

## 2013 SAA Business Archives Section Colloquium

### *Advocating for Business Archives*

Wednesday, August 14, 2013, 1:00 – 5:00 p.m.  
Rosedown Room

Hilton New Orleans Riverside  
2 Poydras Street, New Orleans, LA 70130

#### Agenda - Revised

1:00 – 1:10	Welcome, Logistics & Introductions	Scott Grimwood, BAS Chair Corporate Manager of Archives SSM Health Care
<b>Section 1: Advocating Through Storytelling</b>		
1:10 – 1:40	Presentation: <i>The Power of Storytelling</i>	Shane Meeker, Assoc. Director Corporate Storyteller & Historian The Procter & Gamble Company
1:40 – 2:30	Group Activity: <i>Creating Your Executive Elevator Speech</i>	<u>Presenters / Facilitators</u> Aubrey Carrier, Wells Fargo Shane Meeker, Procter & Gamble Sue Topp, Motorola Solutions
2:30 – 2:45	Break	
<b>Section 2: Advocating Through Collaboration</b>		
2:45 – 3:30	Panel and Q&A: <i>Collaborating with IT</i>	<u>Moderator</u> Eric Chin, NBCUniversal  <u>Presenters</u> Nicole LaFlamme, J. M. Smucker Mandy Reese, Nationwide Insurance Amy Stevenson, Microsoft Becky Tousey, Mondelez International
3:30 – 3:45	Break	
<b>Section 3: Advocating Through Exhibits</b>		
3:45 – 4:30	Presentation: <i>BAS Exhibits Showcase</i>	<u>Presenters</u> Nicole Thaxton, Caterpillar Inc. Steve Hausfeld, Nationwide Insurance
4:30 – 5:00	Questions, Comments, Wrap-Up	Scott Grimwood
6:00 – ?	Social @ Tommie's Cuisine	Steve Hausfeld