<sup>11</sup> Timothy L. Ericson, "Anniversaries: A Framework for Planning Public Programs," in *Advocating Archives: An Introduction to Public Relations for Archivists*, edited by Elsie Freeman Finch (Metuchen: NJ: Society of American Archivists, 1994), 65.

<sup>12</sup> See Ericson, "Anniversaries: A Framework for Planning Public Programs," 66.

appropriate information and participating in the event, the archivist will maintain a high profile and show to association membership and leadership that the archives is more than "dusty shelves."<sup>13</sup>

**Meetings.** Most associations hold a wide variety of meetings which allow members to both network and participate in educational sessions. Besides providing a good forum for a celebration or commemoration, the archivist can use this time to provide a session to members on history topics pertinent to their tastes or needs. Since 1994, the AANA Archivist has held history focus sessions at the Annual Meeting. Although the history focus sessions do not merit any continuing education credits, they have the best attendance of the possible focus sessions offered to membership. Topics addressed cover practical, not theoretical, applications of archives and history. Topics thus far discussed include: historical research, creation of archives for state nurse anesthesia associations, and oral history on the state level. The creation of state nurse anesthesia association archives in California, Michigan, and New York have been a direct result of member participation in the history focus sessions. By offering focus sessions, members feel that they are part of an ongoing archives program just as a volunteer may feel at a histori-

cal society. This again dispels the public's preconceived notion that archives are for just collecting.

Meetings held by the association are the perfect place to use a portable archives exhibit, since most members of an association do not visit its headquarters. An exhibit would document the history of the association while at the same informing the viewer the archives possesses a valuable and accessible collection. As Mooney states, "Exhibitions offer extraordinary potential for outreach in a society attuned to receiving messages in short visual bursts. Many archivists do not fully exploit either the opportunities inherent in their collections or the habits of television viewers."<sup>14</sup> Companies that create exhibits for conventions should be able to help an archivist with his or her needs. It is important that the exhibit fits in the standard size of most convention exhibit space (10 ft. x 10 ft.). A 10-panel exhibit containing text, photographic prints, header and a shipping case can cost anywhere from \$4,000 to \$12,000. Archivists with larger budgets might want to think about specialty items such as literature pockets and halogen lights. Since the exhibit is portable, it can be loaned for other related associations meetings, such as state associations. It is important that the manufacturer makes the layout of the exhibit basic since the archivist will not be the only one

setting up the exhibit.

**Mass Mailings.** Associations have many mass mailings to membership to keep them informed of upcoming events such as meetings or educational session. This is a perfect time to enclose any brochures or literature that you may have to promote the archives. Outreach activities include "written reports, brochures, or repository guides."<sup>15</sup> Most importantly, "piggy backing" a mass mailing is economical because your department is not paying for it. Mooney describes archival brochures as "the most common publication form, and arguably the most important, is the institutional brochure or flyer that every archivist should produce and distribute both to its internal and external constituents. The beauty of this form is that the brochure is a flexible and economical medium, allowing the creator to employ varying design techniques to convey a sense of the institution."<sup>16</sup> If your brochure is letter size, well designed, and captures the essence of your collections it should create a new clientele that would have never used your archives. It is important to enclose your brochures or flyers with an appropriate mailing. For example, AANA mailing to events such as the Annual Meeting and educational sessions would better target potential archives users than a

*continued on page 20*

<sup>13</sup> See Ericson, 65.

<sup>14</sup> See Mooney, "Modest Proposals: Marketing Ideas for the Expansionist Archives," 58-59.

<sup>15</sup> Elizabeth Yakel, *Starting an Archives* (Metuchen, NJ: Society of American Archivists, 1994) 52.

<sup>16</sup> See Mooney, 56.

lobbying meeting in Washington, DC since lobbying meetings generally attract AANA leadership who do not use the collections for research. Again, you must know your clientele to successfully market your product to their needs.

**Publications.** Associations provide informational and scholarly publications to their members. The publications are in the form of news bulletins and journals which provide archivists with an excellent avenue for publicizing their collections. Start a column in your journal that solicits articles from members on historical topics pertinent to their profession. Most editors of professional journals are more than happy to accommodate your needs due to a shortage of submitted articles. The archivist can use the column to promote the association's collections by printing articles on individuals or topics documented within the collection. Be sure to use photographs and graphics to enhance the article to the reader; photographs say a thousand words. Readers want articles, such as biographies, that are not too theoretical or technical.

News bulletins provide a forum for thanking members for donations and promoting new accessions. This enlightens members to the fact that archives are not stagnant and any historical records or mementos they possess are truly unique. Archivists also should work with the news bulletin editor and the public relations department for coverage of any

ceremony and event in which the archives has participated. This includes articles with the association's news bulletins and the distribution of press releases. In September 1995, the national wire services ran a story of the AANA Archives recognition of the fiftieth anniversary celebration of nurse anesthetists participation in World War II. This was only accomplished through the efforts of the archivist and the public relations department. New bulletins also print annual reports which list the accomplishments or activities of each department within the association. The archivist should be included in this report citing projects finished, planned, or in progress; collections donated; and number of reference requests handled per year or month.

**Audio-Video Productions.** Oral history interviews have increasingly become important primary research sources used by AANA membership. According to Marion E. Matters, "The oral history interview has developed as a distinct intellectual form, sharing some characteristics of deliberately created works, such as monographs, and some characteristics of unselfconscious accumulations, such as archival records."<sup>17</sup>

AANA leadership is interested in high profile archival projects such as video production of oral history interviews. The AANA's oral history experience has deferred from the trend started in the 1970s of interviewing individu-

als "from the bottom up."<sup>18</sup> Leadership, such as past presidents and board members would like to secure the legacy of their administrations. Therefore, they may be willing to finance expensive projects such as video production or oral history interviews. Interviews are best done at large association events, such as the annual meeting because most people attend the larger meetings and there usually is a video production team at the site. This will keep costs down since the archivist will not have to pay cost such as airfare, lodging, and the shipping of equipment. Due to cost, the archivist needs to be careful who is targeted for interviews. At the AANA, past presidents from 1960 to 1989 have been interviewed in three groups at the Association's Annual Meeting since 1994. Only the outgoing presidents will be taped, once all of the past presidents have been interviewed.

One individual who many have not been politically active in the AANA, but is important to the profession's history, is picked by the Executive Director for an interview at the Annual Meeting. Leadership is very enthusiastic to be involved in this endeavor. Unexpected benefits from the project included future accessions of past presidents records simply through their interaction with the archivist.

**Interaction with Staff and Members.** Archival outreach can

continued on page 21

<sup>17</sup> Marion E. Matters, *Oral History Cataloging Manual* (Chicago: Society of American Archivists, 1995), 1.

<sup>18</sup> Donald A. Ritchie, *Doing Oral History* New York: Twayne Publishers, 1995), 4-5.

be as subtle as the interaction with a fellow employee. Staff meetings can be an effective educational tool for an archivist to promote the use and benefits of the association's archives to department heads and support staff. The archivist can help both department heads and support staff with questions concerning the association's records schedules and the archives policies and procedures. AANA staff routinely is concerned with how quickly the archivist can access their departments records or whether they should destroy or keep documents within their area. Discussing the archives procedures and policies, such as a retention schedule, face-to-face demonstrates the archives physical control of records in its possession.

An archives committee, made up of members, or a liaison, selected by leadership, can be a tool for the archivist to use in explaining the objectives of the archives to membership. In the case of the AANA Archives, the archivist works with a liaison who solicits possible volunteers, donations and articles from mem-

bers and participates in oral history programs. Some members feel more comfortable being solicited by another member about donating a collection. More importantly, since the liaison is a member, he or she is able to lobby AANA leadership for support, usually financial, for special projects such as oral history interviews or the purchase of collections. When a liaison solicits leadership for funding they may be more inclined to fund the project since the liaison is speaking for membership.

## CONCLUSION

With the proliferation of organizational records and growth of specialty professions, archives within associations and non-profit organizations are going to become more common.<sup>19</sup> In this highly competitive work environment, archivists must be both innovative and aggressive when promoting their collections. Archivists must know their clientele and match the archives services to their needs. Techniques such as publications, and the use of the preexisting business information distribution

framework, an archivist will be able to get the archives message to potential users while at the same time convincing their employers that archives are vital to the mission of the association or company. Anniversaries, meetings, mass mailings, publications, audio-video productions, and interaction with staff and members are all efficient and cost-effective for distributing information on the archives and its holdings. By applying the proven techniques described in both archival outreach and business archives literature, the association archivist can successfully give the archives a high profile position within the organization that promotes use by a varied clientele of members, leaders, and historical researchers.

## ABOUT THE AUTHOR

Lee C. Fosburgh has been the archivist for the American Association of Nurse Anesthetists since October 1994. He holds a MLIS /MA from the University of Wisconsin-Milwaukee. He has previously held the position of project archivist at the Chicago Historical Society. ●

<sup>19</sup> In January 1992, the Oncology Nursing Society hired a full-time Director of the newly created Department of Archives and Records.

## Herman Miller

*continued from page 14*

Although the archives continues to be viewed as an important corporate asset providing a competitive advantage, we need to identify new ways to add value to the company and to become

more proactive and less reactive. Communication with the rest of the corporation must be improved – perhaps through intranet capabilities and online newsletters, outreach programs to new employees, and contact through existing internal publications.

For the archives, this is a time

of great change but also great challenge. To contribute and prosper, we must make the corporation's mission and objectives our own – and demonstrate that our collections, can and do, support all aspects of the business, from design and development to marketing and sales. ●





# Business Archives Survey – Current Business Practices

Submitted by Art Ponder, Corporate Archivist, Chrysler Corporation

I am conducting a survey of current archival business practices to determine how procedures at the Chrysler Archives compare with the practices of other business archives. Please complete the survey and return it to me at the address provided on the back of this page. If the response is good, I will forward the results to Debbie Waller for inclusion in the August 1998 issue of this newsletter. Thank you.

Please identify your customer base (*check all that apply*):

- Corporate       Corporate-sponsored       Public       Other or None

Please indicate services provided (*check all that apply*):

- Research       Textual Materials       Photographs  
 Film or Video       Loan of Artifacts or Other Materials

Whom do you charge for your services?

- Corporate Users       Corporate-sponsored Users       Public  
 Do Not Charge for Services

If you charge for services, please indicate the price range for research and reference work:

- 0 - \$15 per hour       \$16 - \$30 per hour       \$31 - \$45 per hour  
 \$46 or more per hour

If you charge for photograph services, please indicate the price range for black and white photographs:

- 0 - \$15 per photo       \$16 - \$30 per photo       \$31 - \$45 per photo  
 \$46 or more per photo

If color images are available to researchers, do you charge a higher fee?  Yes  No

Do you charge a curatorial fee?  Yes  No

Do you license clients to publish photographs?  Yes  No

If you license the use of your photographs, what is the term of the license?

- One-time Usage       Limited Time or  
Number Usage       Perpetual Rights to  
Use the Photograph

Are you considering or are you using digital imaging?  Yes  No

Are you considering or are you using digital printing technology to reproduce images?

Yes  No

If you are using digital image printing... Are you satisfied with the output?  Yes  No

Are your customers satisfied?  Yes  No

Do you offer images on disk or via electronic transfer?  Yes  No

What is your average response time on a photograph request, if not in stock?

- 1 week or less       1 - 2 weeks       2 - 3 weeks       3 - 4 weeks  
 4 weeks or longer

Do you charge an extra fee for rush service?  Yes  No

Would you like to see the results of this survey in the August 1998 issue of the Business Archives Section Newsletter?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Art Ponder, Corporate Archivist*  
Chrysler Corporation  
CIMS 483-08-10  
800 Chrysler Drive, East  
Auburn Hills, MI 48326

## BUSINESS ARCHIVES IN THE NEWS

# Treasures in the Corporate Memory: US Corporations Are Finding Important Clues in Their Archive Documents Says Victoria Griffith

Reprinted from *The Financial Times*, Monday, November 10, 1997

When American Express, the credit card company, wanted to measure market potential for a new product proposal earlier this year, the company turned to its past.

"We discovered that a similar service was offered in the 1980s, although on a much more limited scale," says Mary Hedge, the corporation's historian. "We wanted to find out how it was used, if there were any problems and why it was discontinued."

To gather the information, managers poured over old documents on the subject stored in the company's archives.

U.S. Corporations are increasingly aware that their own may yield important clues about how to run their business today. A growing number of groups have set up internal archives to preserve information about their past, including Chase Manhattan Bank, the New York Stock Exchange, Otis Elevator Company and Coca Cola.

Motorola, the telecommunications equipment company, has incorporated lessons about its own corporate history into internal management training courses.

Corporate memory was once taken largely for granted. Old-timers were only too happy to share yarns about the past with younger, greener colleagues. The chief executive officer was likely to have spent many years with the company, and had built a large

*continued on page 24*

# Advertising: Outdoor Advertising is Winning Respect As Many Museums Put Billboards and Placards On Display

Stuart Elliot; Reprinted from *The New York Times*, Wednesday, November 12, 1997

That most evanescent of media, outdoor advertising, is attaining a kind of permanence. Museums, galleries and archives across the country are beginning to pay attention to the history of billboards, signs, posters, bus and subway placards and even the carved figures that once stood outside stores. A half-dozen exhibitions and displays devoted to outdoor and out-of-home advertising have been opened to the public in the last month. And more are on the way,

including a retrospective at the Massachusetts Museum of Contemporary Art in North Adams in 1999.

The growing interest in what had long been considered a prosaic form of selling "reflects a broader interest in commercial culture and popular culture as a whole," said Ellen Gartrell, director of the John W. Hartman Center for Sales, Advertising and Marketing History at the Duke University Special Collections Library in

Durham, N.C. "Whether we love it or hate it, we recognize outdoor advertising and respond to it," she added.

At the end of the month, the Hartman Center plans to display on the Duke campus material from a huge collection - 672 shelf feet - donated last year by the Outdoor Advertising Association of America. A display last month presented 60 years of billboards on a model highway set up in front of

*continued on page 25*

## Treasures

continued from page 23

personal memory bank. Even secretaries could often be relied on to recall details of deals closed a decade earlier.

Today's companies are far less rooted than in the past. The demise of life-time employment in the US means workers stay at a corporation just a few years before moving on. Chief executives are far more likely to be outside appointments, with little understanding of the corporation's history. As companies try to fill in the knowledge gaps, consultants that specialize in documenting a business's history are doing a booming business.

"We've seen a great deal more interest in this area over the last few years," says Linda Edgerly, a partner of The Winthrop Group, a leading corporate history firm.

Corporate amnesia can prove expensive. "Few companies seem to really know what they know," says Joel Kurtzman, a Boston-based management consultant. Mr. Kurtzman points to the case of Mack Truck, which helped construct a large truck factory in the Soviet Union in the early 1970s. When the country decided to rebuild the plant in 1988 at a cost of \$800 million, there was no one left at the Pennsylvania truck maker who remembered the original job. The project went to Fiat.

In today's knowledge-driven economy, companies are loathe to squander information they spent years building up. Yet managers are still uncertain about how to use history to drive their business forward. Too often, say archivists, material is used for soft marketing purposes rather than for hard-core strategy.

According to Otis Elevator Company, an internal survey showed that just one percent of executives consulting the archives did so for help in making important decisions. Most requests were promotional or advertising assistance. "We need to market the archives better within the organization, to make managers know what it can do for them," says Dennis Barrow, the group's archivist.

Some management theories object to the way corporate history is put together in the first place. Art Kliener president of Reflection Learning Associates in New York and George Roth, a professor at MIT's Sloan School, believe events should be documented by getting all of the main players involved in the project to describe what they think went right and went wrong. They have put together a new training mechanism for companies that constructs and disseminates a collective version of a corporate tale.

"There should be more than one

point of view in the story," says Professor Roth. Essentially, he and Mr. Kleiner are building a collection of internal case studies to help companies learn from their own experiences. The case studies are meant to be used as food for thought and discussion after the projects are completed. "We're not talking about having a document with some basic facts about the project stored on the shelf," Mr. Kleiner explains. "This is a living history, that everyone has a voice in, and everyone studies afterwards."

While US companies are increasingly aware of the valuable lessons of the past, they still seem uncertain how the knowledge can be best put to use. Many use their archives as an insurance policy: Executives simply feel better knowing that information is there if they should need it. Others, like Motorola actively teach history in the hope that managers will begin to draw connections with the past.

continued on page 25

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## International Paper

continued from page 13

advertisements, scrapbooks and ephemera; maps and plats; photographs, slides, and negatives; motion pictures, home movies and videotapes; and sound recordings. The Discovery Process also yielded nearly one hundred artifacts that ranged from commemorative mementos, to tools, implements and a collection of nineteenth-century patent models for paper and paper-making equipment.

Though idiosyncratic and by no means a complete archives, the body of materials assembled by the Discovery Process has proven invaluable to IP and THF. The

materials have been used to write and illustrate *Generations of Pride: A Centennial History of International Paper*. The documents and artifacts have also supported research on a range of company-generated historical inquiries, the production of several videos, and the development of a traveling exhibition. Most importantly, these materials will serve as the nucleus for what is hoped will become an "IP Historical Archives," to be increased through targeted collecting efforts. Together with a redirection of IP's records management program, these steps should ensure the preservation of historically significant materials for the future. ●

## Outdoor

continued from page 23

a campus library. Portions of the collection, comprising thousands of items dating back a century, can also be viewed on the Hartman Center's Web site (<http://scriptorium.lib.duke.edu/hartman>).

"The history of outdoor advertising mirrors the history of America, showcasing significant social and commercial developments," said Nancy J. Fletcher, president and chief executive of the outdoor association in Washington.

"The interest right now in outdoor exhibits has to do with the resurgence of the medium," she added, as evidenced by growth in areas like "special uses" – an industry term for elaborate, oversized signs in places like Sunset Boulevard and Times Square.

Indeed, the electrical extravaganzas know as spectaculars, which have bathed New Yorkers in a glitzy glow for decades, are the subject of a show that opens today at the New York Historical Society on Central Park West at 77th Street in Manhattan. "Signs and Wonders: The Spectacular Lights of Times Square" is scheduled to run through March 8.

"These signs are one of the aspects of New York that have become icons of the city," said Mary Beth Betts, curator of the show.

Among the signs re-created in the show are a garish green Heinz pickle that promoted "57 good things for the table" and a complicated aquatic tableau centered on "spearmen" selling Wrigley's Spearmint gum. Other ads are evoked in photographs: the waterfalls that peddled Bond clothes and Pepsi-Cola, the acrobatics of the

cartoon character Little Lulu for Kleenex tissues, the constantly puffing Camel cigarette smoker and the kitten playing with a spool of thread to demonstrate that Corticelli silk "does not knot."

The show includes complaints about signs as nuisances and eyesores. For example, a 1907 article in *The New York Herald* carried a headline trumpeting a "crusade to end sign evil."

The transitory nature of outdoor advertising is underscored by signs for such bygone brands as Clicquot Club ginger ale, Squibb Dental Cream, Royal typewriters, Egyptienne cigarettes and Miss Youth Form, "aristocrat of slips."

### **"People in advertising, ... are developing a historic consciousness"**

An equally ephemeral element of outdoor advertising, the carved figures that include what were known as cigar store Indians, is the subject of a traveling exhibition that opened on Saturday at the Eva and Morris Field Gallery of the Museum of American Folk Art at 2 Lincoln Square in Manhattan.

"The Image Business: Shop Cigar Store Figures in America" presents about 60 carved wooden figures, patterned after ship figureheads, that advertised cigar stores and other retail outlets. The exhibition, which began on Cape Cod, Mass., runs through January 11, at the folk art museum, then moves to the Baltimore Museum of Art from February 18 through April 12.

"For the last 40 or 50 years, these figures have been of interest to folk art collectors," said Ralph Sessions, curator of the exhibition. "But now there seems to be an even broader interest, as examples of an earlier

form of advertising."

"People in advertising, instead of just looking forward to the next ad, are developing a historic consciousness," he added.

If the past is prologue, that is certainly apparent in Times Square, where two additional extravagant signs are being prepared for display next week. One is for the apparel lines of the designer Ron Chereskin, and the other is for Hachette Filipacchi Magazines.

People are proud to have the names of their products or companies on Times Square and Broadway again," said David J. Pecker, president and chief executive at Hachette Filipacchi, a unit of the Lagardere Group, which will spend \$5 million to \$10 million on a five-year lease for a block-long sign on Broadway between 51st and 52d Streets. The sign by Spectacolor Communications Inc., will display the covers of Hachette Filipacchi magazines on a space 205 feet long and 25 feet high.

"I've always looked at a magazine's cover as a poster," Mr. Pecker said. "What would be better than to put our covers right on Broadway?" ●

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## Treasures

continued from page 24

However it is dealt with, corporate memory is increasingly at issue as a part of a business' knowledge capital base. "We all have the sense that we could avoid mistakes if we had the wisdom of past experience," says Mr. Barrow of Otis. "The question is how to best store and make use of a corporation's history even after the original players are gone." ●

# News from the Kellogg Company Archives

Alinda Arnett, Archivist, The Kellogg Company

A color scanner, digital camera, and OCR text-retrieval system were pieces of equipment that our archives and records management staff only dreamed of using to manage our collections. At The Kellogg Company Archives, we are finally living our dream. Let me take you back a few short years ago...

**...any new material  
for the archives was  
boxed and left out of  
sight and maybe  
out of mind.**

The Kellogg Archives was in a static state. The staff included two full-time employees and one part-time person. In addition to the archives, the staff had to manage the inactive records centers and maintain retention schedules. Our in-house database had been changed and updated by many people. It was very cumbersome to conduct data entry with numerous different screens to go through, and catalogers had to use abbreviations due to limited lengths of fields. In addition, any new material for the archives was boxed and left out of sight and maybe out of mind. Incoming requests continued to be received on a regular basis and were completed based upon their priority.

Then came the turning point... the Information Services (I/S) department instructed us to find a program to replace the archival database. The archives staff found

a system, but the program was not satisfactory. The Kellogg Company was changing to the Windows environment, and our selection was not compatible with Windows programming. We requested the I/S department's assistance to find new software.

I/S recommended a new company and included us in with their appropriation. What an opportunity!

We recognize the differences between companies, and now understand how true this is with equipment as well. To reach the archives and records management staff's goal – to provide our internal clients with access to a digital archives—we needed a color scanner.

The I/S department attended a vendor show and found only one scanner to choose from at that time. We purchased the equipment, but returned the scanner after eight months of trying to produce color images. Starting over, we found there were more scanners to choose from. We compared four different scanners and purchased the cheapest one.

**To provide our internal  
clients with access to a  
digital archives—we  
needed a color scanner.**

The scanner accommodated flat objects smaller than 12" x 17", but the staff needed equipment to handle larger documents and three-dimensional items. Initially, we thought a program and camcorder, which could take a

snapshot of the items, would be acceptable. However, we were not happy with the quality of the images and began another selection process. Again, we tested four different products and chose a mid-priced digital camera.

With the exception of a few minor glitches, the color scanner has been working very well for the last two years, and we have been using the digital camera for approximately nine months. OCR technology is being tested for implementation during the first quarter of 1998. In addition, we are scheduled to introduce our application to our Battle Creek site during the first quarter.

Images are scanned at a reduced resolution to decrease the necessary storage space of color images. Currently, images are scanned for research purposes only and not for reproduction. If reproduction is necessary, negatives or slides are made available after requests are approved by the Legal department.

**Images are scanned at a  
reduced resolution  
to decrease the  
necessary storage  
space of color images.**

During 1998, a staff of eleven is conducting data entry, scanning images and using digital camera technology to capture and preserve images. We are proud to report that our back-file conversion is scheduled to be completed by December 1999. ●

# SNET Establishes Major Collection at UCONN'S DODD Research Center

January 29, 1998

Connecticut's largest telecommunications company - SNET - and its only public research university - the University of Connecticut (UConn) - today entered into a formal, continuing partnership to create a special collection of SNET historical documents and photographs at UConn's Thomas J. Dodd Research Center in Storrs. "The idea to share SNET's rich history with the University and the people of Connecticut first surfaced in 1995 following the dedication of the Dodd Research Center," said SNET Chairman and CEO Daniel Miglio. "While our focus is always on the future, it seemed like a good time to pause and take a look back to appreciate all that this company has accomplished, including a host of industry 'firsts'."

**...when all material has been transferred, [the SNET Collection] will weigh more than 17 tons and total approximately 2.5 million documents.**

Philip E. Austin, president of UConn, said "The SNET Collection is an important addition to University Libraries' research collections and will be of great value to the scholarly community and the people of Connecticut. We are pleased that SNET has selected the University of Connecticut as the home for this rare and important collection.

The choice underlines the University's continuing effort to become an active partner on many fronts with Connecticut's business community."

According to Thomas P. Wilsted, director of the Dodd Center, the SNET Collection, when all material has been transferred, will weigh more than 17 tons and total approximately 2.5 million documents and become the second largest private collection at the Center.

The announcement of the partnership comes on the anniversary of a significant date in SNET's history - and a historic day for the telephone industry in general. On Jan. 28, 1878 - 120 years ago - the world's first commercial telephone exchange opened in New Haven, paving the way for today's

sophisticated telephone network and marking the beginnings of SNET.

The items currently in the collection, which span in time from the late 1870s to the present day, include; historical photographs of buildings, employees and equipment; town "telephone" histories; public relations and promotional materials; minutes of board of directors and stockholders' meetings, including the first meeting of the National Telephone Exchange Association Convention in Niagara Falls in 1880; financial records, including early cash books beginning in 1880; annual reports; audio visual materials; artifacts; and interesting correspondence, including notes from and about

*continued on page 28*

## COMPANY REMINDERS, BY THE DAY

*Tracy Grant; Reprinted from Washington Business, January 26, 1998*

...Corporations big and small can't resist the chance to get their names in front of customers, clients and the news media literally every day of the year. Washington area companies are no exception.

The Fairfax-based oil giant spent "something less than \$100,000" producing this year's large, full-color corporate calendar, said Patrick Dexter in Mobil's corporate offices. This is the second year that the company has produced this ambitious of a calendar, he added. "We start in March and try to be

finished by mid-June." He said of the project that features products from the Mobile Archives to take advantage of the country's fascination with collectibles and memorabilia.

The 20,000 calendars Mobil printed this year go to Mobil business units worldwide. "The calendars are then given to partners [and] customers as gifts. It's seen as a nice gesture from Mobile," said Susan Carpenter of Mobil's public relations department... ●

Mark Twain and his sometimes antagonistic experiences with the telephone.

**The items currently in the collection ... span in time from the late 1870s to the present day.**

Wilsted foresees a wide variety of uses for the collection, including:

1. On-campus research by students, faculty and the scholarly community on the development of telecommunications and corporate innovation in Connecticut and the United States. As one of Connecticut's major corporations and employers, the SNET collection can provide historians, business students and others with data:
  - for the development of case studies, on entrepreneurship and innovation;
  - for historical studies of corporate response to major natural disasters; and
  - for sociological studies of the employment of women and minorities over time.
2. Research by the general public through photographs and documents to reflect on the change and development as telecommunications moved from a single, rare invention to an all encompassing tool for communication within the local community.
3. Research by local historians into the heritage and culture of Connecticut's communities as they dealt with growth, natural disasters, and other historical changes.

With significant financial support from SNET, UConn will arrange, describe, and catalog the collection, as well as create oral histories. Plans call for putting a portion of the collection onto the Internet, beginning with an SNET-produced book entitled, "The First Century of the Telephone in Connecticut." The information will be posted on the University of Connecticut website at [www.lib.uconn.edu/DoddCenter/ASC/SNET/snetmain.html](http://www.lib.uconn.edu/DoddCenter/ASC/SNET/snetmain.html) with a link to SNET's website at [www.snet.com](http://www.snet.com).

**SNET is the leading information, communications and entertainment company in Connecticut.**

The Thomas J. Dodd Research Center, dedicated by President Bill Clinton in 1995, supports the research and academic needs of University of Connecticut students and faculty and serves as a focus for public programs of interest to the campus and the wider Connecticut community. The Center houses the University Libraries' Archives & Special Collections and two academic centers with complementary goals - the Center for Oral History and the Center for Judaic Studies and Contemporary Jewish Life. The Archives & Special Collections program acquires, houses and preserves unique and irreplaceable rare books, manuscripts, and archives in a secure, climate-controlled environment. Significant subject areas include Alternative Politics and Culture, American and English Literature, Children's Literature, Connecticut Business, Labor, Politics, Railroads and Public Affairs, Hispanic History

and Culture, Natural History, and the University of Connecticut Archives.

SNET is the leading information, communications and entertainment company in Connecticut, offering a full range of wireline products including SNET All Distance service as well as wireless voice and data services, Internet access and cable TV. The company is building I-SNET, a statewide broadband information superhighway. In the latest J.D. Power national customer satisfaction survey, SNET was ranked the number-one long distance company in America among mainstream users.

For further information contact:  
 Thomas Wilsted  
 University of Connecticut  
 (860) 486-4501  
 e-mail: [twilsted@lib.uconn.edu](mailto:twilsted@lib.uconn.edu) •

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## **Greeting**

*continued from page 2*

of the newsletter. SAA provided the postage.

Upon request of Elizabeth Adkins, please note that the November 1997 Business Archives Workshop was canceled due to lack of participants. Adkins and Mooney will offer the workshop in the fall of 1998 and request the section's support by encouraging interested persons to attend.

On a personal note, I am expecting a baby on April 15th and anticipate being out of the office on maternity leave through the end of June. I encourage everyone to submit articles for the next issue by June 15, 1998, so I will be able to meet SAA's deadlines when I return to work in July. Thanks! •



## WORKSHOP REVIEW

# Environmental Monitoring Workshop

Stacey Bender, Archivist, *The History Factory*

A one-day workshop on environmental monitoring sponsored by the Conservation Center for Art and Historic Artifacts and the Franklin Institute was held at the Franklin Institute in Philadelphia on September 23, 1997. The workshop presented the reasoning, techniques and equipment used to monitor environmental conditions for collections in libraries, archives, museums and historic houses.

William P. Lull, a principal and senior conservation environment consultant at Garrison/Lull Inc., began his lecture with methods of monitoring the environment. Monitoring temperature and humidity is key in any environment containing valuable historical material. To measure these two factors, archivists can spot measure, using a variety of tools, such as humidity strips, hygrometers, RH meters, psychrometers or RH sensors. These devices will present a measurement at a particular moment in time.

Archivists can conduct more consistent measurements over longer periods of time by using tools, such as hygrothermographs or data loggers.

Lull covered the features, recalibration techniques, rehydration and hair replacement (if necessary) on hygrothermographs. He referred to the placement of monitoring devices using such techniques as rotating through spaces and the "leap frog" approach and also discussed how to analyze and chart data.

His discussion on data loggers

suggested that the tools are very valuable in the monitoring of an environment. Unfortunately, most institutions cannot afford the device. Not only is the data logger itself necessary, but a computer capable of downloading the information from the data logger is required.

Monitoring light is another factor to consider when controlling an institution's environment, and archivists have various options for monitoring light within their repositories. Archivists can conduct spot measurements with light meters, UV meters and color temperature meters. These items can range from the relatively inexpensive to a major crush on one's conservation budget. For consistent measurements over time, textile fading strips, photocells and data loggers as well as personal observations of damage can be used.

According to Mr. Lull, institutions should also monitor two other environmental hazards — particulates and gaseous contaminants. He briefly mentioned how they could be monitored.

General observations that can be made by archivists were given. During regular checks of storage

space, archivists should watch for water leaks, condensation, air leaks and infiltration. Lull also discussed the benefits of collection access and use policies and keeping an environment events log with descriptions, time and location.

One of the most helpful tools used during the workshop was Mr. Lull's notes on "Setting Up An Environmental Monitoring Program." The document was written as a supplement to the chapter on collections environment assessment and monitoring in the publication, *Conservation Environment Guidelines for Libraries and Archives*, written by Mr. Lull and included in the information packet. The supplement was distributed to workshop attendees "to assist their institution in developing an environmental monitoring program and to assess and improve environmental conditions for preservation of collections."

The one-day workshop was helpful and informative. Examples of the equipment mentioned were displayed and catalogs from various companies were available. It was an excellent introduction for archivists interested in environmental monitoring. ●

### For more information on environmental monitoring equipment, contact the following companies:

SmartReader Data Loggers - Cascade Group, Inc. 1.800.800.0588  
Various Environmental Products - Art Preservation Services 212.988.3869  
Miscellaneous Systems - Hanwell Instruments U.S.A. 516.624.2900  
Trak-R Logger - GS Energy Corporation 516.582.1808

# Call for Papers: Business History and Theory Conference

JULY 1-3, 1999

Submitted by Professor Tony Slaven, Director, Centre for Business History

The Centre for Business History in Scotland will celebrate ten years of activity in 1999. To mark the occasion, the Centre will host a conference to explore the links between business history and theory with a view to publishing a selection of the papers in one or two volumes as a contribution to debate, research and teaching in business history.

We invite proposals for papers and/or for organizing sessions,



## UNIVERSITY of GLASGOW

exploring any aspect of the interface between business history

and theoretical concepts and frameworks. Survey or research papers will be equally acceptable. Examples of themes that might be explored are business history and finance, business strategy and business theory, institutional economics and business history, firms and markets, multinationals and global business, business networks, business and culture, etc. Proposals will be welcomed in the widest possible scope of inquiry.

Proposals should include a brief preface of the scope of the paper. The deadline for proposals is March 6, 1998. Send proposals to:

Linda Craig  
Centre for Business History  
University of Glasgow  
4 University Gardens  
Glasgow G12 8QQ  
UK

All applicants will be advised of acceptance or rejection by April 30, 1998. The Conference is planned to be held in the Forte Posthouse Hotel, Glasgow, Scotland. ●

## CORPORATE ARCHIVISTS NEW APPOINTMENTS

Nora McCabe and Alexandra Briseno recently joined The History Factory Archival Services Department. McCabe and Briseno will be full-time archivists devoted to managing the Kimberly-Clark Corporate Archives maintained at The History Factory in Chantilly, Virginia.

Paula Montgomery, Pamela Przywara, Alison Kougiou, Sandra Kortesoja and Cynthia Korolov are contract archivists, who have been hired by Ford Motor Company for a multi-year project to appraise and process 17,000 cubic feet of archival backlog. We look forward to hearing from them about the project. ●

### WANTED FOR THE NEXT ISSUE:

**Reference Service:** What are some of the more interesting research requests that you answered in 1997? How did the information or archival material that you provided impact the outcome of a company decision or project?

**Designing a New Archives Brochure:** What information should be included in a new archives brochure or flyer? Send samples of your work.

**Anniversary Planning:** When should the archives get involved? How have you supported anniversary planning and programs?

**Access, Use and Copyright Issues:** Putting Archival Material on Internet Sites. What problems are you running into? (Continuing discussion from 1997 Roundtable Meeting)

**Other ideas:** Summary of your archives program, 1998 projects, success stories, etc.

**DEADLINE FOR PAPERS: MONDAY, JUNE 15, 1998**



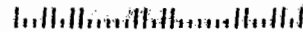


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Send your articles, collection updates, comments and regional news for the SAA Business Archives Newsletter to:

Debbie Waller The History Factory  
14140 Parke Long Court Chantilly, Virginia 20151-1649  
1.800.937.4001 FAX: 703.631.1124  
E-Mail: [dwaller@historyfact.com](mailto:dwaller@historyfact.com)

