



# The Archives Re-Past

No. 2, 2005



Preparing Packets for ACA



Dundurn Museum & Archives Staff



Kamsack Local History Rm

## President's Message

As the new SCAA President, I would like to thank all those SCAA members who took an active part in organizing the Association of Canadian Archivists (ACA) Conference this past June in Saskatoon. From the feedback I have received from across the country, this year's annual gathering was one of the most popular, successful and well-run conferences the ACA has yet seen. A new standard of excellence has now been set for future conferences. Again, congratulations to Mark Vajcner, Kathy Szalasznyj, Cheryl Avery, Tim Hutchinson, Linda Putz, Kathy Buriaynk, Nicole Kruppi, Cheryl Brown, Jeff O'Brien, D'Arcy Hande and Cam Hart for all their hard work and effort.

The year 2005 has been a very busy one for Saskatchewan's archives and archivists as they have helped individuals, businesses, groups and communities across the province celebrate Saskatchewan's Centennial Year. During this time of reflection, it has been a pleasure to witness Canada's re-discovery of our province's unique history and to see how our archivists and archival institutions have helped preserve, nurture and make that history available for all those who wish to experience it. This year of celebration has helped 'shine the light' on what archives in this province are all about, making people aware of the important societal role archives play in preserving public memory and managing public accountability. These are the roles the SCAA will be working hard to maintain in the years to come.

To secure the means to achieve these ends, the SCAA will be working with the Canadian Council of Archives (CCA) and the Library and Archives of Canada (LAC) to secure federal funding for the establishment of a National Archival Development Plan (NADP). The plan's mandate is to establish programmes to support the Canadian archival community through professional, technical and financial assistance. This support will allow archivists across the country to preserve, promote and provide access to our nation's documentary heritage.

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Carey Isaak, City of Regina Archivist, SCAA President, 2005-2006



Raising Berry Champagne to Partnership: CCA and SCAA Sign Memorandum of Agreement, June 8, 2005

## (President's Message...from page one)

The development of the NADP is a result of a lengthy consultation process between the various provincial archival councils (like the SCAA), the CCA and the LAC, in response to the changing environment and realities facing the Canadian archival community. These consultations examined the impact of the LAC's transformation on the Canadian archival community, the new funding regime imposed by the Treasury Board which affects all federal transfer payment policies and the role played by provincial councils in adjudicating provincial allocations of those transfer payments.

As a result of these consultations, the future for archives in Canada now appears to be on more stable footing. The LAC will continue its mandated role as a granting agency, accountable to Parliament for its activities and the funds it distributes to the Canadian archival community. The CCA will also continue in its role as 3rd Party delivery agent. The provincial councils will receive the same allocation of dollars for this upcoming grant year (2005-2006) and will continue to have the authority to adjudicate those funds as they see fit. However, there will be some changes. Those receiving funds will now have to be more accountable of their expenditures and provide evidence of their evaluation and performance against their stated outcomes and objectives. Specific performance indicators will have to be met. In other words, there will be a large number of hoops to jump through irrelevant of the amount of funds received.

This is the new reality facing the LAC and the CCA as well; the CCA will be accountable to the LAC and the LAC, in turn, will be accountable to the Treasury Board. All these measures have been introduced to ensure financial and programme accountability. In my opinion, this is not a bad thing. If the Canadian archival community can provide the Treasury Board with evidence that it can ensure sound management practices of its finances and its various programs that focus public access, capacity building and preservation, then future funding levels will have a better chance of being increased.

In the weeks to come, the Executive will be busy setting the stage for the upcoming months. It will be meeting in Davidson in early October to discuss a number of issues including: planning for next years' grant applications (due this fall); our application to SaskCulture for Provincial Cultural Organization (PCO) status; possible by-law revisions, and; various on-going initiatives. The Council will also be represented at the CCA General Assembly in Ottawa, October 22 and 23; a report on the proceedings and outcomes of the General Assembly will appear in the next issue of the *Archives Re-Past*.

If there are any issues/concerns/problems you would like to discuss involving the archival community here in Saskatchewan, please feel free to contact me at any time. I can be reached at my office at the City of Regina time during office hours at (306) 787-7189.

Carey Isaak  
SCAA President

## Saskatchewan's Archives in the News

It was great to see a number of our archives and archivists featured in Saskatchewan newspapers in this Centennial Year.

**D'Arcy Hande** hit *The Sun*, **Jennifer Hoesgens** of Humboldt was in the *Star-Phoenix*, along with **Graham Guest** of La Ronge and **Lynn Manners** of Lloydminster Archives, making the 100 Years – 100 Towns section. Did I mention Jeff O'Brien who seems to make regular debuts on TV and in the papers? High profile lot that we are. Some of the time.

How have we survived the centennial year? What has life held after ACA 2005? Are your documents getting dog-eared and your archivists running out of steam, longing to sit down to organize a quiet collection in peace?

Respite at a Conference! We were pleased to have the Saskatchewan History Conference, September 8 – 10, happen in Regina (great papers on the TC Douglas days; a medical paper on LSD in Weyburn; a fantastic genealogical paper on the fur-trading families of Northern Saskatchewan by Professor Brenda McDougall of the U. of S. Native Studies Department. The "B and B" organizers, **Professors Bill Waiser** and **Bill Brennan**, are to be commended. The SCAA and Saskatchewan Archives both had displays there, ours showing the Virtuals on line.

A week later, another conference: this time Heritage Canada met. The 3-day conference also included a series of technical sessions and case studies, fascinating walking tours of Regina, including the historic Warehouse District, and the opportunity to participate in an informative all day-field trip to Southern Saskatchewan heritage sites, including the Claybank Brick Plant National Historic Site and Moose Jaw.

One of our SCAA members, **Frank Korvemaker**, whose career spans many aspects of heritage, received an award for his many years of heritage research and great contribution, presented to him at Government House. **See interview, page 7.**

# AMIA 2005

November 30-December 3, 2005  
Austin, Texas

## Living on the Edge –

### **The Place of Archives in the Heritage and Cultural Community, June 28 – July 1, 2006, NFL**

The ACA 2006 Conference Programme Committee is looking for papers on the above theme, and issues related to this convergence that will affect us all as archivists. Among the areas the Program Committee hopes to receive proposals are topics such as:

1. Heritage Policy and other related heritage legislation
2. The convergence of archives, culture and heritage in the digital world
3. Building new audiences and developing new markets
4. The new heritage, cultural, and information institution
5. Archival, heritage and information education
6. The new heritage/information professional

Please join us in St. John's, Newfoundland and Labrador, Canada to discuss these and other related topics on how archives and archivists will fit in to this brave new world that combines heritage, culture and information.

#### **SUBMITTING PROPOSALS:**

The conference sessions will be determined based on the proposals received. We encourage individuals to submit fully developed session proposals, including confirmed participation of the speakers but individual session presentation proposals are also welcome. Use the electronic form that is available at [www.archivists.ca/conference](http://www.archivists.ca/conference) on the ACA website. Submitting your session proposal in electronic form is strongly encouraged.

**THE DEADLINE FOR SUBMISSION OF PROPOSALS IS 24 OCTOBER 2005.**

Questions concerning the conference program may be directed to the 2006 Program Committee Chair at the address below.

**Please send session proposals to:**  
**Michael Mooseberger,**  
**Program Chair, 2006 ACA Conference,**  
**Room 5104 Killam Library, Dalhousie**  
**University, 6225 University Avenue,**  
**Halifax, Nova Scotia CANADA B3H 4H8**  
**Tel: (902) 494-5176 FAX: (902)494-2062**  
**E-mail: [Michael.Moosberger@dal.ca](mailto:Michael.Moosberger@dal.ca)**

#### **BOOK REVIEW:**

**Creating Effective Partnerships with Business: A Guide for Charities and Nonprofits in Canada** by Imagine, The Canadian Centre for Philanthropy, 2000. 74 pp.

How do we tap resources in the private sector, partnering with business, as government resources shrink? This is a useful book that looks at why businesses contribute, what is social marketing, how joint ventures can help your nonprofit, legal and tax issues, and determining your strategic fit.

Who gives to charities and non-profits? In giving order, banks, refined petroleum companies, beverages and tobacco companies, chemical companies and pharmaceuticals, insurance, real estate, utilities and transportation companies.

What do they give? Many seek money, when actually a lot of companies prefer to give in-kind gifts (advertising, conference space, volunteer time ) so that there is more a sense of community involved. Various plans are possible.

The book says, "don't go in cold." Know your mission, mandate, resources. Have a plan. Know why you are thinking the proposed business might partner well with you.

Also, you have to look the part. This is one time where appearances are important. You must appear persuasive; and be concise in your presentation. Speak clearly and avoid jargon.

A well-structured proposal to a business will include: introduction and summary; needs; project objectives; project plan; qualifications; evaluation; project future; and attachments/appendix.

It's a book full of good tidbits, replete with success stories that partner business with non-profits. If there is one thing I learned, archives have to learn to present themselves effectively to business. To use a phrase from the Promotions Workshop this last spring: have one strong message. (If anyone wants to borrow my copy of this book, just call me.)

**Kathy Szalasznyj, Outreach**  
**374-7143**

## PROMOTING ARCHIVES

### DONOR DAY at SASKATCHEWAN ARCHIVES, SEPTEMBER 22, 2005



An event honoring archival donors was held at the Regina Hillsdale location of the Saskatchewan Archives Board on September 22<sup>nd</sup>.

The Honourable Joan Beatty, Minister of Culture, Youth and Recreation addressed guests, along with other key speakers, including Trevor Powell, Provincial Archivist.

Those in attendance also took part in a tour of the archives; there was opportunity to view archives' exhibits. Refreshments followed, completing a very pleasant focus on the value of archives and the importance of donations that would add to the growing collection of valuable funds.

This also sets a good example for other archives. Events are great ways to raise the profile of archives in the community, attracting media attention and allowing archives to be the friendly places they are! Other possibilities to consider might be:

- A historic tea, with real teacups, and a presentation on a lively topic from the past (and why not wear a hat?)
- Grandparents and Grandchildren Day
- Specialized group gatherings such as sports figures/sport archives or artists and art collectors for a talk on art archives
- a Mall display of theme archives (scans or copies)

Why not show a old film and serve fresh popcorn? How about a "Random Act of Archives?" where interesting documents are read in a public place to various persons (don't forget to make prior arrangements!!\*) Got more ideas? Send them to the *Archives Re-Past* and we will publish them for the benefit of all.



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### CCA PRESENTATION TO THE FINANCE COMMITTEE URGES INCREASED INVESTMENT IN ARCHIVES

**October 6, 2005** – Canadian Council of Archives (CCA) appeared last night before the House of Commons Standing Committee on Finance which is making recommendations for the next federal budget. "Our message to the Finance Committee is that archives require a relatively modest amount of money over an extended period of time in order to ensure that Canadians will have the necessary access to archival information and their documentary heritage" said Mr. Fred Farrell, Chair of the CCA Board of Directors. Mr. Farrell continued, "The federal government handsomely sponsors the use of archives through its many research grants and infrastructure initiatives. This investment however, neglects the fact that research is dependent on those institutions that support information and evidence. Canada cannot sustain a healthy, diversified research climate across the country without ensuring the vibrancy of its archival network." The Canadian Council of Archives submitted three recommendations to the Standing Committee on Finance. In its primary recommendation, CCA urged the Government of Canada to invest \$75 million in multi-year funding to increase the capacity of archives to deliver information and documentary heritage to Canadians from coast to coast. Second, CCA encouraged the commitment of funds to enable Library and Archives Canada to enact its legislated role to support the development of the archival community and to provide the necessary support to act upon the recommendations made by the Auditor General in her November 2003 Report, regarding the Protection of Cultural Heritage in the Federal Government. Third, CCA supported the allocation of resources necessary to execute Canadian Heritage's proposed new Museums Policy. **(see the CCA website for more information)**



# Signing the Memorandum of Understanding 8 June 2005

Christina Nichols, CCA Executive Director  
Fred Farrell, CCA Chairman  
Mark Vajcner, SCAA President

**The Memorandum of  
Understanding between the  
Canadian Council of Archives  
and the  
SCAA represents**



## **A COMMITMENT TO UNITY AND NETWORKING**

**for archives throughout Saskatchewan and Canada**



**CCA:** identifying national archival priorities, offering grant programs, professional advice, publications, discussion forums, awareness, media kits. Friendly and knowledgeable.

**Visit ... <http://www.cdncouncilarchives.ca>**

## Nine Nuggets from the Promotions Workshop, June 6, 2005



**Dr. Barbara Phillips**  
College of Commerce, U. of S.



The pre-Conference workshop on Promotions left the participants with a number of key points. Dr. Barbara's presentation was clear and her Power-Point notes just great, so getting the nuggets wasn't a matter of panning.

Here they are:

1. What's the big word in Promotions? It is **PERSUASION**. Marketing communications are designed to persuade the consumer (we read "user," "visitor").
2. Have **one** clear, concise message.
3. 3 key decisions: **to whom** are we talking (target); **where** are we talking to them (media); **what are we saying** to them? (message choices)
4. **Consumers are segmented** according to geography, demography, psychography and behaviour-ography (aha! Just testing.... Behavioural patterns). Psychography has to do with lifestyle and how the product fits that; the behavioural side is about benefits desired, purchase cycle, usage rates).
- 5 **Tools to use:** advertising (coupons and contests); sales promo (sampling); direct response and digital marketing; pr marketing and events marketing. **Events** means display, sponsoring an event, holding a benefit dance, celebrating an anniversary. Events marketing, she thought, can be a fit for archives.
- 6 How does persuasion work? One model called the "Hierarchy of Effects" says: we move from **awareness to knowledge to liking to preference to conviction to purchase**. Another model says we move from **attention to interest to desire to action**.
- 7 In archives we have to ask ourselves, what is our purpose in advertising: are we trying to raise money? Are we trying to raise general awareness? Meet a special goal? Sometimes we need to do it all, but we will hurt our efforts if we give a mixed message.
- 8 Can we **piggyback** on another event? For example, during Folkfest, should we carry articles on ethnic archives in our holdings? Gear our PR to what's in the news?
- 9 How can **we partner our efforts**, such as sell a historic T-shirt (not an old one... a T-shirt with a vintage photo!) that would market our message?

Humour cartoonist, Miroslav Barták on thinking...

*... human brain cells commence the process of necrosis as soon as a man starts to be deadly serious about something...*



## Saluting "Mr. Heritage" *SCAA member - Frank Korvemaker*

***With 38 years of heritage work and still at it, Frank recently received two prestigious, very-deserving awards: The President's Award, SK Architectural Heritage Society and The Lieutenant Governor's Award (a national medal and engraved certificate) presented at Government House during the Heritage Canada Conference in Regina, September. A roving Re-Past reporter caught up with Frank in Regina on September 30.***

**Where is home, Frank?** Holland (1947-54); then raised in Greenfield Park, near Montreal for grade & high school; and two years at Sir George Williams University (now Concordia). I'm basically a 1950s/60s Montreal kinda kid. Graduated from U of Sask, Regina Campus (now U of R) in 1971. Picked up a degree and a wife there – not necessarily in that order, or importance!

**What work did you do with built heritage?** My favourite work was documenting historic buildings, and discovering alterations – got to be quite an expert at that. Research and assessment of sites for provincial / national heritage significance; co-ordinated the Claybank Brick Plan National Heritage Project; gave slide shows around the province promoting the preservation of heritage sites; drafted / revised heritage legislation; to keep from getting bored, I also contributed to various books, magazines, etc; and participated in video productions and heritage conferences / workshops. [ Frank is not mentioning his massive architectural inventory of 40,000 photographs noted in his award, so I will!]

**How do you find working in documentary history.... how does it relate to built history?** In the past I regularly consulted archival materials in order to conduct built heritage appraisals. Since many of the buildings I researched were government structures, I naturally reviewed government records (architectural drawings, photographs, annual reports, building specific files, etc) on a regular basis. Often I was frustrated by the lack of records that should have been preserved for sites – but recognized that back in 1910 or whenever, people then had no idea that the records they were destroying would eventually be for a site or structure to be designated as a provincial or national historic site. Handling the records at the appraisal stage is just wonderful, as it gives me a chance to see site / program / organizational files at a level not usually available to researchers – before the culling takes place. As with historic buildings, I examine the records / buildings just long enough to get a good sense of their value, write up their heritage significance, recommend preservation or disposal, and then on to the next appraisal. On a very few occasions during the past year, I have been fortunate to deal with records that actually relate to a site that has now been designated as either a municipal, provincial or national heritage property. In that case, I take a closer look, to ensure that records which might be particularly useful to some future restoration or site interpretation are retained. Having a detailed knowledge of what heritage sites are in the province is useful in this regard. From a GRB office perspective it is probably good that there are not a lot of such diversions for me. Of course, for records that do not deal with specific heritage sites, the whole appraisal process takes into consideration Saskatchewan's evolving history and how these records help illustrate or understand that process. I have been very pleased to see some records in areas where I never worked before, such as Sask. Labour, and to look at their records from my holistic background. Both an honour and a pleasure.

**Any comments on bridging the various aspects of historical study?** My Canadian heritage career has been a continuum of learning about different aspects of our heritage. Skills that I learned in cataloguing artifacts and photographs during my archaeology days have been useful in dealing with similar items ever since. The detailed analysis which was necessary to document a heritage structure was useful in critically analyzing the contents of historic records – always looking for certain clues – sometimes in the physical construction, sometimes discerning handwriting characteristics to determine if the same person created the record or if it was altered by later persons. The benefits of having useful cross-referenced indices are well known to anyone doing historical research. Over the years, when I have encountered useful books dealing with Saskatchewan history, but which lacked an index, I would index them myself just to make them readily available for future work. Indexing has given me a further appreciation for detail. Well-organized filing systems are critical to doing an efficient appraisal, and I have long been involved with the creation and maintenance of cross-referenced filing systems, at Parks Canada in the 60s, Alberta Historic Sites in the 70s, and at the Sask. Heritage Branch in the 80s and 90s. All of this now comes to good use as I breeze - or slug - through various departmental filing systems. And analytical skills are useful regardless of how they are being applied. In the short term, that has probably been the single most useful resource that I brought with me to the SAB. (As an aside, my constant need for ready Saskatchewan historic reference material in the 1980s led to discussions to that effect with Garth Pugh, now Manager of the Sask. Heritage Foundation, and eventually to our approaching the Canadian Plains Research Centre to produce a *Saskatchewan Encyclopedia*. Of all my achievements, seeing the resultant publication come to fruition on Sept. 8 was probably the most worthwhile from a long-term and province-wide perspective.) In summary, all of my past research work and experience is proving to be useful in my present work with the Saskatchewan Archives Board.

My career has been a series of building blocks – some might say bricks, which are critically inter-connected in order to create a solid foundation for the next activity. After 38 years, I now have a VERY GOOD foundation – I wonder if I will ever get around to building the superstructure?

**CONGRATULATIONS FROM ALL OF US, FRANK!**



WORKING TO PRESERVE THE DOCUMENTARY HERITAGE OF SASKATCHEWAN



SAB exhibit at Sk History Conference, Regina (above)  
and Conference attendees ( below)



Tim Hutchinson at Launch of Northern  
Research Portal, U. of S. Archives, June 8,  
2005



Chinese delegates at ACA, Saskatoon

