**2013 BAS Colloquium Elevator Speeches**

"[In the Archives, we...]  Collect and preserve the company heritage to support the brand, reinforce stability and longevity to customers and serve as institutional memory. Provide heritage content to the new commercial. Set up exhibit in our new facility downtown. Prepare for anniversary of Asian subsidiary. Support litigation. A 100-year heritage is fun, but it's also something a lot of our competitors in this field don't have, and so it's a tool that we definitely leverage to our advantage."

--Tricia McEldowney, Drew Davis, Angelique Richardson, Molly Alexander, Noraleen Young, Shawn Kirkpatrick, Krystal Rycroft, Donna Murphy, Roocst Rosenth(?)

"Hi, I'm Kendra. I work in the Corporate Archives. The Archives tells the story of our history and brand legacy to inspire employees in their current projects and initiatives. Last week we provided images to CBS for a story on our founder and we provide materials for ongoing litigation."

--Kendra Malinowski, Dolores Hooper, Rachel Lyons, Jamie Martin

"The Archives protects the legacy of your family and the company started by your great-great grandfather. We preserve your family's artifacts, like your grandfather's baby book, but even more importantly, we educate employees and visitors alike about this great family-owned company."

--Terri Boesel [and anonymous contributors]

"Collect and preserve assets to protect them, so that we can: 1) Explain why decisions were made and lessons learned; 2) Tell our story to promote the brand and demonstrate exceptionalism versus our competitors; 3) Inspire employees, consumers and influencers; 4) Fulfill an obligation to preserve our heritage. The Archives is more than the collection of products, but our legacy and values."

--Lisa Gassama, Michele Fricke, Amy, Jennifer Steinhardt

"My name is Jennifer Johnson. I'm the Associate Archivist in the Corporate Archives, which is part of Corporate Affairs. We're hard at work on the 150th anniversary. We recently hired an archivist to scan photographs to illustrate the stories we'll be telling that year. For example, did you know the Business Excellence program started in Corn Millery(?) with their Quality program, which was designed to improve safety and create quality products for their business partner? As a result, we eventually won the Malcolm Baldridge Award. You should stop by the Archives sometime."

--Jennifer Johnson, Erin B---, Jacqueline Bartek, Tim Mahoney, Paula Jabloner, Janet Linde

"I manage the Corporate Heritage Program. I keep the history of the company. You may have seen our latest ads for our most popular global brand. We were really glad to be able to work with the marketing team and get our great historical assets shared out again to consumers. That's just one example of the sorts of things we do…."

--Neil Dahlstrom, Amy Stevenson, Becky Tousey, Angela Miller, Pam Berrington, Sarah Wagner, Elena Demetriades

RUNNER-UP: "We are in charge of preserving our corporate culture and heritage. We leverage this material for pivotal decisions made by this company. For instance, we recently had a merger with another company. It went successfully because we were able to build a relationship with the new company through their history. We have similar backgrounds and founding principles. Think of it this way… How do you want our company remembered? We are the people who can help you answer this question."

--Mandy Reese, Christina Holm, Lauren Gaines, Leah Harrison, Janice Krahn, Jennifer Keefe, Sadie Allen

RUNNER-UP: "We are the Champion and Guardian of our company legacy, protector of our identity and use our heritage, as evidenced in our Corporate Archives to support our internal clients and external partners as we move forward."

--Jonathan Thorn, Ahmed Howsawi, Emily Gibson, Erica Flanagan, Caitlin Bumford, Elden Wiebe, Angelo Roselle

WINNER: "I'm an archivist. In the Archive we are responsible for helping the company understand where we've been and where we're going. We are a working archive. We collect and preserve materials like photos, products, commercials and other documents. We're here to inspire and educate as you do your everyday work."



--Melissa Pandolfi, Megan Dirickson, Jarred Wilson, Kristin Law, Beth Schuster, Andrea Gietzen