

View as: [HTML](#) | [Text](#) Data: [With](#) | [Without](#) Version: [Email](#) | [Online](#) Preview email:

Subject: Right Side Column

To receive email from AASLH,
add hawkins@aaslh.org to your safe sender list.

[View as Web Page](#)[Send to a History Lover](#)[American Association for State and Local History](#)

American Association for State and Local History

Corporate History

THE NEWSLETTER FOR THE AASLH CORPORATE HISTORY AFFINITY GROUP

Volume 1, January 2011

WELCOME TO THE CORPORATE HISTORY AFFINITY GROUP NEWSLETTER



As chairman of the Corporate History Committee, I want to introduce this inaugural AASLH [Corporate History Affinity Group](#) newsletter and invite you to become an active participant in the Corporate History Affinity group. We will be producing these newsletters quarterly to keep you informed about trends in the world of corporate history and how AASLH is reacting to them.

This will not work without your participation, so make sure to stay in contact with AASLH, update your membership, and join our affinity group online on the Corporate History Listserv. Looking for advice? Looking to share information? Looking for someone, anyone to talk to about preserving your corporate heritage? That's why we're here.

Greg Vadney

Director, The Stickley Museum
L. & J.G. Stickley, Inc., Manlius, NY

CORPORATE MUSEUMS, BRAND BUILDING, AND LEGITIMACY

Corporate museums often struggle to find legitimacy, both within their institutional structure, and with their non-corporate museum peers. AASLH is one of the few organizations that have chosen to embrace corporate history as a meaningful component of public memory. Many of us in the corporate history world are grateful for their assistance in

IN THIS ISSUE

[WELCOME TO THE
CORPORATE HISTORY
AFFINITY GROUP
NEWSLETTER](#)

[CORPORATE MUSEUMS,
BRAND BUILDING, AND
LEGITIMACY](#)

[Corporate History
Resources](#)

[About the Corporate
History Affinity Group](#)



Corporate History Resources

[Statement of Values and
Basic Standards for
Corporate Archives and
Museums](#)

[Statement on the
Obligations of
Corporations to Preserve
History
with Regard to
Acquisitions](#)



shaping our organizations into better stewards of our institutional histories.

Some companies use their museums almost exclusively as brand-building agents. Other corporate historic entities are envisioned as depositories for retired products, advertising objects, and legal

documents. Some are created with a level of altruism, others with distinctive public relations goals. But as you probably know and experience, most are a mash up of all of these. So how then can we expand our imprint on our respective corporate cultures while simultaneously gaining the appreciation and cooperation of more conventional cultural institutions?

Back in September, AASLH Corporate History committee member Megan Schaak of the Wells Fargo Museum was quoted in a fabulous [Minneapolis Star Tribune article](#) about Corporate Museums.

The article launched a spirited discussion among the committee members about the role of corporate museums as cultural contributors and perceptions by some that we are merely corporate marketing devices.

What do you think? Why is corporate history valuable beyond the company? Does your organization strive to reach beyond marketing appeal to collect, preserve and study its history? Share your thoughts on the Corporate History Listserv. If you are not a member, follow this link to join the [Corporate History List Serv](#).

Greg Vadney

Director, The Stickley Museum
L. & J.G. Stickley, Inc., Manlius, NY

Photo: Wells Fargo Museum, Phoenix, AZ © All rights reserved by [stevenkwillard](#)

[Click here for list of biographical resources for Corporate Museums](#)

[Corporate History Affinity Group Advisory Committee Members](#)

About the Corporate History Affinity Group

Please feel free to forward this e-mail to colleagues. [Click here](#) for more Corporate History resources.

To sign up to receive future issues of *Corporate History Affinity Group News*, join the AASLH Corporate History Affinity Group. **The Affinity Group is not a membership organization and there is no fee to join.**

However, you will need to create a username and password and share your basic contact information. Go to our [webpage](#) and click on "Join the Corporate History Affinity Group" link at the top of the page and then on "Don't have a Login? Click here."

For more information about all of AASLH's programs and services, visit <http://aaslh.org/>



AASLH
American Association
for State and Local History

1717 Church Street, Nashville, TN 37203 - 2991 | 615-320-3203 | Fax: 615-327-9013
E-Mail: membership@aaslh.org | ©2010 AASLH

American Association for State and Local History • 1717 Church Street • Nashville, TN 37203

[Subscribe](#) | [Unsubscribe](#) | [Send to a Friend](#) | [Preferences](#) | [Report Spam](#)

Powered by [MyNewsletterBuilder](#)

 del.icio.us
  Digg
  reddit
  Facebook
  StumbleUpon
  Twitter
  MySpace

Close Window