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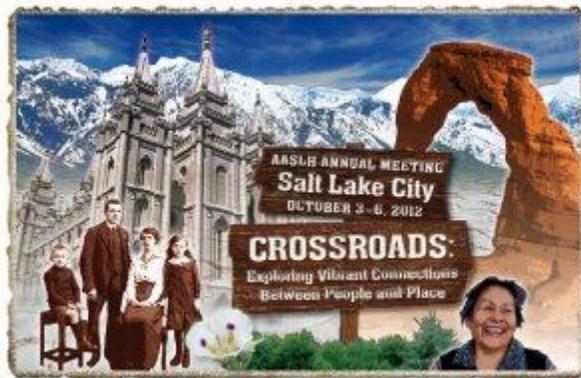
American Association for State and Local History

Corporate History

THE NEWSLETTER FOR THE AASLH CORPORATE HISTORY AFFINITY GROUP

Issue 3, November 2011

Help Needed for 2012 AASLH Annual Meeting



I know it feels like the 2011 Annual Meeting in Richmond was just last week, but it's time to start thinking about session proposals for the 2012 Annual Meeting scheduled for October 3-6. The theme of next year's meeting in Salt Lake City is [Crossroads: Exploring the Vibrant Connections Between People and Place](#).

The Corporate History Affinity Group Committee is submitting two session proposals, and we could use your help. We've been brainstorming and are thinking about having a session looking at how companies are symbols of their communities; how businesses affect the personalities of their cities; and what happens to that history when businesses dissolve or merge.

Do you work for a museum or archives of a company that would be considered iconic for your city or region? Would you be interested in chairing or helping out with this session? Or, if you have another

IN THIS ISSUE

[Help Needed for 2012 AASLH Annual Meeting](#)
[Corporate History in the News](#)

[About the AASLH Corporate History Affinity Group](#)

[AASLH Membership](#)



About the AASLH Corporate History Affinity Group

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

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 the [Corporate History webpage](#) and

session proposal that you think would be appropriate for the meeting's theme, please let us know.

If you have questions, want to help out, or want to propose a different session topic, please contact Greg Vadney, Chair of the Corporate History Committee, at gvadney@manitowoc.org by Friday, November 11. Proposals are due to AASLH the following week on November 15.

Thank you.

Tiffany M. Meng

Member, Corporate History Affinity Group Committee
Director, Delta Air Transport Heritage Museum
Atlanta, GA

Corporate History in the News

Corporate History Affinity Group members have shared several pertinent news articles that have appeared recently. Take a look at some good reading:

In May, history students at Southern Illinois University at Edwardsville examined an engaging topic in an article titled [**Corporate History as Public History? Why Public Historians Should Care About Corporate Museums**](#). The author, Christina Carlson, explains:

"... in class we have talked about several forms of museums and the challenges associated with presenting history at a public museum. However, I believe there is another type of museum that we have not covered, and which actually may not belong in the realm of 'public history' at all, but I believe is still important to address: the corporate history museum."

The commentary, appeared in *Preserving the American Past*, the class blog for the school's History 470 course. Side note: the text mentions the Wells Fargo Museums which is represented on the AASLH corporate history affinity group by member Daniela Licata.

The article [**The Corporate Museum—Your Living Story**](#) offers some compelling reasons for companies to invest in a corporate museum – also worthy information for companies contemplating improvements in a current museum. As explained in the first paragraph:

"Current marketing best practices tend to revolve around the concepts of consumer and employee engagement. But in this over-marketed, always-on world, audiences are becoming more adept at tuning out the excess noise. How can you cut through the clutter and create a unique experience that is both reflective of your brand and meaningful to your audience? More and more, companies are turning toward the opportunities afforded by developing their own corporate museums."

The article appears in *Insights* from Baker Brand Communications of Santa Monica, CA.

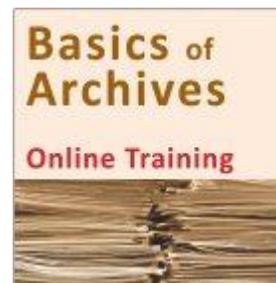
click on "Join the Corporate History Affinity Group" link at the top of the page and then on "Don't have a Login? Click here."

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

AASLH Membership

Not an **AASLH** member? [Check out benefits that our members enjoy.](#)

AASLH is the ONLY national organization dedicated to the field of state and local history. It is a membership association - A home for institutions and people who work in the field of state and local history. AASLH provides leadership and support for its members who preserve and interpret state and local history in order to make the past more meaningful.



We all know that museums are always appreciative of accolades and the Field Museum in Chicago recently received an unusual one. In October, the museum was selected as having the **best restrooms in America** as determined by Cintas Corporation. Click on www.bestrestroom.com for photos and more about the award. The Field Museum was incorporated in 1893 as the Columbian Museum of Chicago. In 1905, the name was changed to Field Museum of Natural History to honor the Museum's first major benefactor, Marshall Field.

Not an online source, by the new book, *Controlling the Past: Documenting Society and Institutions* edited by Terry Cook and published by the Society of American Archivists includes a chapter on corporate archives. ***Brown Shoes in a World of Tuxedos: Corporate Archives and the Archival Profession*** is written by Bruce H. Bruemmer, Director, Corporate Archives, Cargill, Inc. There is an [online version of a 2006 article](#) by the same author and with the same title, but the print version is updated and expanded significantly.

If you know of other relevant articles, please share them on the Corporate History listserv, or email them to Greg Vadney, Chair, Corporate History Committee at g vadney@manitowoc.org.

Pat Grandy

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