



SOCIETY OF
American
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THE BUSINESS ARCHIVIST & ARCHIVES NEWSLETTER

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Letter from the Chair Jeff Pirtle



Since becoming Chair of the Business Archives Section last August, I've greatly enjoyed working with the Steering Committee, section membership, and the SAA office to promote business archives.

I hope the work we've done this year will be evident not only in this newsletter, but also at our annual Colloquium and Business Meeting in Chicago. This year's Colloquium will

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"The Very Best of Coca-Cola" Virtual Museum Launches

by Jamal Booker
The Coca-Cola Archives

125 years make a lot of memories. Since 1886, Coca-Cola created a collection of items in the course of business that live on in the memories of consumers, each with its own story and origin. Many of these items have become true icons. Up to now, most of them have remained out of the public's reach, stored away in the Company Archives in Atlanta.

The Very Best of Coca-Cola

A virtual walk through the coke side of history

125 years

The Very Best of Coca-Cola Website at <http://theverybestofcocacola.com/home/>

In celebration of the 125th Anniversary of Coca-Cola, we are opening the doors to the Archives and asking consumers to share their stories with us about the items in our collection, in a program

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(Letter from, Cont. from Page 1)

feature presentations about a topic on many business archivist's minds... Web 2.0 applications, and how to employ social media to promote your collections internally and externally. Additionally, we'll be discussing international business archives, and presenting updates on other section activities.

Besides planning for this year's annual meeting, the Business Archives Section also contributed to SAA as a whole by commenting on the proposed Code of Ethics. I really appreciate not only Elizabeth Adkins's revisions to the Code that reflected the interests of business archivists, but also everyone who commented on the ethics committee's first draft.

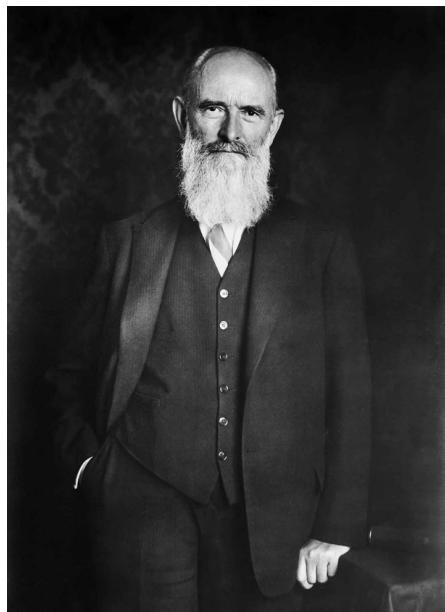
Thanks to everyone who has made a contribution to our Business Archives Section this year. I especially appreciate everyone on the steering committee, and those who helped plan this year's Business Archives Colloquium. It has truly been a pleasure to serve as your Chair!

Sincerely,

Jeff Pirtle, Director
Archives & Collections
NBC Universal



Looking back into the future **The 125th anniversary of Bosch and role of the Bosch Archive**



Company Founder, Robert Bosch, 1930.

It was on November 11, 1886, a glorious day in late fall, that Robert Bosch set up his "Workshop for Precision Mechanics and Electrical Engineering" in a courtyard-entrance building at 75 B Rotebühlstrasse in Stuttgart, Germany. His workforce comprised just one journeyman and an errand boy. 125 years later, his company enjoys a diversified portfolio and global presence with some 285,000 associates around the world. An extensive anniversary concept was developed to commemorate this company milestone. The Bosch Archive was a key contributor for the celebration.

The Bosch Archive

A comprehensive "memory center" is a necessary component for celebrating a company's anniversary in an authentic and credible way. In 1933, Bosch established its company archive, in advance of the company's 50th anniversary. Since then, the

Bosch Archive in Stuttgart has amassed a collection of records covering some 5,200 feet (1,600 meters) of shelves, over 100,000 photographs, 2,500 films, 1,000 posters, more than 50,000 items of technical documents, and around 13,000 technical products.

As the company's collective memory, the Historical Communications department gathers and analyzes valuable material, and makes the extensive collection available for use both inside and outside the

Bosch, Cont. on Page 7)



Poster for Bosch spark plugs 1913.

Where the Past Meets the Future, Daily— the Norfolk Southern Archives

A photograph from the Norfolk Southern Archives tells a compelling story. A dozen carpenters working on the Ohio River Bridge at Kenova, West Virginia, stopped their work so the Norfolk and Western photographer could snap their picture. Some stood on the tracks, some sat, and all kept their hats on to shield their faces from the sun.



*Carpenters working on the Ohio River Bridge,
Kenova, West Virginia.*

Kenova from the abbreviations of the three adjoining states: *Ken* for Kentucky, *O* for Ohio, and *VA* for (West) Virginia.

In 1890, the original line of the Norfolk & Western running from Kenova to Mingo County was completed. There was an influx of engineers, firemen, conductors, brakemen, and other workers. In 1892, the N&W Ohio River Bridge was completed. Kenova was incorporated as a town two years later. From its founding, Kenova was predominantly a railroad town and, because of its strategic location between states, served as a terminal for the three railroads: the Norfolk and Western, the Chesapeake and Ohio, and the Baltimore and Ohio.

Kenova lies at the westernmost point in West Virginia, in Wayne County at the confluence of the Ohio and Big Sandy rivers. L. T. Peck, the town's founder, chose the site because it was the place where the Norfolk & Western Railway proposed to build the first bridge across the Ohio River above Cincinnati. Peck organized the Kenova Association, purchased nine hundred acres of land, and founded the town in 1889. The site was named

BAS Steering Committee 2010 - 2011

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US Dept. of the Treasury

Photographs of Kenova in the Norfolk Southern Archives show the town and the railroad there, and artifacts tell us about the workers who kept the engines running and the bridge repaired. A dog tag for Sidney C. Jordan, his Norfolk and (Norfolk Southern, *Cont. on Page 5*)

(The Very Best, Cont. from Page 1)

called "The Very Best of Coca-Cola-A virtual walk through the Coke side of history," found at www.theverybestofcocacola.com.



The Very Best of Coca-Cola is a virtual museum that utilizes state-of-the-art technology to give users a 360-degree view of the Coca-Cola Archives. With the help of Phil Mooney, VP of Heritage Communications, and the man who knows the

archives, including both those stored in the Coca-Cola Archives and those uploaded by other consumers. It has often been stated that everyone has a "Coke story." When users add their own unforgettable icons

to the online archives, they will get a chance to have their items voted on as a favorite item in the Virtual Museum.

Phil Mooney, who has served as Company Archivist since 1977, welcomes visitors with a short



Coke artifacts best, users will discover the trove of iconic Coca-Cola treasures and also get the excitement of sharing their own memorabilia and experiences. Consumers can see, share, comment on and vote for their favorite items in

video introduction and invites all to share in the hope that after so many years, the virtual museum collects the Coca-Cola icons and the stories and memories they evoke as well. The Very Best of Coca-Cola is the result of a collaboration between the

Coca-Cola Archives team and the Coca-Cola Spain Marketing team. It is being activated in over 35 countries worldwide. After months of preparation, it took a team of 18 a full week to manually select, organize, catalog, photo, video, move and move back the over 500 items that were highlighted in the site. The interactive program also features Facebook and Twitter share buttons for each artifact. As an additional consumer promotion, a select number of Spanish consumers voted as having the best uploads will win a trip to Atlanta to see the World of Coca-Cola and Coca-Cola Headquarters.



This year's Business Archives Colloquium will have two themes:

- Business Archives and Web 2.0 Applications
- International Business Archives

When: Wed., August 24, 2011

Time: 1:00 – 5:00 pm

Where: American College of Surgeons
Board of Regents Room
633 N Saint Clair Street
Chicago, IL

A social gathering will immediately follow the Business Archives Colloquium on Wednesday evening.



(Where the Past Cont. from page 3)

Western Veterans Association meeting badge from 1938, and two well-worn brass switch keys are recent additions to the Archives collection. Jordan was



a yard conductor and brakeman in Kenova, where he lived with his wife, Ollie, and six children. He was described on his World War I draft registration card as of medium height and stout build, with blue eyes and dark brown hair. The census and his draft cards from World War I and World War II all list his employer as the Norfolk and Western Railway. This longtime employee's legacy to the Archives tells a story about his everyday work and his pride as a railroad veteran.

Norfolk Southern traces its beginnings to 1830; the modern corporation was formed in 1982, when the Norfolk and Western Railway and the Southern Railway merged to form Norfolk Southern Corporation.

The Norfolk Southern Archives includes the records of nearly 400 predecessor railroads and related companies in the South and Midwest, beginning in the 1820s. The collection

includes a wide variety of materials—such as photographs, documents, artifacts, blueprints, and drawings—and is housed in repositories in Norfolk and Roanoke, Virginia. A museum in Norfolk showcases the archival collection for visitors to the corporate headquarters, and is open to the public five days a week, free of charge.

of workers past and present; and diagrams used to teach hand signals and lantern use to railroad trainees. A new interactive wall and floor digital multimedia projection system is being installed in the museum this summer.

The history of Norfolk Southern belongs not only to the company,



Caption: More than 500 images and artifacts dating to the 1830s are showcased in the Norfolk Southern Museum.

Clothing, tools, locomotive and train parts, signage, maps, and advertisements are among the more than 500 images and artifacts dating to the 1830s that are showcased in the museum. Visitors can drive a locomotive simulator formerly used to train Norfolk Southern engineers. A narrated, plasma screen-based interactive program for the simulator allows them to experience the thrills and challenges of operating a locomotive. Exhibits include sections of Civil War track; vintage hand tools; a 900 pound railroad coupler; photographs

but to the communities it serves and to generations of workers. My job as the company's historical archivist is to make sure that the contributions of these workers are documented and remembered, and that their history and the company's history is preserved. Railroads changed the landscape, economy, and communities in the South and across the nation, and the records housed in the Norfolk Southern Archives (along with artifacts and photographs) tell the story of its development and growth.

(Cont. on page 6)

The photographic collection contains more than 10,000 photographic images taken for the Norfolk and Western Railway's Public Relations Department. Subjects include locomotives; cars; coal mines; stations; cities and towns; farm scenes; resorts; train wrecks; colleges and universities; group and individual portraits; tourist sites, such as caves and caverns; and local businesses, including breweries and post offices. Some photographs date from as early as the 1880s, and a large group of glass plates dates from the early 1900s, but the bulk of the photograph collection dates from the 1920s or later. Researchers may explore them online as part of the Virginia Tech ImageBase: (http://imagebase.lib.vt.edu/browse.php?folio_ID=/trans/nss).

Materials from the archives are often featured on Norfolk Southern's Facebook page, which has more than 14,000 fans from around the world. As archivist, I've worked with the manager of Community Outreach to incorporate historical content on Facebook. We are also working with the corporation's public relations firm, The RP3 Agency, on a free mobile phone application, which will deliver the company's latest news, stock information, and social media postings to smart phone users.

- Back button takes you to previous page
- Home button takes you to home screen



Innovation Line
(Content is FPO)
Finger swipe up/down scrolls list
touching photo opens window



Innovation Line - selected
(Content is FPO)
Touching close sends you back to
Innovations Line

The Norfolk Southern app will be available for iPhone and Android phones through their application stores later this year. It also features company photos, videos, a timeline, and quiz.

The app includes a photo of the day, daily trivia, and a historical time line illustrated with materials from the Archives. Annual reports, company magazines, advertisements, and a wide variety of photographs from the Archives helped to illustrate this history of the company. Touching a picture enables the user to find more information on the event or image. The app balances current events with historical content.

"This puts NS information into the proverbial palm of the hand," said Frank Brown, assistant vice president corporate communications. "It's available wherever there is a mobile signal, and it doesn't hurt that it's free and easy to use."

The app's "News" button gives users a choice of company news releases or real-time feeds of the NS Facebook and Twitter pages. The "Stocks" button provides related industry financial news in addition to the latest available NS stock price. "Media" offers photos and NS-produced videos. "Timeline" lets users explore company milestones going back to 1827.

(Norfolk Southern, Cont. from page 6)

The NS system map and other general company information are found under the “About Us” button.

By forging a cooperative relationship between the Archives, Community Outreach, and Public Relations, we've crafted a new way to use our collections for education and outreach. While the Archives continues to reach out to the community in traditional ways (by speaking to groups, giving tours of the museum, and participating in Archives Month), we're excited to be exploring this new avenue and working collaboratively with others who care about the company's history. Another first—an Archives podcast—is currently in production and will be available on the Norfolk Southern web site this fall. The slogan for the Norfolk Southern museum is “Where the Past Meets the Future, Daily.” The same can now be said for the Archives as we explore social media.

Submitted by:

Jennifer Davis McDaid
Historical Archivist
Norfolk Southern Corporation



(Bosch, Cont. from page 2)

company. By bringing the history of Bosch to life, the department helps reinforce associates' identification with their company, and the connection between the company and external stakeholders. An integrated part of the company's corporate communication, the Bosch Archives publishes annually the Journal of Bosch History, presentations for the corporate website and articles for associate newspapers. With more than 75 years of experience, the Historical Communications department was equipped to provide a wealth of information, pictures, objects and movies in support of the 125th anniversary celebration in 2011.



Experience Day in the Detroit Zoo for the associates in Farmington Hills and Plymouth, Mich., June 2011.

Global celebrations

So how has Bosch celebrated its 125th anniversary? Preparations for the anniversary were well underway long before 2011, with Christof Bosch (the Bosch family spokesman), Corporate Communications and the communication departments of the individual units working to develop ideas. After the central project team defined a general outline in 2007, local anniversary concepts were drawn up for each country and product division, totaling some 400 projects around the globe. The year-long schedule included events such as the central gala in Stuttgart on May 19, exhibitions, apprentice activities, and worldwide customer events to be held throughout the year. Open-house days have been held at 200 Bosch locations, not only uniting Bosch associates, but also promoting children and young people's interest in technology. On June 2, more than 2,500 Bosch associates and their families in Farmington Hills and Plymouth, Mich. celebrated the anniversary

Bosch, Continued from page 7)

at the Detroit Zoo. Bosch also utilized the anniversary occasion to set up initiatives that help advance research and education. The company will invest more than \$70 million (50 million euros) to

Company history

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Bosch Automotive

Milestones in automotive technology



Webspecial of the history of Bosch Automotive on www.bosch.com/history

support universities and research projects in Germany, India, China and the U.S over the next ten years.

Bosch associates received a copy of "Global Impressions of Bosch" --an illustrated book inspired by an unusual concept. On May 20, 2010, 125 photographers worldwide at precisely 11 a.m. Central European Time, simultaneously captured a moment in time at Bosch, highlighting the company's diversity. A new volume



Interactive webpage for the 125th anniversary www.125.bosch.com

chronicling the company history, entitled "Bosch – 125 years: Invented for life," was published. A two-CD audio book about the founder Robert Bosch was released, and a special edition of the "Bosch-Zünder" associate newspaper has also been published. On a dedicated website, www.125.bosch.com, Bosch presents the BoschGlobe, showing the company's locations and company history.

Visitors go on a journey through time from the past to the future, can post their own anniversary pictures and send birthday greetings to Bosch. The company also released a smartphone app for immediate upload of pictures and comments to the BoschGlobe.

Most of the 125th anniversary celebrations were supported by the experience and assets of the Bosch Archive, the "memory center" of Bosch. The Archive's work continues, to secure the company's ever-evolving history among nearly 300 major locations around the world.

Contact:

Dieter Schmitt

Robert Bosch LLC, RBNA/COM

dieter.schmitt3@us.bosch.com

phone 248-876-5014

The National Archives and Records Administration (NARA) leads the way in the use of Social Media and Web 2.0 for Archives.



Learn more about their social media initiatives at <http://www.archives.gov/social-media/>

Challenges and Opportunities for the 21st Century Archivist: Web 2.0 and International Business

Patricia C. Franks, Ph.D., CRM
Associate Professor, School of Library & Info. Science
San Jose State University, San Jose, CA

This issue of the business archives newsletter contains several articles that underscore two topics of interest to business archivists: 1) the effective use of social media and web 2.0 tools and technologies and 2) the opportunities and challenges presented to archivists working in the global environment.

In the *"The Very Best of Coca-Cola" Virtual Museum Launches*, Jamal Booker describes how this virtual museum utilizes state-of-the-art technology to give users a 360-degree view of the Coca-Cola Archives.

In *Where the Past Meets the Future, Daily—the Norfolk Southern Archives*, Jennifer Davis McDaid explains how the Archives uses social media--along with traditional tools--to support the core mission of the Norfolk Southern Archives.

And, in *Looking back into the future: the 125th anniversary of Bosch and role of the Bosch Archive*, Dieter Schmitt describes the part played by Bosch Archive, "the memory center" of Robert Bosch LLC in celebrating the firm's 125th anniversary by sharing the company's history among nearly 300 major locations worldwide using both traditional and Web 2.0 tools and strategies.

While we all enjoy reading and learning from each other through our annual newsletters, conversations with many of you prompted me to consider a method to gather more information for you about the challenges and opportunities presented by both Web 2.0 and International Business.

If you attend the BAS Colloquium in Chicago on Wednesday, August 24, you'll get a preview of the survey to be conducted this fall and you'll have an opportunity to provide input into the questions asked. If you won't be joining us in Chicago and have questions you'd like asked in the survey related to Web 2.0 or International Business, feel free to send them along to me via email at patricia.franks@sjsu.edu

The results of the survey will be shared with BAS members in the February 2012 newsletter.

Research Study - Opportunity to Participate

The management of corporate social memory: The role of the historian/archivist

William M. Foster-Assistant Professor, Augustana Campus, University of Alberta

Roy Suddaby-Professor, School of Business, University of Alberta

Elden Wiebe-Associate Professor, The Kings University College

Why does Target, one of the largest discount retailers in the US, employ a corporate historian? This research project is designed to explore this question and others related to the roles and functions of corporate historians/archivists in business organizations.

Our investigation is focused directly on the activities of corporate historians/archivists. The goal is to determine if and how business archivists/historians actively manage the meanings of the organization's social memory. In particular, we anticipate that firms with historians/archivists in their organizations will be more skilled at using history, nostalgia, heritage, traditions and cultural artifacts to improve organizational performance and to enhance organizational legitimacy and authenticity.

This research program builds on the research from Social Memory Studies that asserts that the elements of an organization's social memory are valuable assets. Our position is that the firms that manage these assets more skillfully will be in an advantageous strategic position. Our expectation is that this research will help managers meet and/or exceed their organizational goals. We also anticipate that our research will help archivist/historians better understand how elements of social memory can be used to augment an organization's strategic activities.

Currently, we are looking for business archivists and historians who are interested in participating in our project. Volunteers will be asked to participate in a comparative case study. We will invite volunteers to engage in semi-structured interviews so we can understand how organizations, and in particular business historians/archivists, construct meanings around the firm's social memory.

We aim to understand the practical mechanisms required of organizations to manage their social memory. By studying the daily activities of business historians/archivists our investigation is designed to identify the various roles, functions and responsibilities of business historians/archivists. In so doing we aim to explain what value (e.g., social, economic, cultural) historians/archivists add to business organizations.

If you are interested in participating in our study or if you have any questions please contact Bill Foster at wfoster@ualberta.ca. As well we will be making a presentation about the project at the BAS business meeting on Thursday August 25. At the meeting we will provide more details for all those interested in the project.

2011-2012 Business Archives Steering Committee Nominees

Candidates for Steering Committee positions for 2011-2012 were asked to submit brief statements about their experience and goals for the Business Archives Section. The statements provided by the candidates are reproduced here.

Nominees for Vice-Chair/ Chair Elect

**Nominee, Vice-Chair/Chair
Scott Grimwood, SSM Health
Care**



The Business Archives Section is an important asset to the Business Archives community. The opportunity to share and learn from each other has been extremely valuable to me over the last 16 years and now it is time for me to give back to this group that has helped me so much.

I look forward to working with the membership and the Steering Committee to help strengthen and build the Business Archives Section by finding new and innovative ways for the membership to interact and share new ideas as well as reaching out to the institutional archivist and allied groups inside and outside of SAA.

It would be an honor and privilege to serve the BAS membership as the Vice Chair/Chair-Elect.

I have been Corporate Manager of Archives for SSM Health Care in St. Louis, Missouri since 2004. Prior to this I was the Archivist/Records Manager at the Fetzer Institute in Kalamazoo, Michigan from 1994 to 2004. I have also worked in the commercial records storage field and began my career in working with municipal records and archives. I have an M.L.I.S. with a certificate in Archival Administration from Wayne State University (1995) and a B.A. in History from the University of Michigan-Dearborn (1986).

Along with being a member of SAA since 1994 I am a long time member of MAC and chaired the local arrangements committee for their 2009 annual meeting in St. Louis. I am also a member of the two archival groups in St. Louis, Association of St. Louis Area Archivist (ASLAA) and St. Louis Area Religious Archivists (SLARA), serving as the Co-Chair of ASLAA from 2008-2009 and on the SLARA Program Committee from 2006-2008. I became a Certified Archivist in 2007 and had the honor to attend the Archives Leadership Institute in 2009.

Nominees for Secretary

**Nominee, Secretary
Greg McCoy, Procter & Gamble**



It's been my privilege to serve the Section in the role of Secretary this past year, and I'm asking for the opportunity to do so again. Working on the Steering Committee has been educational as well as enjoyable, and with a year under my belt I hope to be better positioned to help the committee appropriately address the issues facing the Section.

I currently work in the P&G Corporate Archives and am leading the effort to develop a more strategically focused brand-funded heritage service. I have been in the Archives for the past eleven years, I'm a Certified Archivist, and am working on my Masters in Public History at Northern Kentucky University.

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Elections, Continued from page 11)

Nominees for Vice Content Editor

Nominee, Vice Content Editor

Patricia C Franks, San Jose State University

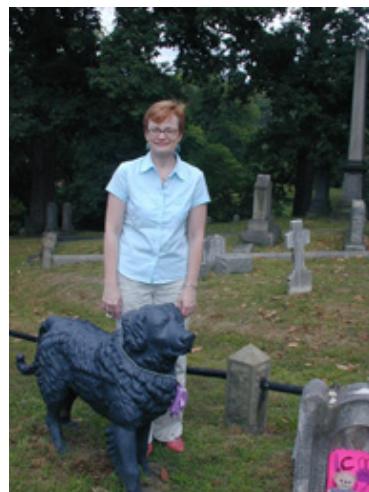


During this past year, I served as Content Editor for the Business Archives Section. Although the commitment involved one year as Vice Content Editor before moving into the Content Editor's position, it was not until I assumed the role of Content Editor that I could truly appreciate the responsibilities to be carried out and the potential the position holds for facilitating information about and among BAS members. In January 2011, the online Directory of Corporate Archives was updated, with 41 listings modified, added, or deleted. In February, a 12-page newsletter was published with articles describing the role business archives play in corporate celebrations and promotions. And currently, articles describing ways in which business archives utilize social media are being gathered for the August 2011 newsletter.

I am an associate professor and program coordinator for the Master of Archives and Records Administration degree in the School of Library and Information Science at San Jose State University. My teaching assignments include courses in archives and records management. I would very much appreciate the opportunity to leverage my knowledge and the experience gained during this past year as BAS Content Editor to serve once more as Vice Content Editor and Content Editor for the Business Archives Section.

Nominee, Vice Content Editor

Jennifer McDaid, Norfolk Southern Corporation



I'm relatively new to the Business Archives Section, and I've benefitted greatly from the group since joining in the fall of 2010, when I joined Norfolk Southern Corporation as their historical archivist. I'd like to become more involved in the group and contribute. The Norfolk Southern Archives includes the records of nearly 400 railroads and related companies in the South and Midwest, beginning in the 1820s,

and is housed in repositories in Norfolk and Roanoke.

I worked at the Library of Virginia for nearly nineteen years in a variety of archival positions, and also worked as the assistant editor of Virginia Cavalcade magazine. As the deputy coordinator of the Virginia State Historical Records Advisory Board for eleven years, I worked with the Council of State Archivists on a variety of projects, including manuals for SHRABs. I served as the editor of the NAGARA newsletter, Clearinghouse, and currently serve on the SAA Publications Board.

Nominee, Vice Content Editor

Aubrey Carrier, Wells Fargo



I first encountered the Business Archives Section in 2004, as a neophyte both to the profession and the corporate world. Ever since, I have appreciated the depth of knowledge and experience the members of this community have to offer. We are a geographically dispersed group with limited opportunities to network in person, and I am interested in the position of Vice-Content Editor to help bridge the distance in sharing ideas, successes and best practices.

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Elections, Continued from page 12)

I earned my Master of Information Science (with a specialization in Archival Enterprise) in 2004 from the University of Texas at Austin, where I participated in UT's SAA Student Chapter and served as Secretary for the Fall 2003/Spring 2004 semesters. I have worked for the Wells Fargo Corporate Archives since 2006, and prior to that spent two years with the AT&T Corporate Archives. I'm also a member of ACA and Bay Area Archivists. After hours, I am active with Toastmasters International and serve on the board of my local PFLAG chapter.

Nominees for Member at Large

Nominee, Member at Large
Lynn Eaton, Hartmann Center for Sales, Advertising & Marketing History at Duke University

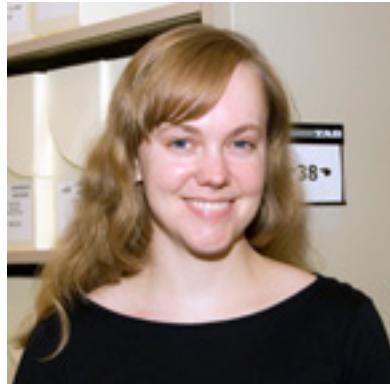


As a member of BAS for over six years, I have appreciated the professional nature of this section and the strong programming throughout that time. I work as the reference archivist for the Hartman Center for Sales, Advertising & Marketing History at Duke

University. We are the corporate archives for the JWT advertising agency and the Outdoor Advertising Association of America, and have extensive holdings of other advertising and marketing related companies, groups, and individuals. We are outside the norm of most academic archives. I have an undergrad degree in English from JMU. I received my MLS with a concentration in archives from UNC-Chapel Hill. And they still hired me at Duke – amazing.

The BAS has been a wonderful resource for the Hartman Center, and working as Member-At-Large is a way for me to give back to the community. The opportunity to learn from others in BAS by being more directly involved, to understand more of what goes on behind the scenes in the section, and to contribute my time, experience and energy to the group are the three reasons I am interested in this position.

Nominee, Member at Large
Jennifer Johnson, Cargill



I am interested in becoming more active in the Business Archives Section (BAS). As

Member-At-Large, I look forward to planning our annual Colloquium. I would also like to use the opportunity to serve on the BAS Steering Committee to further promote interest, support, and development of an advanced Business Archives Workshop, or series of Webinars which can be offered by SAA. I have been a member of SAA since 1999, and I have served as Chair and member of the Committee on Education. I am a member of MAC, serving on the Education Committee. And, I am the President of the Twin Cities Archives Round Table in Minnesota. I graduated from the University of Maryland in 2004 with an MLS in Archives, Records and Information Management. I have previously worked at the U.S. Department of Energy and Minnesota State Archives.

Nominee, Member at Large
Lori J. Ashley, Tournesol Consulting



Hello! My name is Lori Ashley and I am a self-employed Records and Information

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Management consultant, writer and educator, living in southeastern Wisconsin. I consider myself a change agent for improving performance in all aspects of enterprise recordkeeping and believe that I am making a positive impact in the archives field as well.

Beginning in 2006, I undertook a serious effort to learn about the challenges and best practice standards related to long-term digital preservation. This includes co-development of a Digital Preservation Capability Maturity Model (DPCMM) with Dr. Charles Dollar, an international expert and author of ISO/TR 18492:2005, Long-term preservation of electronic document-based information. I have participated in and organized numerous seminars on issues, trends and practices related to the lifecycle management of records and I am considered a subject matter expert in the field of electronic records management. In addition to my SAA participation, I am active in ARMA International and a member of AIIM.

I am interested in serving as a Board Member at Large to expand my knowledge and understanding of the requirements and best practices of business archives as well as lend my considerable energy, consulting experience, and professional competencies to help meet the goals of the Business Archives Section.

2011 BAS Steering Committee Nominees

This year BAS fielded another strong slate of candidates for Steering Committee positions. The election is now closed. Results will be announced at the 2011 Section Annual Business Meeting on Thursday, August 25 at 3:30 pm.

Editor's Note



Pat Franks, BAS Content Editor

Thank you! . . . for the opportunity to serve as the Content Editor for BAS this past year. It's been a pleasure.

We accomplished a great deal under the leadership of Jeff Pirtle, BAS chair, including updating the Directory of Corporate Archives and publishing February and August issues of our newsletter.

None of this could have been done without the assistance of many of you who came forward to submit changes to the directory and write articles for our newsletters.



I know Rochelle McCune, our incoming Content Editor, will enjoy working with all of you. She is

an archivist at Gap Inc. and, I'm delighted to say, a graduate of the MLIS program at San Jose State University.

Enjoy reading and learning from your colleagues in this and future issues of the BAS newsletter!