Exploring Celebrations & the After Effects

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How Do You Celebrate 50 Years in Business?

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May 9, 2019
SFA Annual Meeting
• No joke, buy a new Toyota and get a discount from me!

• See me afterward.
• JM Family started in 1968
• The Jim Moran Foundation est in 2000
• Corporate Archives created in 2016
• Archives in Corporate Communications
• All associate introduction e-mail Dec 2016
Intranet Page Launched

- Corporate Archives internal page on The Hub launched in 2017
- Educate & interact
Engage Associates

- The Archives started with a monthly blog to educate our associates about our history.
- Name That Associate – asking associates to name unknowns in photos each month.
50th Anniversary Kick Off

- Celebrate in 2018
- Start with a theme
- Develop a logo
- Be a part of the 50th Committee
Search newsletters, brochures, photos & talk to people.
Ask Customers For Material

Not a huge response, but it was successful!
25th Event: Newsletter, Lapel Pin and 30’ Exhibit
35th Anniversary

Newsletter, Lapel Pin and Cirque du Soleil show.
50th Archives Traveling Exhibit

- Adler Display Studios from Baltimore created the exhibit.
- $14,000 for display & traveling cases
BIG: 7.5’ tall x 24’ long

- 2 people needed for set up
- 3 people ideal for set up
- 45 minutes to set up
- 20 minutes to take down
- Each panel was a decade with Sales Figures
• Variety of exhibit layouts possible
  • Shown February to October
• Positive response: built 3 exhibits
• Exhibit set up 29 times in 22 locations
Exhibit Cases Adler Provided

• Heavy lifting, down stairs, tight corners & elevators

• Flexibility on start date
  • 500 pounds
Traveling Cases

• Damage on initial delivery
• Heavy stuff: 740 pounds for both!

Custom Crate & Logistics: 954-527-5742
Suggestions for Improvement

- Lighter material
- Easier build time
- Better Instructions
- Crate storage
- Forklift available
Permanent Exhibit

JM Custom Creations printed and installed the exhibit.

www.jmcustomcreations.com
Corporate Communications team shared 150 articles.
- Archives provided logos, photos and videos.
• E-newsletter sent to all associates highlighting the past month articles with links to The Hub.

• 50 Years of Family website timeline created
Route 68 Tour to 5 cities

Ads blown up on fabric.

More old archival ads shared
The Corporate Communications team was instrumental in all of the 50th events and print material.
Promote archives

Active collecting

Help and educate others

Future milestones
2018 broke ground for 5 new buildings to replace 7 old buildings

$150 Million Project

Where will the Archives land?
Contact Me

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The Panama Canal Museum Collection (PCMC)

• 2012 – UF acquires the Panama Canal Museum
• 2014 – Centennial of the Panama Canal
Preserving a Legacy, Celebrating a Centennial, Leveraging an Extraordinary Human Achievement
Celebration Team
100 Years of the Panama Canal
Centennial Celebration Weekend

August 15, 2014

• 2 lectures
• 1 concert
• 11 exhibits
Other Activities 2014-15
The Good
Panama and the Canal is a joint project from the University of Florida George A. Smathers Libraries and the Panama Canal Museum. Panama and the Canal builds from the former Panama Canal Museum’s rich collection of Panama and Canal Zone materials and the extensive holdings on Panama and the whole of Latin America from the George A. Smathers Libraries’ Latin American & Caribbean Collection, Government Documents Collection, and Map & Imagery Library. The Government Documents Department the Center of Excellence for the U.S. Panama Canal Commission and its predecessor agencies.

Panama and the Canal includes three collections:

Panama Canal Museum Collection
The Panama Canal Museum, formerly located in Seminole, FL, closed in 2012 and transferred its collection to the Smathers Libraries, greatly enhancing UF’s holdings on Panama and the Canal. The museum’s mission was to document, interpret, preserve, and articulate the leadership role played by the United States in the history of Panama, with emphasis on the construction, operation, maintenance, and defense of the Panama Canal.
Happy 100th birthday Panama Canal! The Centennial celebration is finally here! To celebrate 100 years we want to share the image of the SS Ancon passing through the canal on this very day 100 years ago.
The Good

100 Years of the Panama Canal
Celebrating the Centennial: 1914-2014

Video Interviews with Former Canal Zone Residents
The University of Florida
August 16, 2014
The Not So Good
Visitor center at U.S. cemetery in Corozol Paloma
Tombstones at Corozol Cemetery
Flags at cemetery memorial tower
Corozol Cemetery Memorial Tower
Long-term Impacts
Long-term Impacts
Thank you!

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PCMC images available at: http://ufdc.ufl.edu/pcm
Celebration

as impetus for action and collaboration
Collaboration

Special Collections & University Archives
Communications & Marketing
Office of the President
A whisper to a shout

Centralized organization
Eighteen month roll out
Multifaceted approach
Around campus

College Celebratory Weeks / Representatives
50th Library Exhibit
June Anniversary Gala: A Knight to Remember
Making the usual special

Spirit Splash  State of the University  Performances
Parking decal  Pegasus Magazine  Reunions
Billboards  Banquets
Short & long term impact

Recognition
Digitization

Outreach opportunities
Future Collaboration

More materials
Digitization Projects
Florida State University at 150

Sporadic official records
Alumni memorabilia rejected by due to space
Scattered materials
The Heritage Protocol

Alumni, faculty, and community members join forces

Mary Lou Norwood, Class of 1947

University Relations/Libraries/Alumni Association establish program in 2005

University Archives/Heritage Protocol separate

Alumni Association collection is the basis for Heritage Protocol
The Heritage Museum
The downside

Rush to create a “Legacy”

Decentralized program

Focus on student/memorabilia collections

Inconsistencies
Heritage & University Archives

Special Collections & Archives Division of University Libraries
Holistic approach
Collaboration with Records Management
Heritage Museum
Perpetual celebration & opportunity
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