



# Exploring Celebrations & the After Effects



Michael Zaidman  
*JM Family Enterprises*

John Nemmers  
*University of Florida  
A. Smathers Libraries*

*George*

Sandra A. Varry  
*Florida State University Libraries*



# How Do You Celebrate 50 Years in Business?

Michael Zaidman  
*Senior Corporate Archivist  
JM Family Enterprises*

*May 9, 2019  
SFA Annual Meeting*



archives



# Friends & Family discount

archives

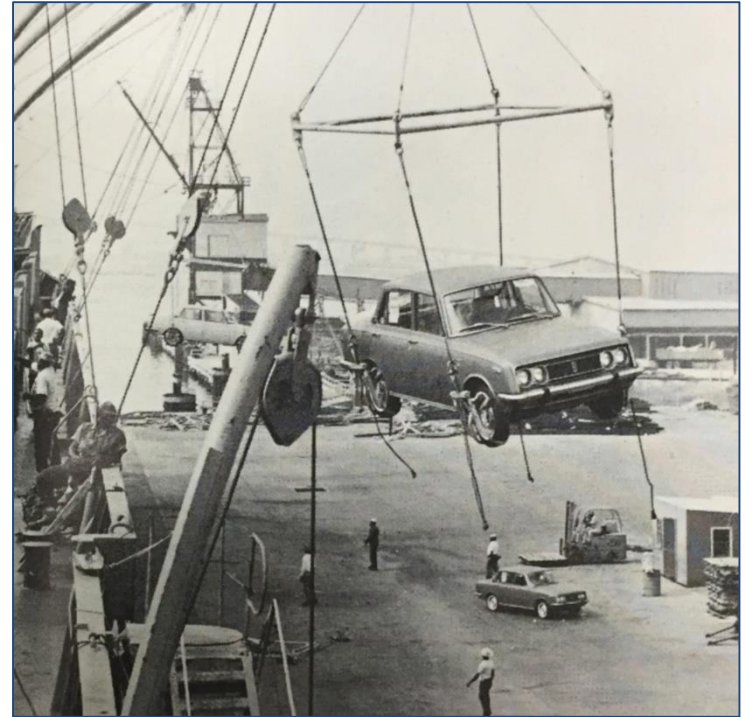
- No joke, buy a new Toyota and get a discount from me!
- See me afterward.



# The Start of the Archives



- 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



The screenshot shows the 'Corporate Archives' page on 'The Hub' intranet. The page has a top navigation bar with 'The Hub' logo and tabs for 'People', 'Places', 'Content', 'Help', and 'My Hub'. Below this is a secondary navigation bar with 'News & Updates', 'Resources', 'Total Rewards', and 'Company'. The main content area is titled 'Corporate Archives in Company' and includes a 'Following' button and 'Actions' menu. A navigation menu at the bottom of the main content area lists 'Overview', 'Activity', 'Content', 'Images', 'People', 'Subspaces', 'Calendar', and 'Reports'. The main content is divided into three columns: 'JM Family Enterprises Corporate Archives Purpose', 'Submit To The Archives', and 'Name That Associate'. The 'Submit To The Archives' section includes a call to action and a photo of a group of people. The 'Name That Associate' section includes a call to action and a photo of a document. The 'Latest Items Received' section includes a call to action and a photo of a document. On the right side, there is a 'FEATURED VIDEO' section with a video player showing a building. Below the video is a 'KEY CONTENT AND PLACES' section with a list of items: 'Monthly JM Family Archives Post' and 'Items Wanted For The Corporate Archives'. At the bottom right, there is an 'ASK CORPORATE ARCHIVES' section with a search box and a button to 'Ask my question'. Below that is an 'ANSWERED QUESTIONS' section with the text 'No questions have been answered yet.'

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

# Engage Associates



Name That Associate 012.jpg

Photo posted by Michael Zaidman on Dec 22, 2016

- 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.



# 50<sup>th</sup> Anniversary Kick Off

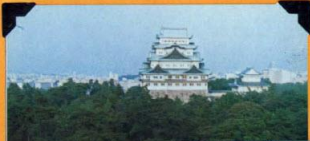


- Celebrate in 2018
- Start with a theme
  - Develop a logo
- Be a part of the 50<sup>th</sup> Committee


# Create a Timeline of Events

archives


**SOUTHEAST TOYOTA DEALERS**  
*Domo Arigato Journey*  
(Thank You Very Much)  
July 31 to August 7, 1977




NAGOYA CASTLE, JAPAN



RAINBOW FALLS, HILO, HAWAII



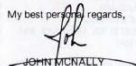
**JM FAMILY NEWS**  
ASSOCIATES NEWSLETTER VOLUME 4



To all the people I work with:

This is the first issue of our newsletter with our new company name, JM Family Enterprises, Inc. When we announced this name change at the Christmas Party, we talked about what it meant; and when all was said and done, it comes down to two important things. One, you and your best efforts are so important in order for us to be successful; and two, you will share in the rewards of that success. Working together as a family can mean so very much in what we do every day as well as the bonuses we receive at the end of the year. What you do and how well you do it all adds up. This applies to everyone, no matter where you are in the company.

Sell more and save more. If we do this and we do the very best we can, then at the end of the year there is just no telling how good it can be for all of us. We can make it better than last year. We have proven that and it's up to each of us to make it happen...every day! After all, isn't that what being part of the family is all about? I know we can do it!!

My best personal regards,  
  
JOHN McNALLY



Search newsletters, brochures, photos & talk to people.





# Ask Customers For Material

archives



Not a huge response, but it was successful!

# Look At Past Events



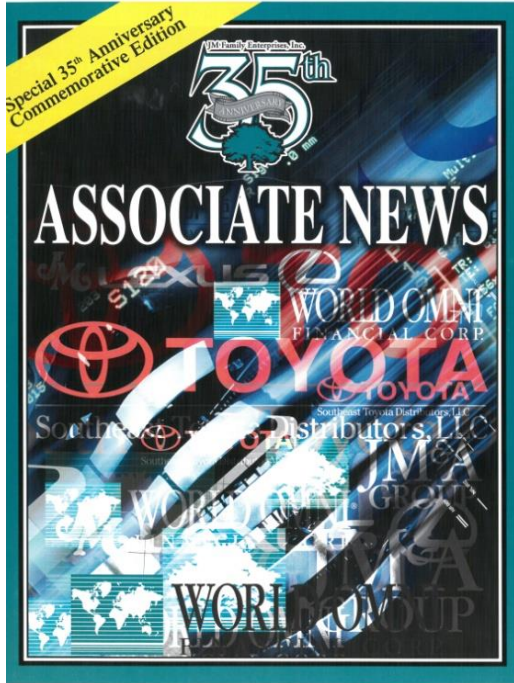
25<sup>th</sup> Event: Newsletter, Lapel Pin and 30' Exhibit





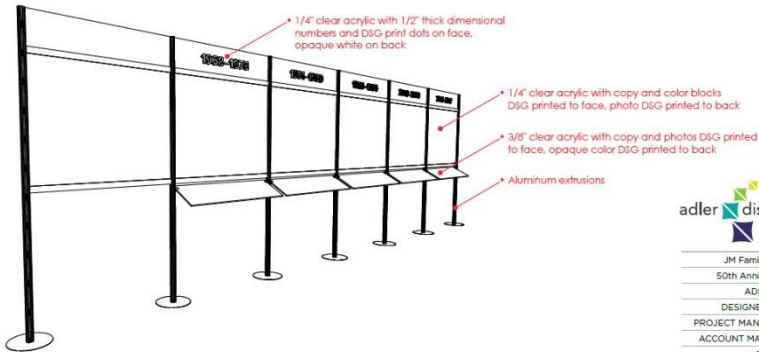
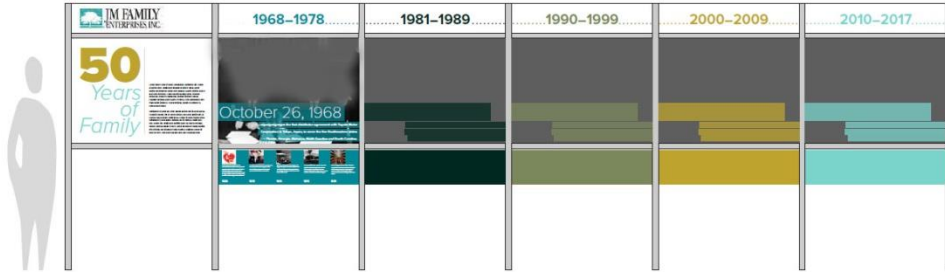
# 35<sup>th</sup> Anniversary

archives



Newsletter, Lapel Pin and Cirque du Soleil show.

# 50<sup>th</sup> Archives Traveling Exhibit



JM Family Enterprises  
50th Anniversary Display  
ADLQ33720  
DESIGNER - Doug Holt  
PROJECT MANAGER - Shelia Walsh  
ACCOUNT MANAGER - Jeff Bank  
02.1717

This design was originated by Adler Display and remains the property of Adler Display until purchased. The exclusive right to estimate for production is reserved by Adler Display.

- 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



# Straight, Split or Rectangle



- 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

archives



JM Custom Creations  
printed and installed  
the exhibit.

[www.jmcustomcreations.com](http://www.jmcustomcreations.com)



# Milestones Shared Internally



## July 18, 1991: World Omni's Mobile Service Center Opens

Blog Post created by Diane High on Jul 17, 2018

Like • 0 Comment • 0

On this day in 1991, [World Omni Mobile Service Center](#) opened for business! Before then, associates in the regional offices had to wear many hats, including collections and customer service. In an effort to streamline and become more efficient, nine regional locations were consolidated into one new center in Mobile. This allowed them to focus and specialize in their area of expertise. Associates who relocated to Mobile from a regional office to open the center were members of the Mobile Charter Club (pictured here with new associates at a reception held on July 17). Today, World Omni's Mobile Service Center has approximately 350 associates who provide best-in-class service to our customers.



## Major League Toyotas

Liked • 13

Document created by Lauren Fyke on Jul 30, 2018 • Last modified by Lauren Fyke on Jul 30, 2018

In March 1983, [SET](#) loaned Toyota Tercels to New York Yankees players during their spring training camp in Fort Lauderdale, Fla.

### SET LOANS TERCELS to the NEW YORK YANKEES –



during Spring training in Ft. Lauderdale.

Jim Moran, Jr., V.P. & Sales (L) presenting keys to Marsh Samuels, Spring Training Director of the Yankees.

- Corporate Communications team shared 150 articles.
  - Archives provided logos, photos and videos.

# Monthly Newsletter



- E-newsletter sent to all associates highlighting the past month articles with links to The Hub.
- 50 Years of Family website timeline created


50th Anniversary Newsletter - April 2018

Celebrating **50** YEARS OF FAMILY

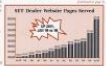
Edition No. 4 April 2018

---

**Now before it disappears by sales associates and customers**  
**SET Internet traffic, presence expands in 1999**



**S**ET Internet traffic, presence expands in 1999. The company's online presence grew significantly, leading to a major achievement in January 1998 when it launched BuyAToyota.com.




**SET Shows Website Traffic Growth**

Toyota Touch newsletter, April 1999, pg 1 - 2

[Learn More About BuyAToyota.com](#)

---

**Past Company Spotlight**  
**Auction Enterprises Formed**



An SET vehicle pulls into the lane for auction

[Watch the Video](#)

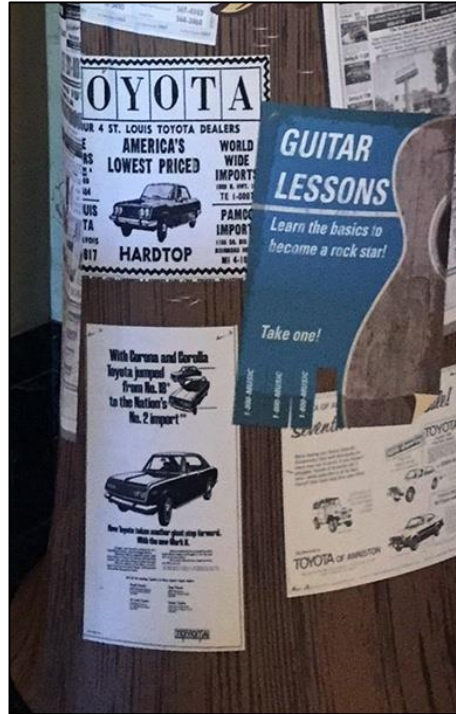
In October 1993, JM Family acquired three auction businesses and formed Auction Enterprises, Inc. The company was a full-service automobile auction operation, including reconditioning centers, body shops and salvage sales. Subsidiary auctions included Greater Orlando Auto Auction, Pensacola Auto Auction, Greater Mobile Auto Auction and New Orleans Metro Auto Auction.





# Route 68 Tour to 5 cities

archives



More old archival ads shared

Ads blown up on fabric.

# 50<sup>th</sup> Commemorative Book

archives



The Corporate Communications team was instrumental in all of the 50<sup>th</sup> events and print material.



# Advertise as much as possible

archives

- Promote archives
  - Active collecting
- Help and educate others
  - Future milestones



# No Resting, Keep Collecting



- 2018 broke ground for 5 new buildings to replace 7 old buildings
- \$150 Million Project
- Where will the Archives land?





# Contact Me

archives

[michael.zaidman@jmfamily.com](mailto:michael.zaidman@jmfamily.com)

954-420-3437

[www.jmfamily.com](http://www.jmfamily.com)



# After the Celebration: The Panama Canal Centennial at the University of Florida

John R. Nemmers, University of Florida  
Society of Florida Archivists, May 2019

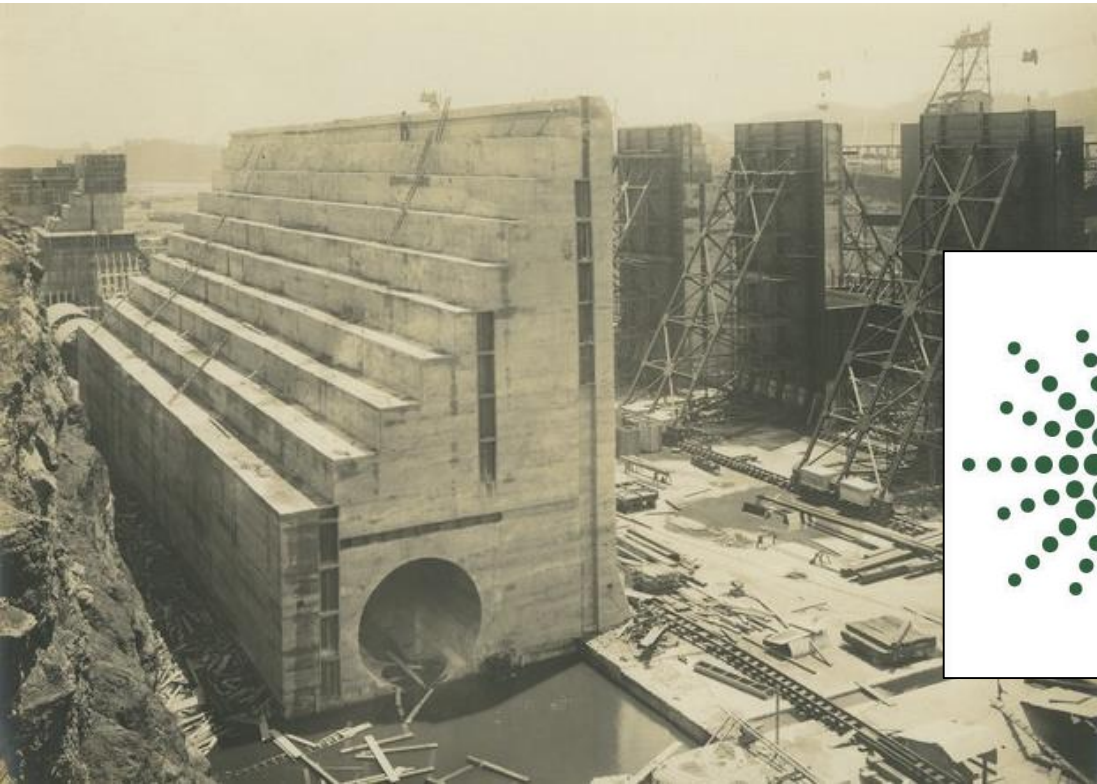


# The Panama Canal Museum Collection (PCMC)



- 2012 – UF acquires the Panama Canal Museum
- 2014 – Centennial of the Panama Canal

# Preserving a Legacy, Celebrating a Centennial, Leveraging an Extraordinary Human Achievement

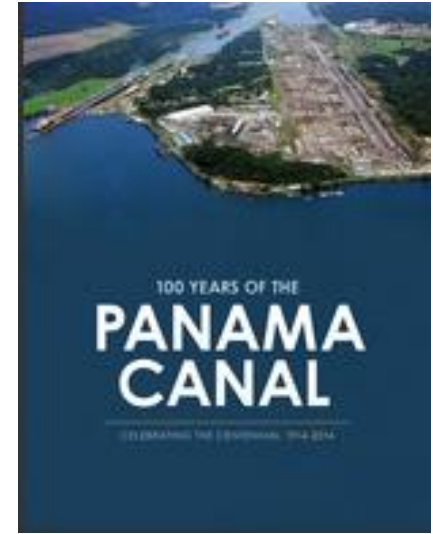




# Celebration Team



# 100 Years of the Panama Canal



The row consists of five panels:

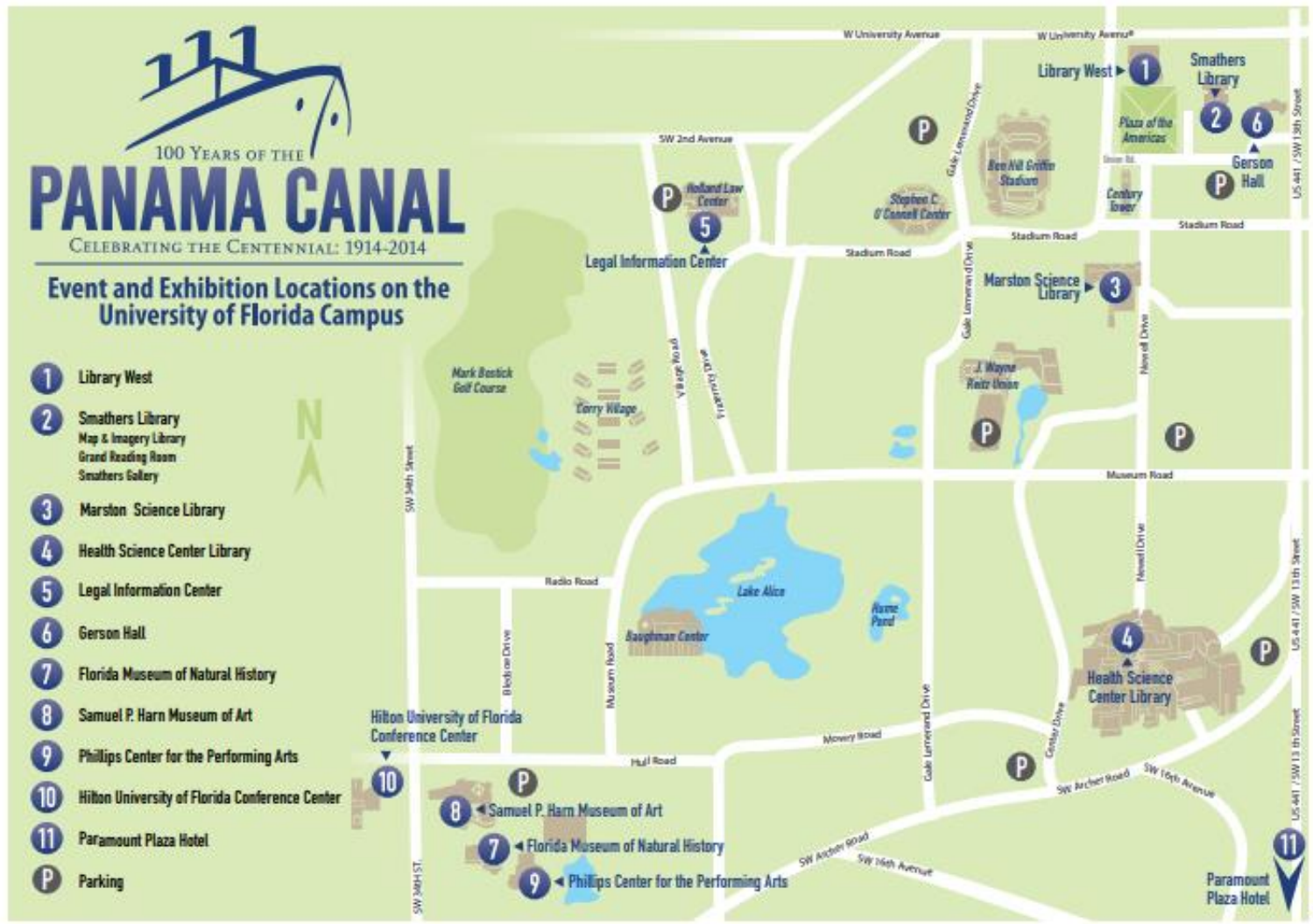
- Panel 1:** Aerial view of a port facility in blue tones. Text: "100 Years of uniting two oceans". At the bottom: "PORT MIAMI CLASSIC DRIVE 100".
- Panel 2:** Aerial view of a port facility in red tones. Contains small text at the bottom.
- Panel 3:** A postage stamp featuring a ship. Text: "USA", "Panama Canal Opens 1914".
- Panel 4:** Light blue background with text: "THE MOST IMPORTANT THING TO HAPPEN IN SHIPPING IN THE LAST 100 YEARS. PORT MIAMI WILL BE READY!". Includes a small inset image of a ship and the "PORT MIAMI" logo.
- Panel 5:** A large ship docked at a pier. Text: "PANAMA CANAL" logo at the top.



# Centennial Celebration Weekend

August 15, 2014

- 2 lectures
- 1 concert
- 11 exhibits

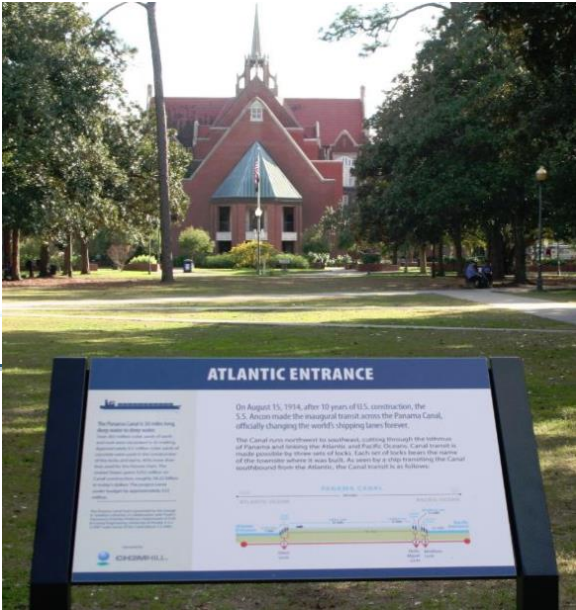
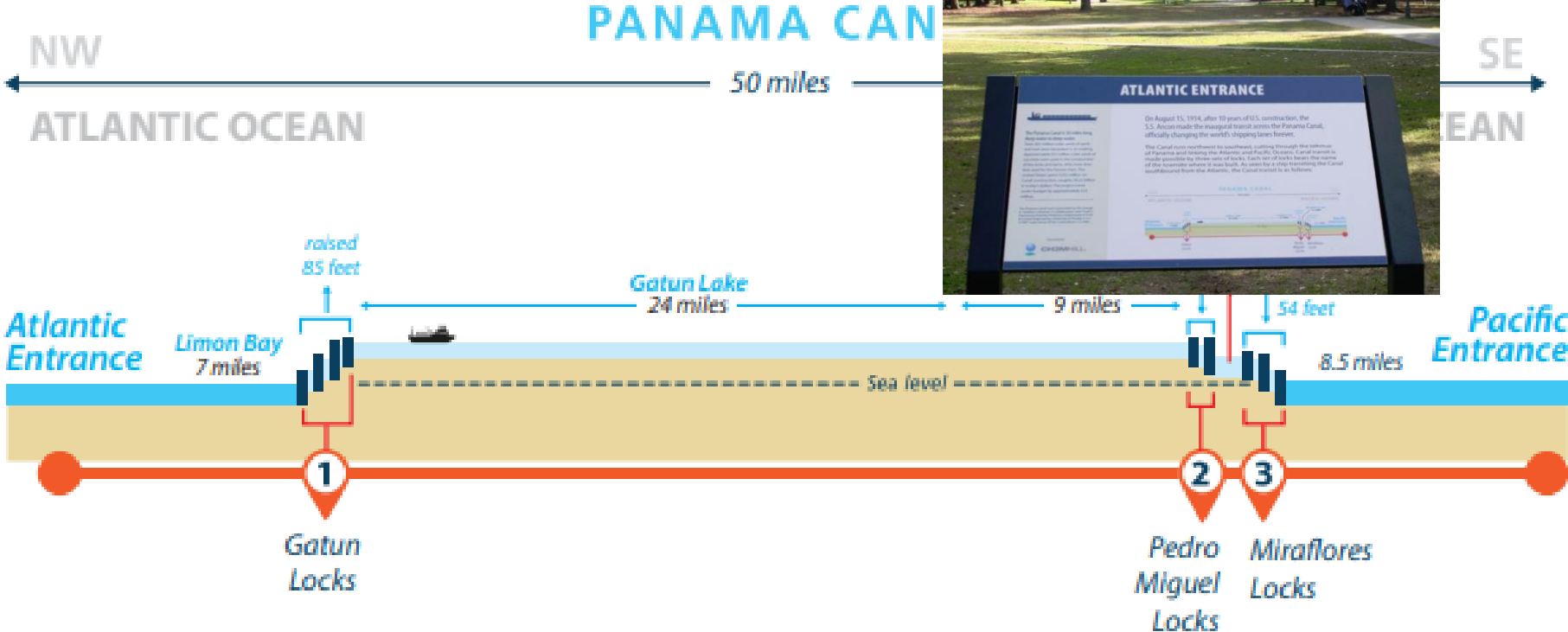




Exhibits



# Other Activities 2014-15



# The Good





# Panama and the Canal



HOME

ADVANCED SEARCH

NEWSPAPER SEARCH

VIEW ITEMS

SUBCOLLECTIONS



PRINT



SEND



ADD

SHARE

Search Collection:

Go

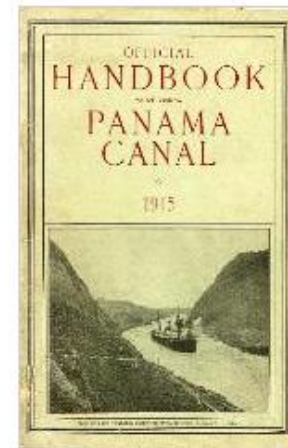
 Include the document text in search<http://ufdc.ufl.edu/pcm>

*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



# The Good

# The Good

<https://ufpcmcollection.wordpress.com/>

## SS ANCON AUGUST 15, 1914

August 15, 2014

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.



### RECENT COMMENTS



Mimi Stratford Col  
the PCMC



Kathleen Robbins  
Discussion



Laura Kosik on The



deepizzaguy on Th

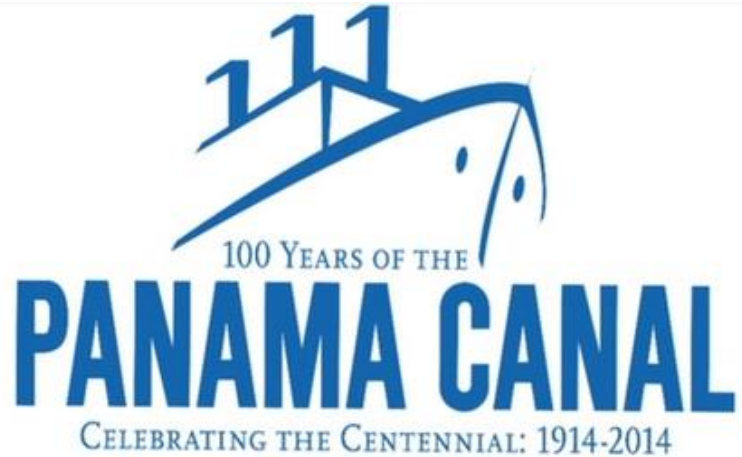


ufpcmcollection or  
A Day at th...





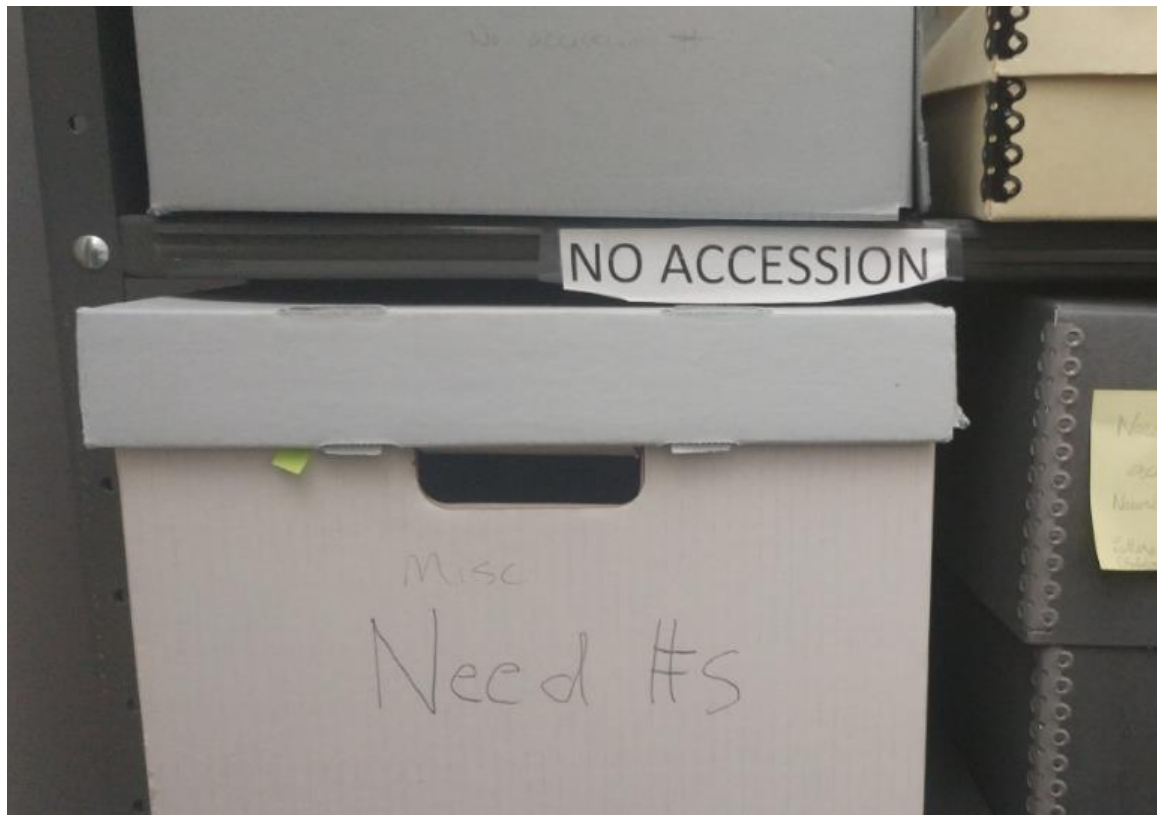
# The Good



Video Interviews with Former  
Canal Zone Residents  
The University of Florida  
August 16, 2014



# The Not So Good





# The Not So Good

FRIENDS OF THE  
PANAMA CANAL  
Museum Collection  
AT THE UNIVERSITY OF FLORIDA



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



UF | George A. Smathers  
Libraries  
UNIVERSITY OF FLORIDA

## BETWEEN TWO OCEANS

April 1, 2017 - March 2, 2018

Albert H. Nahmad Panama Canal Gallery  
*Smathers Library*

# Long-term Impacts





# Thank you!

John R. Nemmers

[jnemmers@ufl.edu](mailto:jnemmers@ufl.edu)

Associate Chair, Special & Area Studies Collections

University of Florida George A. Smathers Libraries



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



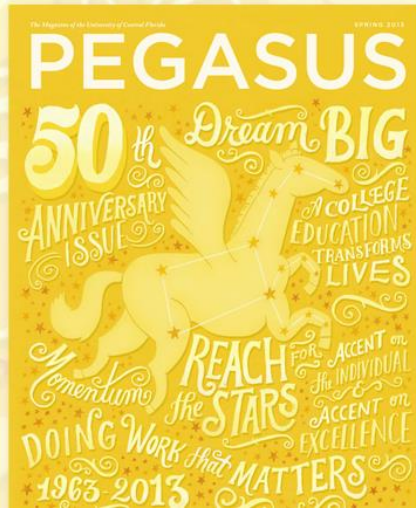


# *A whisper to a shout*

Centralized organization

Eighteen month roll out

Multifaceted approach



50 MOMENTS  
50 YEARS

# *Around campus*

College Celebratory Weeks / Representatives

50<sup>th</sup> Library Exhibit

June Anniversary Gala: A Knight to Remember



# *Making the usual special*

Spirit Splash

Parking decal

Billboards

State of the University

Pegasus Magazine

Banquets

Performances

Reunions





# Short & long term impact

Recognition  
Digitization


Outreach opportunities  
Future Collaboration

More materials  
Digitization Projects

**UCF50**  
1963-2013

## January 24, 1964 UCF Campus Site Selected

**JUNE 10, 1963**  
The Board of Control approves a site near the Orange and Seminole counties' line for the location of the university. Beating out finalists on South Orange Blossom Trail and Seminole County, the site at University and Alafaya would remain untouched for years as the legislature struggled to provide funds for construction.



In the image above, Alafaya is the road in the lower left corner. The site encompassed 1,127 acres on Alafaya Trail.

all time  
UCF Campus Site Selected

Developing a Master Plan

University to Name Florida Technological University (FTU)

Photo: You've Got Skyball!

College of Engineering Authorized

FTU Breaks New Ground

Oldest Start: FTU's First Employee

**UCF DIGITAL COLLECTIONS**  
**UNIVERSITY ARCHIVES**

Digital Collections Home Browse This Collection UA Home Central Florida Future Pegasus Yearbook

Search  Search Advanced Search

Home > University Archives

## University Archives

**About this collection**

The University Archives, housed with the Special Collections, holds publications, records, photographs and other materials of the University of Central Florida, formerly Florida Technological University from its beginnings in 1963 to the current day. Materials selected, preserved, and made accessible for their enduring historical and administrative value to the University.

**Browse the University Archives Collection**

[Click here to browse all University Archives materials by title](#)

By Contents	By Contributing Unit	By Name
Central Florida Future	Accounting	Ana Rivera
University Photographs	Administration	Anita Choice
Pegasus: UCF Yearbook	Admissions	Art Lehmann
University of Central Florida Catalogs	Chemistry	Charles Millican
University of Central Florida Undergraduate Catalog	Computer Science	Cherri Samuel
University of Central Florida Graduate Catalog	Creative School	Clarence Avery

Search all fields:  Search Archives

Search all fields:  Search Photos

Search all fields:  Search UCF Catalogs

# *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

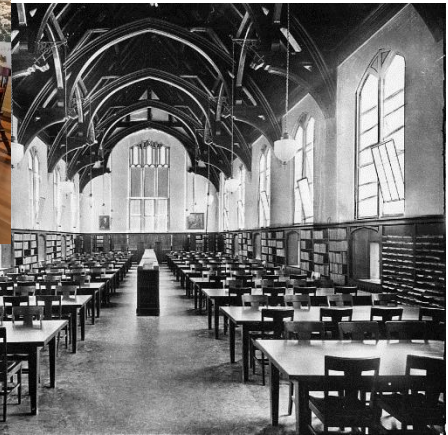
University Archives/Heritage Protocol separate

Alumni Association collection is the basis for  
Heritage Protocol





# *The Heritage Museum*



# *The downside*

Rush to create a “Legacy”

Focus on student/memorabilia collections

Decentralized program

Inconsistencies

FLORIDA STATE UNIVERSITY



FSU LEGACY WALK  
AN HISTORIC TOUR OF THE FLORIDA STATE UNIVERSITY CAMPUS

PHASE I, HISTORIC WALK

Your historic tour begins with noted items of interest within the Westcott Building and then moves outward to the front steps facing College Avenue to the east.

## James D. Westcott Memorial Building



# *Heritage & University Archives*

Special Collections & Archives Division of University Libraries

Holistic approach

Collaboration with Records Management

Heritage Museum



**THE FSU HERITAGE MUSEUM  
IS OPEN FOR EXAM WEEK**

Monday - Thursday  
1-5 pm

Come see us at Dodd Hall!

[HERITAGE.FSU.EDU](https://heritage.fsu.edu)





*Perpetual celebration & opportunity*



Sandra A. Varry, MFA, MLIS, CA, DAS  
*Heritage & University Archivist*  
*Florida State University Libraries*  
*heritage.fsu.edu*

