

Letter from the Chair Scott Pitol



Success and mission accomplished! Not so fast, as we all know the business world is a fast paced, constantly evolving organism that can sometimes have quite a short term memory. We have only broken the surface. But, that in of itself is a great start.

– Mandy Reece, page 3

As the outgoing Chair of the Business Archives Section, I would like to thank you for the opportunity to serve. This year, we've been working to overhaul the BAS Intranet site and covert to SAA's Drupal system. Unfortunately, limits in the way Drupal has been implemented have kept us from organizing the information in a coherent manner, but at least we're ready to make the switch to the new system. I expect more functionality will become available as SAA implements this system further. Thanks to Editor San Roman Shawn and Vice Editor Patricia Franks for facilitating our move to Drupal.

I'd also like to thank the rest of the Steering Committee for their good work this year: Vice Chair Jeff Pirtle, Secretary Sue Watson, Immediate Past-Chair Dean Weber and Member-at-Large Jackie Kilberg. Good luck to Jeff and the rest of the 2010-2011 BAS Steering Committee in the coming year.

Also, thanks to our Council Liaison Rosalye Settles for keeping us up-to-date on the happenings of the SAA council and to the staff at SAA, including Nancy Beaumont, Brian Doyle and especially René Mueller, who has been most helpful this year.

Regarding the BAS Colloquium, a big thank you goes to Greg McCoy and Ed Rider from Procter & Gamble for connecting us with our keynote speaker, Joey Reiman, Founder/Thinker/Chief Executive Officer of BrightHouse. I also appreciate the effort of all those members who will present at and those who submitted proposals for the Colloquium. It's the willingness of our members to help that makes this a strong organization.

On a personal note, I'd like to thank everyone who offered their support after the death of my father this past fall. I appreciate all your kind words and prayers.

Scott Pitol
Corporate Archivist
The Pampered Chef, Ltd.

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**Letter from the
Vice-Chair Jeff Pirtle**

As incoming Chair of the Business Archives Section, I welcome you to our newsletter. Whether you're a corporate archivist, a university archivist who handles business records, or a student interested in business archives, I hope you find our professional association to be a worthwhile endeavor.

I've found many rewarding aspects of participating in the Business Archives Section. By networking with other professionals that share the same challenges and

responsibilities, I've found that many of my day-to-day work and procedures are validated. Also, I continue to be inspired by new ideas, and to learn new ways in which to execute my professional responsibilities. Be it processing an executive's historic records, marketing my company's heritage, or implementing a new collections database, there's always another professional in this section who has faced the same obstacles, willing to offer a worthwhile endorsement or advice.

In 2010 – 2011, I hope to continue building those professional relationships within the Business Archives Section, and welcome your input on how we might continue to grow and prosper.

In conclusion, I'd like to thank the entire BAS Steering Committee for their work over this past year, and to the incoming Steering Committee for volunteering their talents in 2010 - 2011. I look forward to working with all of you in the

Business Archives Section this year!

Sincerely,
Jeff Pirtle
Director, Archives & Collections
NBC Universal

**SAA Council Adopts Strategic
Priorities, 2010-2014**

In May, the SAA Council adopted a new version of Strategic Priorities in order to guide the future course of the SAA and archives profession. The plan carries forward three priorities adopted in 2005, but raises the bar by outlining more specific goals and outcomes. Specifically addressed are; Technology, Diversity, and Public Awareness.

A detailed document can be found at
<http://www2.archivists.org/governance/strategic-priorities> . ☐

SAA President Peter Gottlieb testified in support of the NHPRC reauthorization at a House hearing on June 9, 2010.

**BAS Steering Committee,
2009-2010**

Chair

Scott Pitol, CA
The Pampered Chef, Ltd.

Vice-Chair

Jeff Pirtle
NBC Universal

Secretary

Susan Watson
Kraft Foods, Inc.

Content Editor

Shawn San Roman, CA
CUNA, Inc.

Vice-Content Editor

Dr. Patricia Franks
San Jose State University

Member-at-Large

Jackie Kiberg
McGraw-Hill Companies

Past Chair

Dean Weber
Ford Motor Company

Council Liaison

Rosalye Settles
US Dept. of the Treasury

Did you know?

Robert Lovett is credited as being a founder of the BAS. He was honored by the Section in 1986.

How One Archivist Broke the Surface at Nationwide Insurance

by Mandy Reese, Nationwide Insurance

How many of you feel like the big waves of the business world keep hitting you in the head as you wildly wave your arms to get someone to pay attention to you? Being a new addition to Nationwide Insurance in 2007, the staff of the Nationwide History & Archives Center has been working to establish ourselves as a viable resource for the company. We develop exhibits in a few office spaces, we write reports based on research requests, we give tours and presentations to different teams, and we collaborate with different departments on their projects. We have done A LOT in only a few years to grab the attention of our associates. After all of this, I cringe when I hear my coworkers admit, "An archives??... Wow I didn't know we had one of those...."



How are we solving the problem? Recently, our company has been using an IBM® web-based collaborative tool called Lotus®

Connections™. It has space for a blog, community page, and workspace for teams of people to meet online and post documents and other working materials. We decided to start a blog and community page for our History & Archives Center. We called it: "The White Glove Chronicles: Tales from the Archives."

However my friends, just creating a blog with a catchy title, won't guarantee you any readers -- especially in an environment where IT and insurance related discussions reign. We have done a few things to guarantee success. First our blog is short. A few small paragraphs that don't require scrolling down the page is key. Next, there must be pictures! As an example, I have scanned old advertisements and actual archival materials to use as historical evidence to back up whatever I may be talking about. But all this great material still goes unnoticed if it is not RELEVANT! We scan news stories on the company website, social media blogs and on-line discussions of our associates to see what people are talking about. I write a blog based on what I see and link it to the news story or conversation I just inserted myself into. What success!

... my friends, just creating a blog with a catchy title, won't guarantee you any readers...

Continued on page 4...

"How one archivist" continued...

My first successful blog was based on a current news story about Nationwide agents branding their company cars as a way of advertising their agency in the neighborhood. I included an article from 1968 describing agents "branding" their cars complete with a photograph of a woman agent wearing a dress, cat-eye glasses and a small beehive hairstyle standing next to her land-yacht of a car with her name and Nationwide Insurance sprawled across the side of it. This piece placed a historical perspective on the company's idea of branding company cars. Within a few days, my article was one of the most viewed on the blog site.

Done... right? Success and mission accomplished! Not so fast, as we all know the business world is a fast paced, constantly evolving organism that can sometimes have quite a short term memory. We have only broken the surface. But, that in of itself is a great start. Associates have been reading our blogs and the collaboration team in our company has invited me to talk more about my blog on a company web-based "radio" program. The waves may keep hitting me in the face, but they aren't so big anymore. Keep up the good work everyone!

Nationwide Insurance is headquartered in Columbus, Ohio. It is the 6th largest auto and home insurer in the United

States. It has been in business since 1926. The History & Archives Center was reestablished in 2007 with a staff of two, Steve Hausfeld and Mandy Reese. ☐

Support BAS Members at the SAA Annual Meeting



SESSION 301 - Coping with Downsizings

Aug 13, 2010

8:00 AM - 9:30 AM

Elizabeth W. Adkins, CA , CRM
Senior Manager, Global Records and Information Management
CSC

"Turning Loss Into Opportunity: How to Grow Personally and Professionally After Losing Your Job"

SESSION 404 - Replevin: What's Mine Is Mine (Unless It's Yours)

Aug 13, 2010

10:00 AM - 11:30 AM

Menzi L. Behrnd-Klodt
Archivist/Attorney-,
Klodt and Associates

SESSION 406 - E-Discovery and Records Professionals: Overcoming the Digital Tsunami

Aug 13, 2010

10:00 AM - 11:30 AM

Victoria L. Lemieux
Assistant Professor of Archival Studies

The University of British Columbia
"Visual Analytics and E-Discovery: Seeing the Big Picture"

SESSION 605 - Implications of Web-Based Technology in Records Management: ARMA/ANSI Standards Project

Aug 14, 2010

11:00 AM - 12:30 PM

Dr. Patricia C. Franks, CRM
(Chair)

Associate Professor & MARA Program Coordinator
San Jose State University
General Information,
"Recommended Approaches, and Additional Resources " ☐

Archives 360°: 2011 Call for Program and Pre-Conference Workshop Proposals

A call for proposals for next year's program and pre-conference workshops has been issued. This includes half-day, one-day, or two-day workshops held throughout the year. Proposals are due by Friday, October 1, 2010. Take some time at this year's meeting to talk with some BAS colleagues about submitting a proposal.

More information regarding the process and themes can be found on at the SAA website. ☐

Companies today struggle with a flood of information. A business archives is highly selective in the data and the documents that it collects. – "Business Archives in North America"

Two New Books Set for Release at the Annual Meeting

The Ethical Archivist, Elena S. Danielson

Illustrates how daily decisions made by archivists connect to larger issues of social responsibility and the need to construct a balanced and accurate historical record.

How to Keep Union Records, Edited by Michael Nash
Addresses building relationships with the unions, developing collecting policies that support current labor history scholarship, adapting appraisal theory to the unique challenges of labor union archives, and arranging and describing collections. ☞

BAS Colloquium

This year's colloquium will feature the following topics: the importance of heritage to a brand and a company, advocacy in the archives, and capturing a company's websites.

When: **Wed., August 11, 2010**

Time: **1:00 – 5:00 pm**

Where: **Washington Marriott Wardman Park Hotel**
2660 Woodley Road NW ☞

"Murphy's serves the best pint of Guinness in Town." – OnTap, 2009.

BAS Reception

A reception is planned for attendees of the SAA Annual Meeting in Washington, DC.

When: **Wed., August 11, 2010**

Time: **5:30 – 7:00 pm**

Where: **Murphy's of DC**
2609 24th Street NW

Murphy's is located down the hill from the back entrance of the Marriott Wardman Park. Section members and friends will meet at Murphy's at 5:30 pm, then take the Metro from the Woodley Park-Zoo Station to the National Archives for the All-Attendee Reception.

It's a cash bar, and menus are available. However, food will be served at the National Archives event later in the evening. ☞

Virtual Worlds: What are they? Why Should We Care?

by Patricia C. Franks, Ph.D., CRM, Associate Professor, Program Coordinator for the Masters degree in Archives & Records Administration (MARA), School of Library & Information Science, San Jose State University

Mark Bell, author of *Second Life for Dummies*, describes a virtual world as, "A synchronous, persistent network of people, represented by avatars, facilitated by computers."

To experience a virtual world, then, according to Bell's definition, you must select an avatar to represent yourself. You can start with a basic female or male shape, and make it as tall or short, thin or heavy as you wish. You decide on your hair color and style, and create or purchase a wardrobe. If you are good at Photoshop or willing to pay, you can have a custom-designed avatar that looks just like you. And if you'd rather wander a virtual world in the persona of your favorite animal, that's possible too.

When Bell talks about a persistent network of people, he means that there is a community of people interested in connecting at the same time in the virtual world. You may decide to log off for the evening, but the world will remain.

The number of people participating in virtual worlds is growing dramatically. By the close of the fourth quarter of 2009, total registered accounts in the virtual worlds sector reached 803 million, almost double the number of registered users (419 million) at the end of the first quarter of the year.

Because 571 million of the 803 million registered accounts belonged to users aged 5 to 15, it's not surprising that sites that allow users to play games are popular.

Continued on page 6...

“Virtual worlds” continued...

For example, the virtual world of Whyville targets the “tween” demographic and currently has over 5 million registered citizens who come together to learn, create and have fun together. Whyville has its own newspaper, Senators, beach, museum, City Hall and town square. It even has its own economy with clams for currency.

Virtual worlds for those 18 or over are growing in popularity as well. Over 1,400 businesses, government organizations, and agencies have used Second Life to hold meetings, conduct training and prototype new technologies. Transactions take place in Second Life, and money in the form of Lindens changes hands. Land and buildings are bought and sold, and virtual goods, such as weapons and clothing, are traded. Converted to US dollars, the Second Life economy totaled \$567 million in 2009, a 65% growth over 2008.

In 2009, Second Life residents earned more than \$55 million US dollars, 95% of which were gross proceeds. Virtual goods traded in the US could be worth up to \$5 billion in the next five years. Due to the billions of dollars being exchanged in virtual worlds worldwide, it’s only a matter of time before the Internal Revenue Service begins to enforce taxes on profits made by running a business in a virtual world.

Libraries, archives, and museums have been responsible for preserving

artifacts representing our culture and history for over 5,000 years. But now the emergence of digital technologies, including virtual worlds, is changing the nature of the artifacts and the environments in which they are housed.

Librarians have enthusiastically embraced Second Life. There are now at least 11 library islands. ALA Island is the Second Life virtual world presence of the American Library Association. Activities held on ALA Island include storytelling events, banned book week displays, and a virtual conference.

Archivists have not made as much progress. They have just recently begun to turn their attention to virtual worlds for three reasons: 1) to form communities of interest to learn about virtual worlds and share ideas with one another, 2) to understand the cultural heritage residing in virtual worlds that must be preserved for future generations, 3) to share their collections with virtual world residents.

The Archivists of Second Life is a social group designed for archivists to learn about applications for archives and archival materials in Second Life. Archivist Llewellyn (Second Life Name) volunteers for NASA CoLab in Second Life as the Library and Archives Director. It is the first virtual world library or archive recognized by the Library of Congress of the United States.

To date there are no “archives” islands.

Librarians have enthusiastically embraced Second Life... Archivists have not made as much progress.

A Virtual Center for Archives and Records Administration (VCARA) has been created on SLIS Island in Second Life to provide a virtual learning space for students in the School of Library & Information Science at San Jose State University. The First Annual Conference, Public Records / Public Trust, was held at VCARA in Second Life on Tuesday, May 25, 2010, from 5:30 p.m. to 7:30 p.m. SLT (PST).

For more information about the conference, or to arrange a virtual tour of VCARA, contact Dr. Pat Franks at pfranks@slis.sjsu.edu.

Source of statistics: <http://karlkapp.blogspot.com/2010/03/random-3d-virtual-world-statistics.html> ^α

2010 BAS Steering Committee Nominees

This year the Business Archives Section fielded another strong slate of candidates for Steering Committee positions. The election is now closed. Election results will be announced at the 2010 Annual Business Meeting of the Section, Wednesday, August 11th at 1:00 pm.

Candidates were asked to submit brief statements regarding their experience and goals for the section. The statements provided by the candidates are reproduced here.

Nominees for Vice-Chair/Chair Elect

Nominee, Vice-Chair/Chair
Sarah A. Polirer, CA, CRM
Manager Corporate Research
CIGNA



As the economy has changed many archives have been affected. How have we survived this changing environment? We have many things to share as a group and as individuals and the forum of the BAS provides us with a professional venue to share our experiences. As a member of the Steering Committee and Vice Chair/Chair elect I would draw upon these experiences to help BAS members achieve and develop as Archivists.

The colloquium has become a main stay of the SAA meeting and gives us the opportunity to share/learn/network from each other in a non competitive

environment. We should also explore new venues and technologies to enhance our interactions. Over the next few years I would like to continue the Steering Committee's work, look into new technology to reach members on limited budgets who can not readily attend SAA meetings/workshops and explore other opportunities to enhance our meeting experience. Additionally I would like to see BAS and coordinate with other specialized SAA groups for joint programs of interest to expand the colloquium.

Professional positions: CIGNA, since May 2002, and is now currently the manager of Corporate Research, (includes the Corporate Archives, the Business Research Library, Fine Art Collection). Previously of Archivist for the New York State Office of Court Administration; Reference Archivist Harvard University Archives.

Sarah presented papers at SAA, NYAC, Historical Societies, local ARMA chapters, and Genealogical meetings on various aspects of archives, records management and genealogy. Topics have included managing, appraising, preserving and researching records, and disaster recovery. She has also given training sessions on records management and archival preservation of records.

Member of the SAA/ARMA Joint Committee, Chair SAA Records Management Round Table,

President of the ARMA - Stamford/White Plains Chapter, Vice President of the Archivist Round Table of Metropolitan New York (ART), Participations in MARAC program/local arrangement committees, NEA local arrangement committee, NYALGRO - NYC Chapter Steering Committee and Symposium committee.

Sarah holds a MS degree in Library Science from Simmons College and a BA in History, State University of New York at Albany. ☐

Nominee, Vice-Chair/Chair
Susan Ginter Watson
Assistant Archives Manager
Kraft Foods, Inc.



For the past two years I have had the pleasure of serving as Secretary on the Business Archives Section (BAS) steering committee. This has been a valuable experience for me. And it is through this experience and through my own membership in the section that I now more fully understand our mission and the value the section is to BAS members.

Ginter Watson continued on page 8...

Ginter Watson continued...

So with BAS steering committee experience, greater familiarity with the unique challenges and opportunities facing business archives, and a desire to give back to our section, I step forward as a candidate for Vice Chair and future Chair of BAS.

I welcome this opportunity to promote our shared interests, to encourage communication and discussion among section members and to provide leadership for the BAS.

I am the assistant manager of Kraft Foods Corporate and North American Archives in Morton Grove, IL. Prior to transitioning to corporate archives in 2005, I worked for over 15 years in public sector archives. My archives career began at the Wisconsin State Historical Society as a state and local government records archivist. Later, at the same institution, I worked as the collection development archivist responsible for acquiring Wisconsin-related manuscripts. Before coming to Kraft Foods, I managed the university archives and regional archives affiliated with the Wisconsin Area Research Center network at the University of Wisconsin-River Falls. ☐

Note: Nominees for Vice-president serve one year before assuming the President's position, then serve one year as Past-President.

Nominees for Secretary

Nominee, Secretary **Greg McCoy**

P&G Corporate Archives



As a long time BAS "lurker" I've watched as many good archivists have stepped up and volunteered their time and talent, all the while wondering when I'd follow their example. I believe the time is now, so why not just jump in! What changed you ask? Well the Cincinnati Bengals won their division & at this writing the Reds are in first place, so time appears to be running out! Seriously, I believe more than ever that we all need to participate and step up to the plate in order to insure that business archives continue to be recognized as valuable resources and are properly supported. My degree is in history, I have 13 years experience in the corporate archives and records management field, I'm a certified archivist, and I plan to begin work on my master's in public history in 2011 (yeah, I recognize that this is a bit out of order). I enjoy my work and believe I have the skills, experience, and perspective to represent the section well in the role of Secretary. ☐

Nominee, Secretary **Angelique Richardson** *The Winthrop Group*



After being a member of the Business Archives Section for two years, Angelique decided it was time to become more involved. As a new professional, she would really like to meet others in the corporate/business archives field and thought that running for the office of Secretary would be a great way to expand her horizons. In addition to running for BAS Secretary, Angelique is also studying (intensely) for the Certified Archivists Exam.

Angelique Richardson works for The Winthrop Group, Inc. as a Project Archivist at Kraft Foods Corporate Archives in Morton Grove, IL. She holds an MSI in Archives and Records Management from the University of Michigan's School of Information and a BA in International Business and German from Bradley University (IL). Before joining Winthrop, she undertook internships at Entertainment Weekly Magazine in Ann Arbor, MI and at the Coca-Cola Company Archives in Atlanta, GA.

Richardson continued on page 9...

Richardson continued...

A member of the Society of American Archivists (SAA) and the Midwest Archives Conference (MAC), Angelique was one of MAC's bloggers for its Spring 2010 meeting. Her other activities have included volunteering in the Mascoutah (IL) Public Library, at the Library of Congress, and at the Drug Enforcement Administration Library; working as a research assistant with the Association of Public-Safety Communications Officials, Inc.; and lifetime membership in the Girl Scouts of the USA. ☐

Nominees for Member-at-Large

Nominee, Member-at-Large

Richard Collier

*Technical Services Archivists
Hartman Center for Sales,
Advertising & Marketing History,
Duke University*



I received my doctorate in Cultural Anthropology at Duke University in 2004, and have worked as an archivist with the Hartman Center since 2005. Currently I am part of the Functions Thesaurus Working Group of the Records

Management Roundtable, and as our work on the thesaurus winds down I am looking for an opportunity to get involved with larger issues of business-related archives. I feel that my experience supporting academic research of business records, stewardship over business archives (the Hartman Center is the archive of record for both the J. Walter Thompson Company and the Outdoor Advertising Association of America) within the context of a major research institute will bring a perspective to issues concerning business archives that will complement perspectives of archivists working in the corporate sector. ☐

Nominee, Member-at-Large
Nicole Laflamme

*Archives Coordinator
The J.M. Smucker Company*



My name is Nicole Laflamme and I am nominated for the position of Member-At-Large. I have been a member of the SAA since 2003. I received my MLIS from Kent State University in 2006 with a focus on archives and special libraries course work. I served as Secretary in the student chapter of the SAA and assisted with various events

to introduce my fellow students to peers in the field. I began my career in reference at The University of Akron and was later promoted to a position in Archival Services. My career path has allowed me to work in three different settings, the academic, the public, and now the corporate arena, which is the most exciting by far! I currently serve as Archives Coordinator for The J. M. Smucker Company in Orrville, Ohio. I have only been a member of the BAS for two years, and I see this position as an opportunity to speak with others in the business archives area and share opinions on the work we do and the unique challenges we face. I would appreciate the chance to help our section in any way. ☐

Nominee, Member-at-Large
Jessica Nguyen

*Archivist
Chesapeake Energy
Corporation*



I am the Archivist at Chesapeake Energy Corporation in Oklahoma City.

Nguyen continued on page 10...

Nguyen continued...

Previous to this position I was a project archivist at the National Cowboy and Western Heritage Museum and before that was a processing archivist at the Oklahoma Historical Society. I graduated with my masters in museum studies from the University of Oklahoma in 2006 and began working in archives during my degree program. I have been a member of SAA for over 5 years and a member of the Society of Southwest Archivists for 2 years. I want this opportunity to increase my role in the Business Archives Section of the SAA and be able to contribute more of my time to this group. ☐

Nominees for Vice-Editor/Editor

Nominee, Vice-Editor/Editor **Rochelle McCune**

Archivist
Gap, Inc.



I am an archivist at Gap Inc. As a long time beneficiary of the work of the Business Archives Section, I am interested in participating more actively and giving back to our group. Since

much of my recent work at Gap has included documenting and effectively communicating our purpose and streamlined procedures, I feel Vice Editor would be the best way for me to contribute to BAS. My MLIS, Archival Studies is from San Jose State University and, in addition to SAA, I am a member of ACA and SCA. ☐

Nominee, Vice-Editor/Editor

Heather Stecklein

Librarian/Archivist
Rush University Medical Center
Archives



Heather Stecklein is an Archivist at Rush University Medical She has worked as an Archival Assistant at the American College of Surgeons, The Iowa Women's Archives, the Center for Dubuque History, and the Illinois Regional Archives Depository. Heather received her M.A. in Historical Administration from Eastern Illinois University, her M.A. in Library and Information Science from the University of Iowa, and an M.A. in American History from Loyola University, Chicago. She serves on the Steering Committee of the Chicago Area Archivists and is a member of the Chicago Area Medical

Consultant at the Presbyterian Homes in Evanston, the Erie Neighborhood House in Chicago, and the African Archivists.

Center Archives in Chicago. She previously acted as an Archival American Museum and Cultural Center in Cedar Rapids, Iowa. ☐

Note: Nominees for Vice-Editor serve for one year and the assume the roll of Editor.

Update from the Ford Motor Company Archives

by Marguerite Moran, Ford Motor Company

We've been keeping ourselves busy here in Dearborn. Our most important new acquisition is little Sophie Armbruster, born to Senior Collections Archivist Leslie Armbruster in February. That means that we've been doing without Leslie for a while, but mother and daughter are doing well, and we look forward to having Leslie back in July.

Meanwhile, the remaining team have been dealing with a large number of requests from around the country and the world. Senior Research Archivist Jamie Myler bears the brunt of the heaviest request load, but he handles it with his usual aplomb. And we're all enjoying the good news about Ford in the news lately.

Continued on page 11...

"Update from Ford" continued...

We had two excellent interns for 14 weeks this spring. Courtney McAlpine processed a large number of additions to our collections of owners manuals and product brochures. Maureen Simari reintegrated, weeded, and put into cold storage some of our oldest black and white photographs. This is part of an ongoing project where we are using coolers scrounged from closed facilities to hold our oldest black and white and color negatives. Although we were sorry to see them go, we wish Courtney and Maureen the best.

We're trying to more with less these days, so the more synergies we can create, the better.

One fun project we've been doing is contributing articles to @Ford magazine, a publication for employees and retirees. Using materials from our collections, we've added a historical article to each issue. So far, we've covered subjects as diverse as a Mustang atop the Empire State Building, the Ford Rotunda building, safety testing 1955-style and the first truly global car—the Model T.

In a story that will be familiar to everyone, we're trying to do more with less these days, so the more synergies we can create, the better.

Our manager, Dean Weber, is spearheading an effort to help Ford preserve its global history. We've been sharing best practices via quarterly

conference calls between colleagues in Dearborn, Germany, the UK and Australia. Your author had a chance to accompany Dean on a visit to Europe last December, where we helped the German photo and text archives to organize a move to their new home at Ford's historic Cologne plant. In a story that will be familiar to everyone, we're trying to do more with less these days, so the more synergies we can create, the better. ☐

Business Archives Section's SAA Fellows

The following is a list of known BAS members, or former members, that are also SAA Fellows. If you are, or know of any SAA Fellows missing from this list contact the Editor. Let's take some pride in our section's SAA Fellows!

(Listed alphabetically)

Elizabeth Atkins
Doug Bakken
Karen Benedict
Bruce Bruemmer
Linda Edgerly
Jim Fogerty
David Gracy
Edie Hedlin
Greg Hunter
Jane Kenamore
Philip Mooney
Anne Van Camp ☐

Editor's Note

The BAS newsletter has been on hiatus for a while. This

edition marks what I hope will be its return. In 2001, the newsletter began its distribution exclusively via the BAS website as a web document. A "hard copy" in the "traditional" format was discontinued. The editor's role transitioned from being about designing a newsletter to being a web content editor. It was anticipated that section members would be driven to the website for current and dynamic information. Additionally, going paperless allowed for past articles to be reproduced as stand-alone pages for the website.

For a number of reasons, new content has been harder and harder to obtain and repeated calls for content often went unanswered. By going online, Editors hoped members would be encouraged to contribute content because the wait time between submission and posting could be reduced. At the same time, newsletter readership seemed to fall-off as members had reached their maximum "bandwidth" as Past President Dean Weber is fond of saying. Editors believed an online newsletter allowed members some flexibility in how they read the material, and thus, made them more likely to read. Neither, aspiration was fully achieved. As new content dwindled, visitors dwindled as well, and the website became stagnant.

Continued on page 12...

“Editor’s note” continued...

This year, SAA is migrating to Drupal as its main web platform. Accordingly, all sections are required to migrate their information.

This presented an opportunity to re-examine our web presence. As Scott mentioned in his letter, there is some functionality and design elements that we must adjust to under the new system. The BAS Steering Committee and new Editor, Pat Franks, will continue the work to enhance our site. I am partial, but I believe the BAS section offers the most content of any of the sections, and that is a tribute to our past contributors and past editors.

As Editor I have attempted to clean-up some formatting, standardize naming conventions, and organize subjects. Additionally, I have gone back to this newsletter format. This newsletter serves as the base for content. The articles published here are reproduced in a PDF format so you may reference them as you

need, without remembering which newsletter or year an article appeared.

There is now a growing library of newsletter articles in PDF format. Hopefully, this will encourage use by archival educators as they attempt to define and explain business archives. Also, maybe it will encourage section members to write, collaborate, and debate each other as they see topics of interest.

These newsletters provide the basis for the Section’s history. Reading the newsletters, I gained a better understanding of the Section. But, there were gaps and points of confusion. I trust Pat Franks, as the new Editor, to clarify what I could not. I also hope she continues to improve the content we offer to our members, managers, potential members, students, and educators.

I encourage you to help the next Editor, Pat Franks, by thinking of, and providing content, such as, research articles, proposals, annual meeting

reflections/responses, repository profiles, individual profiles, photographs, and memory narratives.

Let the Business Archives Section breathe its history and discourse into the intellectual mix of the Society of American Archivists.

Shawn San Roman, CA
BAS Editor
Archivist
Credit Union National
Association, Inc. ☐

The corporate archivist selects and preserves the key documents that reconstruct a company’s history, products or services, and development...A business archives can give managers perspective and the ability to make decisions today confident that they understand the historical context. – “Business Archives in North America”