



IS THIS HEAVEN? NO, IT'S IOWA!



ANNUAL FALL MEETING  
OCTOBER 28-30, 2004

DOWNTOWN MARRIOTT  
DES MOINES, IOWA



## **ACKNOWLEDGEMENTS**

As of press time, the following businesses and organizations have provided support in a variety of ways for the MAC Fall 2004 meeting. We gratefully thank them for their generous support:

American Heritage Center

American Popcorn

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Archival Products

Association of Moving Image Archivists

Consortium of Iowa Archivists

Davenport Public Library

Greater Des Moines Convention and Visitors Bureau

Grinnell College

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Iowa State University Library

Living History Farms

Luther College

National Endowment for the Humanities

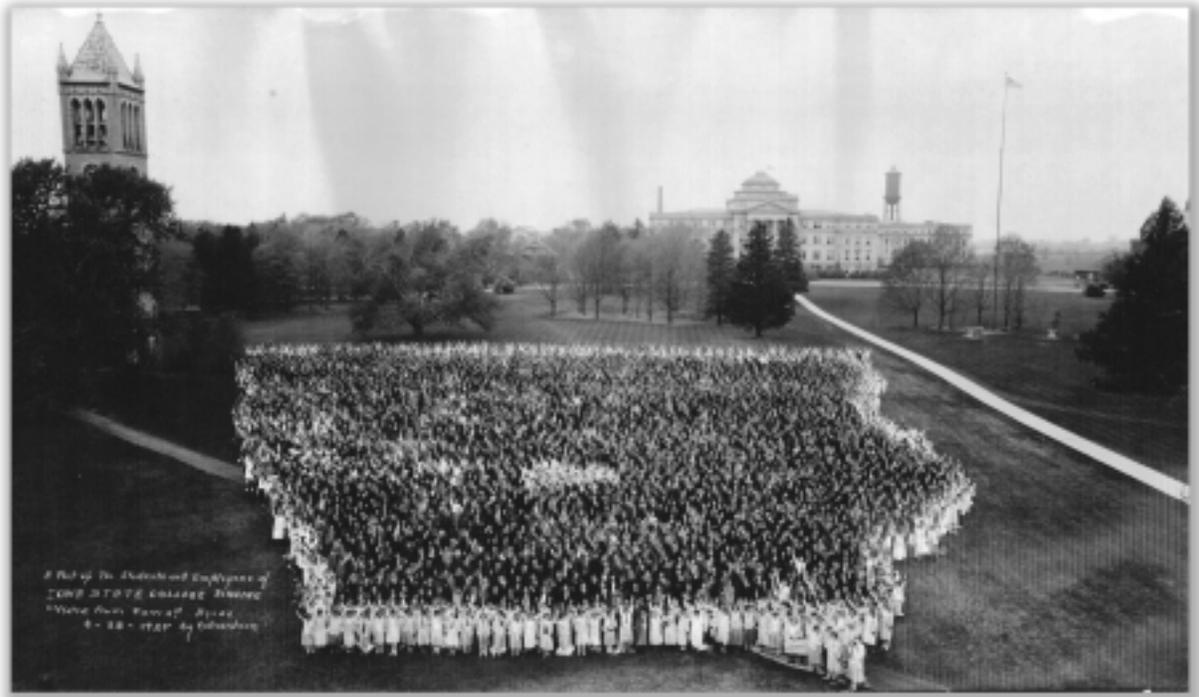
National 19th Amendment Society

Nebraska Archives Group

State Historical Society of Iowa

University of Iowa Libraries

University Products



*"We're from Iowa! (1925)" Iowa State College Staff.  
Courtesy Special Collections Department, Iowa State University Library.*

**W**elcome, one and all, to the Midwest Archives Conference fall 2004 meeting in Des Moines, Iowa. The Local Arrangements Committee is pleased to welcome you to our great state. We hope you enjoy your time here. This program will guide you through all the wonderful events, sessions, and workshops in store during the Des Moines meeting. So, thanks for joining us!

#### **Local Arrangements Committee**

Kären Mason and Tanya Zanish-Belcher (cochairs), Sharon Avery, Michele Christian, Jeffrey Dawson, Melissa Gottwald, Amy Groskopf, Grace Linden, David McCartney, Delpha Musgrave, Becki Plunkett, Catherine Rod, Matt Schaefer, Lynn Smith, Rachel Vagts, Vicki Walch, Craig Wright. Special thanks to Paul Eisloeffel and Josh Ranger.

#### **Program Committee**

Amy Cooper Cary and Kevin Proffitt (cochairs), Matt Blessing, Tamar Chute, Christine DiBella, Gordon Hendrickson, Dina Kellams, Anne Kenne, Anke Voss-Hubbard, Joel Wurl. Ex officio: Mary Ellen Ducey (chair, Education Committee).

For an electronic version of this program and additional information about the fall conference in Des Moines, visit the MAC Web site: <<http://www.midwestarchives.org/desmoines/home.html>>.



#### **Cover Photo Credit**

Girls dressed for part in local pageant, Des Moines, Iowa, circa 1915. Photo courtesy of the State Historical Society of Iowa, Des Moines.

# The Meeting at a Glance

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## When

Thursday through Saturday, October 28–30, 2004. One preconference workshop will take place on Wednesday, October 27.

## Where

Des Moines, Iowa, welcomes MAC to the Downtown Marriott, within walking distance of restaurants, shops, and a downtown skywalk system.

## Local Weather

What can we say? Be prepared for anything! October can be lovely in Iowa with crisp days (temperatures in the 50s and 60s) and chilly evenings (30s and 40s). Although the average temperature is 53 degrees for the month, there is always the potential for rain (and possibly even snow). Please check weather listings before packing your bag.

## Tourism Information

The Local Arrangements Committee has prepared a variety of events to give the meeting a local touch, but you are invited to explore Des Moines and the rest of the state on your own. For Iowa tourism information, see <<http://www.traveliowa.com/>>.

For our own recommendations of sites en route to Des Moines, see the meeting Web site: <<http://www.midwestarchives.org/desmoines/ontheway.htm>>.

## Accommodations

Downtown Marriott  
700 Grand Avenue  
Des Moines, IA 50309  
Phone: 515-245-5500  
Fax: 515-245-5567  
<<http://marriott.com/property/propertyPage/DSMIA>>

## Room Rates and Reservations

MAC rates for the fall meeting are \$95 for single, double, triple, and quad. Be sure to ask for the conference rate. Register on-line at <<http://www.midwestarchives.org/desmoines/hotel.htm>>.

## Checkout

Hotel checkout is 12:00 P.M. For your convenience, the Downtown Marriott will provide a secure space for your luggage if you need to check out and wish to stay for more of the meeting.

## Parking

Valet parking is available for \$14 per day at the Marriott entrance on Grand Avenue (between 7th and 8th Streets). **Note: The Marriott parking garage has a low clearance. Other parking options are available nearby.** Municipal parking (with street and skywalk access to the Marriott) is available west of the hotel at 9th and Grand for approximately \$11 per day.

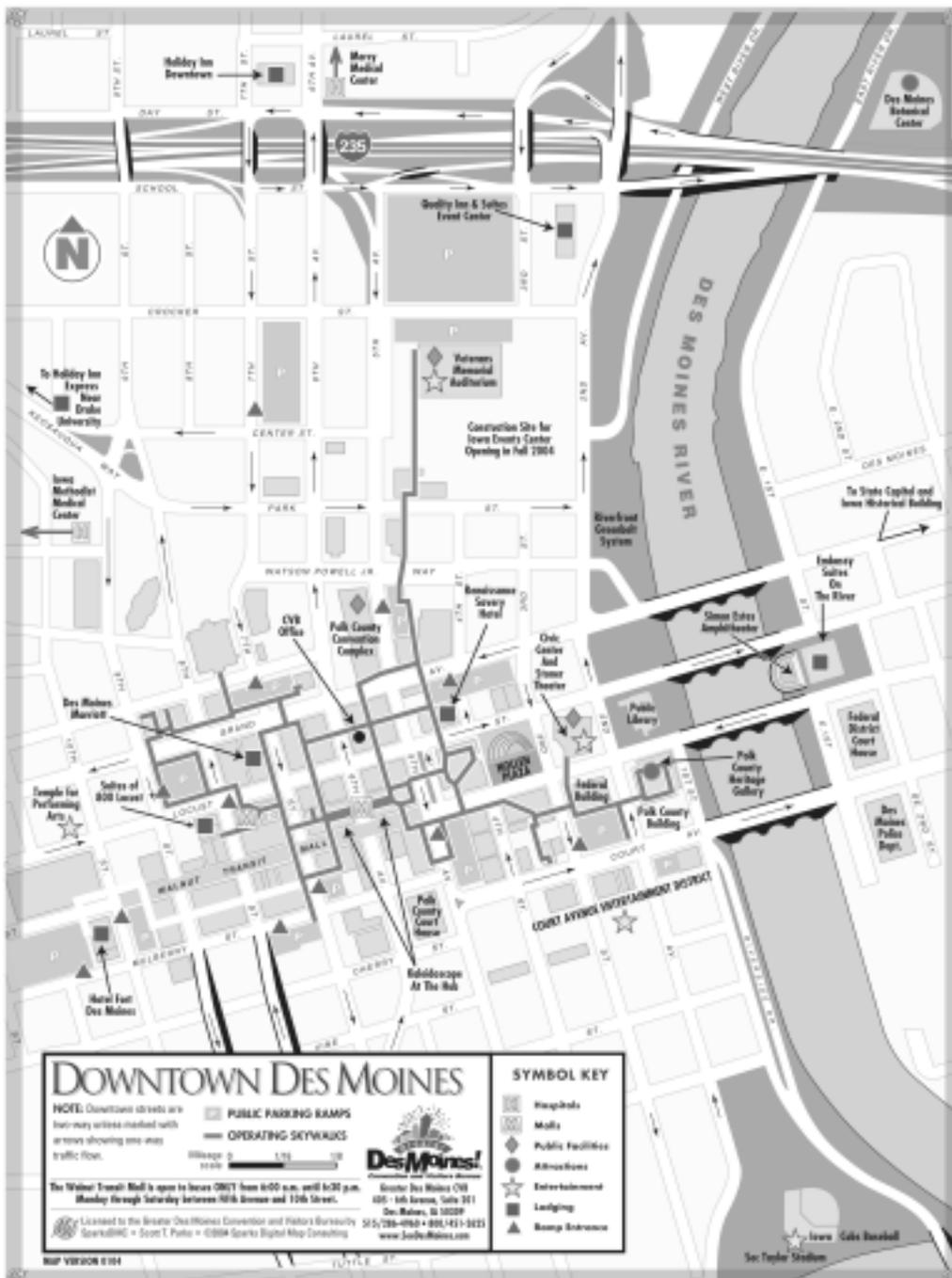


# The Meeting at a Glance

## Getting to Des Moines

Fly into Des Moines International Airport. The Marriott provides a courtesy shuttle service to its downtown hotel. If you let the Marriott know when your flight is to arrive, a shuttle will be standing by. Otherwise, use the phone near the baggage claim to call the Marriott for a ride. The Marriott shuttle runs every 30 minutes for your return to the airport. A taxi ride from the airport to the Downtown Marriott costs approximately \$12.

## Directions and Map



# The Meeting at a Glance

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**From the Airport:** From Des Moines International Airport (5800 Fleur Drive), turn left on Fleur Drive and go 3.6 miles. Turn right onto Locust Street. Turn left onto 6th Avenue. Turn left onto Grand Avenue.

*By Road: Des Moines is in the middle of a large construction project on Highway I-235, which leads directly through the heart of downtown. Before you drive, we recommend that you check the Web site detailing road closures and changes: <<http://www.i235.com/>>.*

**From the West:** Take I-80 East. Merge onto I-235 E via left exit number 123A, heading toward West Des Moines/Des Moines. Go 8.1 miles. Take the 7th Street exit toward DMACC (Des Moines Area Community College). Turn right (south) onto 7th Street and continue to Grand Avenue and the Des Moines Marriott.

**From the North:** Take I-35 South. South of Ankeny, 35 S becomes I-235 S at the I-80 Interchange. Keep heading toward Des Moines. Take the 3rd Street exit and go left (south) on 3rd Street. Turn right onto Grand Avenue.

**From the East:** Take I-80 West. Merge onto I-235 South via left exit number 137A, toward Des Moines. Take the 3rd Street exit. Make a slight left (south) onto 3rd Street. Turn right onto Grand Avenue.

**From the South:** Take I-35 North. Exit onto I-235 East. You will pass several West Des Moines exits (including 8th Street) before reaching Des Moines proper. Keep heading east until you reach the 7th Street exit toward DMACC (Des Moines Area Community College). Turn right onto 7th Street and proceed to Grand Avenue.

The hotel and Marriott parking garage entrance is at 700 Grand Avenue between 7th and 8th Streets.

## Roommate Matchup

A list of attendees seeking roommates for the conference will be maintained and distributed to interested parties. Please forward your contact information (name, telephone number, E-mail address), roommate preference (male/female, smoker/nonsmoker), and dates a roommate is needed to Tanya Zanish-Belcher (tzanish@iastate.edu or 515-294-6648) by October 8, if you wish to use this service.

## Child Care

Need to arrange child care during the meeting? Contact Childtime Learning Centers (610 Center Street, Des Moines) at 515-243-4366.

## Special Needs

MAC invites all individuals to participate in its activities. If you have a visual, aural, or other impairment that is defined as a disability under the Americans with Disabilities Act, contact Craig Wright at [Craig.Wright@nara.gov](mailto:Craig.Wright@nara.gov) to discuss your needs.



# The Meeting at a Glance

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## Special Events

The Des Moines MAC meeting will be full of events and activities to keep you occupied, starting with a special opening plenary presentation on Thursday afternoon featuring Nebraska historian and Lewis and Clark journals editor Gary Moulton. That evening, come to the opening reception at the State Historical Society of Iowa. During the day on Friday, visit our vendors and exhibitors. Join us for lunch hosted by MAC President Steve McShane, featuring the *Archival Issues* awards. On Friday evening, take part in the local restaurant tours; there will also be a complimentary New Members' Dinner for those of you new to MAC. A new event for Friday evening, MAC Mix Flix, will give you a chance to visit with other attendees and enjoy some archival film footage. The conference will wrap up with a closing plenary presentation by University of Iowa School of Library and Information Science professor Christine Pawley.

## Tours

Behind-the-scenes tours of the Iowa State Capitol, the State Historical Society, and Living History Farms are scheduled for Thursday morning. A walking architectural tour of downtown Des Moines will be conducted on Friday afternoon.

## Workshops

On Wednesday, the Society of American Archivists will offer its all-day workshop, "Oral History: From Planning to Preservation." MAC will offer an advanced workshop on metadata Thursday morning and a basic workshop on arrangement and description Friday afternoon. On Saturday morning, there will be a mini-workshop on accessioning. All workshops (except "The Basics of Accessioning") require advance registration.

## Sessions

Thanks to the hard work of the Program Committee, the Des Moines meeting will offer a wide variety of topics, including sessions on agricultural records, social memory, the World Wide Web and its impact on the archival profession, archival advocacy, the A\*CENSUS, and political collections. Sessions begin on Thursday afternoon, October 28, and continue through Saturday morning, October 30.

## Vendor Fair and Exhibits

During the session and lunch breaks on Friday, be sure to visit the vendor fair, where exhibitors will demonstrate products and services of interest to archivists. There will also be exhibits featuring local repositories and organizations.

## Meeting Registration

As always, MAC registration is a bargain, but don't delay. To take advantage of the advance registration price of \$45 for MAC members, your registration must be postmarked by October 8, 2004. Registrations submitted through the mail cannot be accepted after October 18: after that date, you must register on-site. Use the registration form at the back of this program or print it from the conference Web site: <<http://www.midwestarchives.org/desmoines/home.html>>.



# The Meeting at a Glance

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## Contacts

Questions? Please contact your LAC cochairs:

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*Mary Noble Photograph Collection. Courtesy Iowa Women's Archives, University of Iowa Libraries, Iowa City.*



# Special Events

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## Opening Plenary Presentation

**When:** Thursday, October 28, 1:30 P.M.–3:00 P.M.

**What:** Our opening plenary session, “Editing the Journals of Lewis and Clark,” will be delivered by Gary E. Moulton, the Thomas C. Sorensen Professor of History at the University of Nebraska–Lincoln and editor of *The Journals of the Lewis and Clark Expedition*. This plenary presentation is made possible by the generous sponsorship of Humanities Iowa.

## Welcoming Reception

**When:** Thursday, October 28, 6:00 P.M.–8:00 P.M.

**What:** Join us for a welcoming reception at the State Historical Society of Iowa, 600 East Locust Street. Beverages and hors d’oeuvres with an Iowa flair will be served. Enjoy the exhibits and gift shop, which will be opened for MAC, thanks to the State Historical Society.

Buses will be waiting outside the hotel beginning at 5:45 P.M. and will circle continually between SHSI and the Marriott. If the weather is nice or you’re adventurous, you may wish to walk the 9 or 10 blocks.

The National 19th Amendment Society of Charles City, Iowa, is sponsoring our Thursday evening reception. Thank you!

## New Members’ Dinner

**When:** Friday, October 29, 5:45 P.M.–8:00 P.M.

**What:** Is this your first MAC meeting? Have you joined MAC within the last year? If you answered “yes” to either of these questions, we invite you to attend a free dinner in your honor. Broaden your experience with our organization by networking with other new members, MAC officers, Council members, and the membership committee. Meet at Allie’s Restaurant in the Marriott at 5:45 P.M. and share some food and collegiality. Please mark your registration and attendance form if you wish to attend.

## Lunch with the President and Presentation of Awards

**When:** Friday, October 29, 12:00 P.M.–1:30 P.M.

**What:** Join your colleagues and MAC President Steve McShane for a luncheon featuring boxed gourmet sandwiches and salads. There will be opportunities for networking and discussing MAC. The *Archival Issues* awards will also be presented, so come and support your fellow archivists. The luncheon is open to all meeting attendees for a separate fee of \$20. Sign up on the registration form (noting your lunch choice) and, to assure yourself a spot, send the form in by the advance registration deadline (October 8, 2004).



# Special Events

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## Restaurant Tours

**When:** Friday, October 29, 5:45 P.M.–8:00 P.M.

**What:** Join Local Arrangements Committee members as they guide you through the Des Moines local restaurant scene. Sign-up sheets will be posted in the registration area.

## MAC Mix Flix

**When:** Friday, October 29, 8:00 P.M.–?

**What:** Nothing can rival the MAC Mixers of yore, but the Des Moines Local Arrangements Committee invites you to help start a new Friday night tradition: mixing with the mighty officers of MAC and our guest Rand Jimerson, Society of American Archivists president, and watching fabulous film footage from regional repositories.

Thanks to the Association of Moving Image Archivists for sponsoring the screening.

## Closing Plenary Presentation

**When:** Saturday, October 30, 10:30 A.M.–12:00 P.M.

**What:** We are pleased to announce that our closing plenary session, “Frontiers in Print: Histories of Readers and Reading in the Midwest,” will be given by University of Iowa professor Christine Pawley. The Local Arrangements Committee thanks the Des Moines Public Library for publicizing the two plenary sessions.



# Tours

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Advance registration and payment of fees are required for all tours. Sign-up is limited and on a first-come, first-served basis. Use the registration form at the back of this program. All tours will depart from the hotel lobby at the start times listed.

## Iowa State Capitol Tour

**When:** Thursday, October 28, 9:15 A.M.–11:45 A.M.

**What:** Constructed between 1871 and 1886, Iowa's statehouse was one of the first built during a period that became known as the "Gilded Age of State Capitols." With a decor that features 29 types of marble, frescoed walls, and a rich assortment of native woods, it displays the finest characteristics of American Renaissance architecture. Classical sculpture, murals, and mosaics crafted from Venetian glass tile are among the artwork commissioned for the building. Learn more about this structure's history and design elements on a guided tour and, if you feel especially athletic, climb to the capitol's distinctive "golden dome" for a unique panoramic view of Des Moines.

**Registration:** \$5 fee for transportation. Registration is limited to 15.

## State Historical Society of Iowa

**When:** Thursday, October 28, 9:30 A.M.–12:00 P.M.

**What:** Opened in 1987, the State Historical Building houses Des Moines staff and collections of the State Historical Society of Iowa, a division of the Iowa Department of Cultural Affairs. Many visitors to the State Historical Building examine documentary collections in the reading room or visit historical museum exhibits. This tour, however, will afford participants insight into behind-the-scenes areas and activities. State Historical Society staff will host tour participants in visits to the collections storage and work areas of the state archives, library special collections, and the museum.

**Registration:** \$5 fee for transportation. Registration is limited to 15.



# Tours

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## Living History Farms

**When:** Thursday, October 28, 8:30 A.M.–1:00 P.M.

**What:** Living History Farms in Urbandale, Iowa, a 600-acre open-air museum, presents five historical periods spanning 300 years with on-site interpretation. The Iowa Tourism Division named LHF the 2001 Iowa Tourism Attraction of the Year.

Join the Living History Farms Collection Committee for a behind-the-scenes tour of the museum. See how visitors are prepared for the tour in the orientation center; learn more about third-person living history interpretation at the recreated 1900 Horse-Powered Farm; then explore the new *America's Agricultural Legacy* exhibit in the Wallace Exhibit Center and discover the planning and design that went into the displays. The tour will end at the LHF textile preservation facility where the farms' nationally recognized historic quilt collection is stored. Collection Committee members will be available for questions throughout the tour.

Lunch is on your own at the Machine Shed, located at LHF. Space will be reserved for MAC tour attendees.

**Registration:** \$15 fee for transportation. Registration is limited to 35.

## Architectural Walking Tour of Downtown Des Moines

**When:** Friday, October 29, 2:00 P.M.–3:30 P.M.

**What:** This tour, conducted by the Iowa Architectural Foundation, offers conference goers an opportunity to stretch their legs and become better acquainted with the buildings shaping the Des Moines skyline. Learn which world-renowned architects and artists have left their mark on the downtown, hear the histories of the structures, and strengthen your working knowledge of design styles and motifs. Find out why the IAF calls the city's architectural offerings "the best-kept secret in the Midwest." Walk off some calories before the evening restaurant tours. Those who register for this outing are reminded to pack a pair of comfortable shoes. (Note: In the event of inclement weather, this tour will be conducted via Des Moines' downtown skywalk system.)

**Registration:** \$10 fee for the IAF. Registration is limited to 15.



# Workshops

## Oral History: From Planning to Preservation

Presented in partnership with the Society of American Archivists.

**When:** Wednesday, October 27, 9:00 A.M.–5:00 P.M.

**What:** This workshop provides a basic overview of oral history and its integration into archives and manuscript collections. Topics include project development, recording equipment, tape storage, videotaping oral history, and an overview of newer recording formats. Upon completing this workshop, you will be able to evaluate current recording formats, including optical and digital media; discuss researching, framing, and conducting an oral history interview; choose ways to deal with narrators, transcriptions, and record keeping; explain the ethics and legal issues pertaining to oral history; enhance your promotion of the use of the oral history collection; discuss the uniqueness and value of oral history; and assess the challenges of rapidly changing technology.



### Continuing Education Units (CEUs):

0.75

**Instructor:** Fred Calabretta, Mystic Seaport Museum, Mystic, Connecticut

**Registration:** Early bird (on or before September 27): SAA members \$185, nonmembers \$235; regular (after September 27): SAA members \$210, nonmembers \$260.

Enrollment is limited. Attendees must register directly with the Society of American Archivists. Register on-line at <http://www.archivists.org/prof-education/workshop-detail.asp?id-1262>.

For more information, contact Solveig DeSutter, SAA Professional Education Department, 312-922-0140, [education@archivists.org](mailto:education@archivists.org).

## Metadata for Archivists

**When:** Thursday, October 28, 8:00 A.M.–12:00 P.M.

**What:** Have you ever wondered why or how your archives might use metadata? This workshop will provide an overview of current metadata initiatives as they relate to archives and manuscript repositories. After describing some major protocols such as the Dublin Core, the Open Archives Initiative, and the Metadata Encoding and Transmission Standard, the instructor will focus on practical ways to make your paper and digital archives more accessible. We'll also spend some time discussing case studies suggested by participants. After attending the workshop, you will be able to apply metadata to your own Web site and to work with technical personnel who use metadata standards. No technical background is necessary to attend.

**Instructor:** Chris Prom, University of Illinois at Urbana-Champaign

**Registration:** \$35. Enrollment is limited to 35.



# Workshops

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## Fundamentals of Arrangement and Description

**When:** Friday, October 29, 1:30 P.M.–5:00 P.M.

**What:** This workshop will provide an overview of the major issues related to arrangement and description of archival materials, including definitions, levels of arrangement, different types of media, elements of description, and examples of finding aids. Other aspects of the workshop include highlighting the need for effective physical arrangement, determining the value and importance of the materials, and how best to provide access through finding aids, including Web sites and other descriptive standards.

**Instructor:** Steve Fisher, University of Denver

**Registration:** \$35. Enrollment is limited to 20.

## Mini-Workshop: The Basics of Accessioning

**When:** Saturday, October 30, 8:00 A.M.–10:00 A.M.

**What:** The workshop will focus on the fundamental role of accessioning and its function of establishing the baseline record keeping and legal status for incoming archival collections. It will outline the manner in which archival collections should be treated at the accessioning level, including appraisal; care and handling; accession logs and electronic databases; preliminary inventorying and cataloging; conservation and preservation issues; concerns; techniques; and the possibility of hazardous materials. It will also outline the essential role that accessioning must play in dealing with collections when an institution decides to deaccession a collection.

**Instructor:** William L. Hopkins, American Heritage Center

**Registration:** No fee.



## OPENING PLENARY PRESENTATION

## Editing the Journals of Lewis and Clark

**Keynote Speaker: Gary E. Moulton, University of Nebraska–Lincoln**

**When:** Thursday, October 28, 1:30 P.M.–3:00 P.M.

**What:** Gary Moulton's slide presentation looks at the history of the diaries kept by Meriwether Lewis, William Clark, and four enlisted men of the expedition as they crossed the continent from 1804 to 1806. The men of the Corps of Discovery wrote more than one million words during their nearly two-and-a-half years on the trail. These journals are filled with accounts of high drama and contain elaborate notes on scientific inquiry. They are a marvel of natural history, ethnographic investigation, and geographic revelations. The story of the diaries is almost as interesting as the history of the expedition the books chronicle. Meticulously written and carefully preserved during the arduous transcontinental crossing, the journals reside today in several archives across the country, principally at the American Philosophical Society, Philadelphia, and the Missouri Historical Society, St. Louis. The reasons for the scattered distribution of the books form the main part of Moulton's presentation. Moulton also considers the individual journalists and their diaries, examines the nature and quality of journal keeping, and tries to answer questions about missing journals. Finally, Moulton critiques previous editors' work and explains the need for the new edition.

**Biography:** Gary E. Moulton is the Thomas C. Sorensen Professor of History at the University of Nebraska–Lincoln and editor of *The Journals of the Lewis and Clark Expedition*. Moulton began the editing project in 1979, with support from the UNL Center for Great Plains Studies, the American Philosophical Society, Philadelphia, and the National Endowment for the Humanities, Washington, D.C. He completed the 13-volume edition in 1999. Moulton was a consultant for Ken Burns's 1997 film, "Lewis and Clark: The Journey of the Corps of Discovery," and was also an advisor for National Geographic's Lewis and Clark IMAX film. President and Mrs. George W. Bush invited Moulton to the White House in July 2002, to inaugurate the



Gary Moulton  
Photo Credit: Richard Wright,  
UNL Publications & Photography

Lewis and Clark bicentennial.

Gary Moulton's plenary presentation is made possible by the generous sponsorship of Humanities Iowa.



### Reaping the Bounty of Agricultural and Rural Life Collections

**When:** Thursday, October 28, 3:30 P.M.–5:00 P.M.

**What:** Midwestern archives brim with agriculture and rural-life collections awaiting harvest by historians, genealogists, and rural-life enthusiasts. This session highlights the use of these rich resources. Todd Arrington discusses efforts to promote and make accessible NARA's collection of records related to the Homestead Act. Mary Bennett highlights the farm-life photography of "Pete" Wettach as a source of historical evidence and the challenges faced when preserving the stories associated with the images. Finally, Leo Landis discusses the use of archival collections to interpret museum objects at The Henry Ford.

**Moderator:** Lisa Janssen, University of Wisconsin–Milwaukee

**Presenters:** Todd Arrington, National Park Service  
Mary Bennett, State Historical Society of Iowa  
Leo Landis, The Henry Ford

### Triggers of Social Memory

**When:** Thursday, October 28, 3:30 P.M.–5:00 P.M.

**What:** World-renowned sociologist Maurice Halbwachs wrote of memory in 1925: "I do not need to seek out where the memories are in my brain, because they are recalled to me from outside, and because the groups to which I belong continuously offer me the means to reconstruct them." The idea that societies (not just individuals) create, shape, interpret, and hold memory has taken a long time to reach archival discourse. Even so, this idea holds important implications for what we view as sources and how we value and describe them, as well as for how we see our profession's role in the world. This panel will explore the connections between social memory and its triggers within the context of archival materials and beyond.

**Moderator:** Denise Anthony, University of Michigan

**Presenters:** Jeanette Bastian, Simmons College  
Paul Eisloeffel, Nebraska State Historical Society  
Mark Greene, American Heritage Center



**State Archives and Constituent Services in Budget Crisis**

**When:** Thursday, October 28, 3:30 P.M.–5:00 P.M.

**What:** This session will explore methods used by state archives in the MAC region to provide services to constituents and constituent organizations in a time of budget constraint. Speakers will evaluate concepts for management of collections and constituent relations within statewide organizations. The session will also explore a potential initiative for expanding state archives' constituent services through a state-based, federally-funded program.

**Moderator:** Dan Daily, Northwestern College (Orange City, Iowa)

**Presenters:** Jelain Chubb, Missouri State Archives  
Shaner Magalhães, State Historical Society of Iowa  
Victoria Irons Walch, Council of State Historical Records Coordinators



*YWCA of Greater Des Moines Records. Courtesy Iowa Women's Archives, University of Iowa Libraries, Iowa City.*



**Balancing Act: Building and Maintaining Digital Photographic Collections**

**When:** Friday, October 29, 8:30 A.M.–10:00 A.M.

**What:** On-line photographic database programs such as CONTENTdm present managerial and financial challenges for archival programs. Improved access and heightened appreciation of collections are weighed against labor-intensive cataloging and annual maintenance fees. Presenters will address the promise and the demands of building data-driven photographic collections. An IT director and a former archivist will review program options. A third presenter will describe a program aimed at supporting the financial viability of maintaining a vast digital collection.

**Moderator:** Michael Fox, Minnesota Historical Society

**Presenters:** Kathryn DeGraff, De Paul University  
Paul Hedges, Wisconsin Historical Society  
Jason Roy, Minnesota Historical Society

**Preservation Ideals and Realities**

**When:** Friday, October 29, 8:30 A.M.–10:00 A.M.

**What:** Focusing on preservation ideals and realities with emphasis on in-house treatments versus outsourcing, an archivist and a preservation librarian will debate a wide range of preservation options. Using an informal survey of archival preservation and conservation habits, an archivist will consider in-house preservation techniques and costs as well as options when seeking preservation and conservation funding. A preservation librarian will advocate for professional preservation and conservation service, stressing that neither preservation care nor budgeting should be left to untrained staff or to the availability of donor funding and grant opportunities.

**Moderator:** Becky Schulte, University of Kansas

**Presenters:** Christine Crandall, American Jewish Archives  
Hilary Seo, Iowa State University



**Show Me the Money: Revenue-Generating Activities in Archives**

**When:** Friday, October 29, 8:30 A.M.–10:00 A.M.

**What:** Facing diminishing funding levels from traditional sources, many archives are seeking creative and new ways to generate revenue to support their core activities and new initiatives. Representatives from four types of archival repositories will discuss revenue-generating activities at their institutions, including image licensing and marketing, fee schedules, multimedia projects, and consultant services to individuals and organizations. The presenters will also discuss tools and strategies for developing revenue-generating projects, such as business plans, benchmarking research, revenue analysis, and collaboration with internal and external partners.

**Presenters:** John Bowen, The Henry Ford  
Cynthia Ghering, Ohio Historical Society  
Geoffrey Reynolds, The Joint Archives of Holland  
Shawn Waldron, Condé Nast Archives

**Documenting Traditions**

**When:** Friday, October 29, 10:30 A.M.–12:00 P.M.

**What:** Four archivists will discuss their collections and the importance and challenges of documenting traditions. Mark Thiel will discuss the documentation of Catholicism in Native American tribes through the collections at Marquette University. Dennis Stoesz and John Thiesen will speak about how the Mennonite Church Archives has responded to the challenges of collecting material from its members as well as from historical committees and sister religious groups such as the Amish and Hutterites. Norm P. will examine how the Twelve Traditions of Alcoholics Anonymous relate to the concept of an AA archives.

**Moderator:** Joel Minor, Oglala Lakota College

**Presenters:** Norm P., Alcoholics Anonymous  
Dennis Stoesz, Mennonite Church USA Archives  
Mark Thiel, Marquette University  
John Thiesen, Bethel College



**The Web and Its Impact on Archival Work**

**When:** Friday, October 29, 10:30 A.M.–12:00 P.M.

**What:** Archival Web sites are well established for providing information about archival holdings and services; however, their content and form are constantly evolving. This session will look at three universities' attempts to improve access and content. One is partnering with cultural and educational institutions in the region to promote local history. Another is improving access to its university history collections for on-line patrons. A third is developing procedures to improve Web-site design, navigation, and maintenance through structural, content, and cost-benefit analysis.

**Moderator:** Robert Garrett, State Archives of Michigan

**Presenters:** Joshua Ranger, University of Wisconsin–Oshkosh  
Mark L. Shelstad, University of Wyoming  
Wes Wilson, DePauw University

**Adventures in Advocacy: The Archival Profession and Public Engagement**

**When:** Friday, October 29, 10:30 A.M.–12:00 P.M.

**What:** The term “advocacy” has taken on different meanings in the archival profession over the years. Previously used in conjunction with public relations and outreach, it has more recently been associated with efforts to influence archives-related public policy. Does this reflect an expansion of the archivist's role in society or has there been a shift away from the goal of building more general public awareness? Are archivists, indeed, becoming more “activist” in dealing with the broader public or have we just begun to scratch the surface? Panelists include leaders at both the national and regional level in efforts past and present devoted to strengthening the archives-public connection.

**Moderator:** Cheri Thies, Minnesota Historical Society

**Presenters:** Tim Ericson, University of Wisconsin–Milwaukee  
Todd Daniels-Howell, Indiana University-Purdue University Indianapolis  
Rand Jimerson, Western Washington University



**Political Collections: Political Realities and Archival Practices**

**When:** Friday, October 29, 2:00 P.M.–3:30 P.M.

**What:** This session will explore the value of congressional and gubernatorial political collections as sources for the study of American democracy. How can these collections provide insight into the working of democratic representative government in addition to addressing the specific accomplishments of individual governors and members of Congress? Archivists working to prepare political records for research use and the legal counsel to the governor of Iowa will discuss issues of privacy, executive privilege, and political reality.

**Moderator:** Sidney F. Huttner, University of Iowa

**Presenters:** Kate Cruikshank, Indiana University  
Brian Gentry, Legal Counsel to Iowa Governor Thomas J. Vilsack  
Charles Schultz, Texas A & M University

**So We've Been Counted, Now What? Making Sense of A\*CENSUS**

**When:** Friday, October 29, 2:00 P.M.–3:30 P.M.

**What:** This past spring, the Society of American Archivists, in collaboration with several associations including MAC, conducted the most extensive survey of practicing archivists ever. This landmark project has generated data on a variety of professional issues from more than 5,000 respondents. It's an information resource that should have significant implications for planning and programming within various circles of the archival profession for years to come. What are some of the key findings of this project? How might these shape activities on local, regional, and national levels? Our panelists will lead a discussion of these important issues.

**Moderator:** Steve McShane, Indiana University Northwest

**Presenter:** Victoria Irons Walch, Principal Research Consultant for A\*CENSUS

**Panelists:** Scott Schwartz, University of Illinois at Urbana-Champaign  
Daardi Sizemore, Minnesota State University–Mankato



**Restrictions, Risks, and Reality: Scenarios from the Post-HIPAA World**

**When:** Saturday, October 30, 8:30 A.M.–10:00 A.M.

**What:** The Health Insurance Portability and Accountability Act (HIPAA) has impacted the entire health-care industry. Unintended consequences of the act's broad language affect not only medical records, but also any institution having protected health information in its collections. Through examples of potentially closed materials and discussions of policy modifications that balance privacy concerns with legitimate historical inquiry, this session will provide dual perspectives on HIPAA from both archivists and researchers, while exploring how the research community is rethinking its approach on access and use of materials since HIPAA's implementation.

**Moderator:** Heidi Butler, Rush University Medical Center

**Presenters:** Menzi Behrnd-Klodt, Klodt and Associates  
Brigid Lusk, Northern Illinois University  
Susan Sacharski, Northwestern Memorial Hospital

**Adventures Abroad: Working in and with International Archives**

**When:** Saturday, October 30, 8:30 A.M.–10:00 A.M.

**What:** This session focuses on the recent international adventures of four Midwestern archivists. Philip Bantin discusses his research during a three-month sabbatical in Finland reviewing and analyzing the Finnish "Registry System" and the use of a business process classification scheme for designing electronic record-keeping systems. Magia Ghetu recounts her experiences in Romania surveying the former Eastern bloc country's archival landscape. Rachel Vagts discusses her visits to several Norwegian archives and her impressions of the Norwegian archival management system. Elisabeth Wittman addresses her experiences traveling to Europe in service on the International Council on Archives, Religious Archives Section Steering Committee.

**Moderator:** Elisabeth Wittman, Evangelical Lutheran Church in America

**Presenters:** Philip Bantin, Indiana University  
Magia Ghetu, Moravian College  
Rachel Vagts, Luther College



## CLOSING PLENARY PRESENTATION

**Frontiers in Print: Histories of Readers and Reading in the Midwest****Keynote Speaker: Christine Pawley,  
University of Iowa****When:** Saturday, October 30, 10:30 A.M.–12:00 P.M.**What:** The history of readers and reading is a new but fast-growing area that overlaps with the history of the book and of print culture. Historians of reading ask questions about who individual readers of the past were, what they read, and why. They ask questions, too, about groups of readers and the social, political, and economic roles that print played—and still plays—in the lives of communities both large and small.

The phenomenon of print in both paper and electronic formats also lies at the heart of archivists' practices, so these two fields have much to contribute to each other. While archival materials provide historians of reading with essential sources of data, the history of readers and reading can enhance archivists' understanding of cultural contexts in which they participate. Pawley's talk outlines major developments in reading history scholarship and discusses avenues for encouraging "trade" with archivists, with illustrations from her research in the history of readers and reading in the American Midwest.

**Biography:** Christine Pawley teaches at the School of Library and Information Science at the University of Iowa. Her book, *Reading on the Middle Border: The Culture of Print in Late Nineteenth Century Osage, Iowa*, was published by the University of Massachusetts Press in 2001, and won the Benjamin F. Shambaugh Award for 2002 from the State Historical Society of Iowa. Other publications have appeared in *Libraries and Culture*, *Library Quarterly*, *Book History*, and *American Studies*. Her new book project is tentatively titled *Networks of Reading: Women and Print Culture in Twentieth Century Middle America*.

## Did You Know ...

*Iowa has a 99% literacy rate, the highest in the nation?*

*Iowa ranks first in the nation for both corn and oats?*

*Maytag ceased operation of its wringer-style washing machine in 1983?*

*Cedar Rapids is the only city, other than Paris, France, to have its city administration on an island?*

*Iowa produces over 20% of the nation's corn?*

*Meredith Willson wrote the musical "The Music Man" based on his hometown of Mason City, Iowa?*

*Lori LaDeane Adams set the world record for throwing a two-pound rolling pin at the 1979 Iowa State Fair (175 feet, 5 inches)?*

*The following individuals were either born or lived in Iowa: Don Ameche, Tom Arnold, Bix Beiderbecke, Amelia Jenks Bloomer, George Washington Carver, Carrie Chapman Catt, Gary Cooper, Ashton Kutcher, Herbert Hoover, Glenn Miller, Donna Reed, John Wayne, Laura Ingalls Wilder, Andy Williams, Elijah Wood, and Grant Wood?*



*Iowa's fertile fields, 1922.*

*Courtesy Special Collections Department, Iowa State University.*



# Registration Form—Midwest Archives Conference

Annual Fall Meeting, October 28–30, 2004

Downtown Marriott Hotel

700 Grand Avenue, Des Moines, IA 50309

Phone: 515-245-5500

Please complete this form and the schedule checklist on the reverse side and enclose *separate* checks for each of the categories listed below, made payable to "Midwest Archives Conference."

*No credit cards or purchase orders will be accepted.* Send registration form with check(s) to:

**Lynn Smith, Hoover Presidential Library-Museum, PO Box 488, West Branch, IA 52358.**

**Advance mail registration must be postmarked by October 8, 2004.** After that date, on-site registration rates will take effect. Your receipt will be included in your conference packet at the on-site registration desk.

Name \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

Phone number \_\_\_\_\_

E-mail \_\_\_\_\_

Are you a MAC member?  Yes  No

If no, please indicate how you heard about this meeting. \_\_\_\_\_

If yes, how long?  5+ years  3–4 years  1–2 years  Less than 1 year

## Registration

Advance registration (must be postmarked by October 8, 2004):

MAC members \$45 \_\_\_\_\_

Nonmembers \$55 \_\_\_\_\_

Students \$30 \_\_\_\_\_

Regular registration (postmarked *after* October 8, 2004, and on-site):

MAC members \$55 \_\_\_\_\_

Nonmembers \$65 \_\_\_\_\_

Students \$40 \_\_\_\_\_

**Total for Registration Check \$ \_\_\_\_\_**

## Luncheon

Lunch with the President \$20 \_\_\_\_\_

Please circle sandwich preference: Flank Steak Pastrami Turkey Vegetarian

**Total for Luncheon Check \$ \_\_\_\_\_**

## Tours

*Note: Please indicate below which tours you would like to attend; space is limited.*

Living History Farms (limited to 35) \$15 \_\_\_\_\_

Iowa State Capitol (limited to 15) \$5 \_\_\_\_\_

State Historical Society of Iowa (limited to 15) \$5 \_\_\_\_\_

Architectural Walking Tour of Downtown Des Moines (limited to 15) \$10 \_\_\_\_\_

**Total for Tour Check \$ \_\_\_\_\_**

## Workshops

*Note: Spaces are limited for workshops and will be filled on a first-come, first-served basis.*

MAC Workshop: Metadata (Thursday, October 28) \$35 \_\_\_\_\_

MAC Workshop: Arrangement and Description (Friday, October 29) \$35 \_\_\_\_\_

**Total for Workshop Check \$ \_\_\_\_\_**

**Remember to fill out the checklist on the back of this form!**



# Workshops, Tours, Sessions, and Special Events Checklist

Please indicate which events you plan to attend. Workshops and tours will be filled on a first-come, first-served basis (see front of form).

## Wednesday, October 27

- 9:00 A.M.–5:00 P.M. \_\_\_\_\_ SAA Workshop: Oral History: From Planning to Preservation  
1:00 P.M.–5:00 P.M. \_\_\_\_\_ MAC Council Meeting

## Thursday, October 28

- 8:00 A.M.–12:00 P.M. \_\_\_\_\_ MAC Council Meeting  
8:00 A.M.–12:00 P.M. \_\_\_\_\_ MAC Workshop: Metadata for Archivists  
8:30 A.M.–1:00 P.M. \_\_\_\_\_ Tour: Living History Farms  
9:15 A.M.–11:45 A.M. \_\_\_\_\_ Tour: Iowa State Capitol  
9:30 A.M.–12:00 P.M. \_\_\_\_\_ Tour: State Historical Society of Iowa  
1:30 P.M.–3:00 P.M. \_\_\_\_\_ Opening Plenary Presentation  
3:00 P.M.–3:30 P.M. \_\_\_\_\_ Break  
3:30 P.M.–5:00 P.M. \_\_\_\_\_ Session: Reaping the Bounty of Agricultural and Rural Life Collections  
3:30 P.M.–5:00 P.M. \_\_\_\_\_ Session: Triggers of Social Memory  
3:30 P.M.–5:00 P.M. \_\_\_\_\_ Session: State Archives and Constituent Services in Budget Crisis  
6:00 P.M.–8:00 P.M. \_\_\_\_\_ MAC Reception, State Historical Society of Iowa

## Friday, October 29

- 8:30 A.M.–10:00 A.M. \_\_\_\_\_ Session: Building and Maintaining Digital Photographic Collections  
8:30 A.M.–10:00 A.M. \_\_\_\_\_ Session: Preservation Ideals and Realities  
8:30 A.M.–10:00 A.M. \_\_\_\_\_ Session: Show Me the Money: Revenue-Generating Activities in Archives  
9:30 A.M.–4:00 P.M. \_\_\_\_\_ Vendor-Exhibitor Fair  
10:00 A.M.–10:30 A.M. \_\_\_\_\_ Break  
10:30 A.M.–12:00 P.M. \_\_\_\_\_ Session: Documenting Traditions  
10:30 A.M.–12:00 P.M. \_\_\_\_\_ Session: The Web and Its Impact on Archival Work  
10:30 A.M.–12:00 P.M. \_\_\_\_\_ Session: Adventures in Advocacy: The Archival Profession and Public Engagement  
12:00 P.M.–1:30 P.M. \_\_\_\_\_ Lunch with the President  
1:30 P.M.–5:00 P.M. \_\_\_\_\_ Workshop: Fundamentals of Arrangement and Description  
2:00 P.M.–3:30 P.M. \_\_\_\_\_ Session: Political Collections: Political Realities and Archival Practices  
2:00 P.M.–3:30 P.M. \_\_\_\_\_ Session: So We've Been Counted, Now What? Making Sense of A\*CENSUS  
2:00 P.M.–3:30 P.M. \_\_\_\_\_ Tour: Architectural Walking Tour of Downtown Des Moines  
3:30 P.M.–4:00 P.M. \_\_\_\_\_ Break  
4:00 P.M.–5:00 P.M. \_\_\_\_\_ MAC Committee Meetings  
5:45 P.M.–8:00 P.M. \_\_\_\_\_ New Members' Dinner  
5:45 P.M.–8:00 P.M. \_\_\_\_\_ Restaurant Tours  
8:00 P.M.–? \_\_\_\_\_ Mix Flix

## Saturday, October 30

- 8:00 A.M.–10:00 A.M. \_\_\_\_\_ Mini-Workshop: The Basics of Accessioning  
8:30 A.M.–10:00 A.M. \_\_\_\_\_ Session: Restrictions, Risks, and Reality: Scenarios from the Post-HIPAA World  
8:30 A.M.–10:00 A.M. \_\_\_\_\_ Session: Adventures Abroad: Working in and with International Archives  
10:00 A.M.–10:30 A.M. \_\_\_\_\_ Break  
10:30 A.M.–12:00 P.M. \_\_\_\_\_ Closing Plenary Presentation





# Interested in Becoming a MAC Member?

Fill out the application form below.

**Membership Fees: \$30 Individual, \$60 Institutional**  
**Membership year runs from January to December.**

Make check payable to "Midwest Archives Conference." Mail check and this form to:

Brenda L. Burk, Philanthropic Studies Archivist  
IUPUI University Library  
755 W. Michigan Street  
Indianapolis, IN 46202

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## MAC Membership Form

Name \_\_\_\_\_ Phone \_\_\_\_\_

Institution \_\_\_\_\_ Fax \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Business Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip Code \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

New Membership

Change of Address

Renewal

2004 Fall Meeting

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