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NOTICE .. At the 2009 annual meeting, the Board of Directors voted to make *ACRA Edition* quarterly. The newsletter will continue to be sent to ACRA members, SHPOs, and THPOs, with the exception of one issue each year, which will be made available to nonmembers as part of a membership recruitment initiative.

ACRA's Mission

Our mission is to promote the professional, ethical, and business practices of the cultural resources industry, including all of its affiliated disciplines, for the benefit of the resources, the public, and the members of the association by:

- promoting and supporting the business needs of cultural resources practitioners;
- promoting professionalism in the cultural resources industry;
- promoting and providing educational and training opportunities for the cultural resources industry; and
- promoting public awareness of cultural resources and its diverse fields.

A basic tenet of ACRA's philosophy is the cost efficiency of private-sector firms in meeting the need for expertise in cultural resource management. ACRA is strongly opposed to unfair competition from tax-supported contracting programs. We believe that a greater benefit to society, and to the resources, derives from the existence of a healthy community of tax-paying, job-generating, private-sector CRM businesses.

ACRA OFFICERS AND STAFF

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Worker Safety - Keith Seramur, *Keith C. Seramur, P.G., PC*

Liaison Committee - Elizabeth Jacox, *TAG Historical Research & Consulting*

Finance Committee - Colin Busby, *Basin Research Associates, Inc.*

THE PRESIDENT'S CORNER

By Lucy B. Wayne

Since this is the post-conference issue of *ACRA Edition*, I thought I would take this opportunity to reflect on what I got out of the conference, both as part of an ACRA-member firm and as an officer of ACRA. This was the ninth ACRA conference I have attended, and as with all the previous conferences, I am firmly convinced that ACRA conferences are the most helpful and enjoyable conferences I attend. Not only do I learn new things that will hopefully help my company succeed, but even more important is the opportunity to network with other CRM business people. I've made a lot of good friends through my attendance at these conferences and my involvement with ACRA as a board member and officer. I've also found that the people who attend ACRA conferences are consistently willing to provide advice, assistance, and the benefit of their own experiences to other ACRA member firms.



ACRA President Lucy Wayne with husband Marty Wayne at the 2009 ACRA Conference.

So what was my experience this year in Providence? First there was the board meeting. It always impresses me how hard ACRA's board members and officers work for our organization, especially when they are doing this either on their own or their company's time and expense. Board meetings are all-day affairs, which can sometimes feel like an eternity! But the board is large, and it is populated with essentially Type A personalities who either hold management positions or are owners of their firms, so they all have ideas and opinions that they want to express. And that's a good thing, even if it does take a lot of time. We also have a lot of committees working on different topics of interest to ACRA members. So there are numerous reports and issues that have to be addressed at our twice-a-year meetings; many of them are summarized in this issue of the newsletter. Big issues at this year's meeting were the ongoing membership drive, ACRA's participation in SAA's 75th anniversary conference, the just-completed salary survey, the brief economic survey, and the budget for 2010. Nellie Longworth provided an update on the impact of ARRA on federal projects; the good news is that the second wave is on the way. The bad news is that the record keeping required for ARRA projects is apparently substantial.

Then there was the conference itself. After hearing Nellie's update on ARRA, it was very informative and helpful to get Reid Nelson's perspective from the ACHP, as well as his advice on creative mitigation and interpretation of sites. Although my firm has historically not done a lot of federal contracting, like everyone else we are trying to get those contracts now.

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As a result it was interesting to get the perspectives of both federal and state agencies on ARRA and CRM. I was also tremendously impressed with Sonny Trimble's COE program to train disabled veterans to assist with collections management. That's the sort of activity ACRA needs to give awards to!

I was a participant in the panel that discussed beating the recession. Personally I found it interesting to hear about how other firms have weathered the recession-some quite successfully and others (like my firm) not so much. The strong message that came through was that diversification is a major factor in successfully navigating the bad times. I missed other sessions the first day of the conference because I got involved in the excellent ACRA experience of networking with colleagues-but networking is one of the most important aspects of these conferences, so it was worth it.

Saturday I did manage to make it to the sessions on alternative mitigation strategies and viewsheds. I found both sessions to be very helpful in terms of specific ways to deal with projects. The viewsheds session focused heavily on wind projects-an area that I found very interesting considering discussions on ACRA-L about jurisdiction over wind projects and CRM compliance. Then came my personal high point of the conference (total ego trip here!) when I took office as President at the annual business meeting. As I said then, I consider it a great honor to serve as your president and will do my best to represent ACRA well for the next two years. ACRA's Immediate Past President Mike Polk told me I needed to present my vision for ACRA. Well, I'm not much of a vision person-I'm more inclined to action, although that's not always the right approach to take. But if forced to come up with a vision, I would say that I would like to see ACRA grow both in terms of numbers of members and influence.

Thanks to the hard work of Nellie Longworth and our officers and board members, ACRA has become a recognized player at the national level in

CRM. I would like us to continue to build on that status and strengthen it. We have been less successful at the state and local levels, partly because state and local entities don't always appreciate what they see as meddling from a national organization. Hopefully we can increase awareness of who we are and what we do at the state level, and improve our ability to provide input. Earlier this year, we officially asked the SHPOs and THPOs to consider using the ACRA consultant database along with whatever other lists they use when referring someone to a source for CRM work. In order to make this happen, we need you as individual members to lobby your SHPOs and THPOs to take this step.

ACRA remains a relatively small organization, and we all know CRM firms who should be members of ACRA. In order to genuinely represent our industry, we need to recruit more of these firms to join ACRA. I challenge all ACRA member firms to recruit one new member this year. Now how hard can that be?

Finally, I encourage all ACRA member firms and their employees to get involved with ACRA. The more involved you are, the more you will get out of your membership. Attending the annual conference is probably the best way to get the full benefit of ACRA membership. But you can also learn a lot from your ACRA publications: this newsletter, the monthly MagnetMail sent out by HQ, and the website. The MembersOnly mailing list is an excellent way to get input and advice from other members, raise issues, express opinions, make announcements and solicit help. I encourage you to use it often. Then there are the many ACRA committees. Committee membership is open to anyone who works for an ACRA member firm-you don't have to be an officer or board member to participate in a committee. Look through the list in the newsletter or on the web page, and if there is a committee that interests you, please contact either the committee chair or HQ-we love volunteers!

OVERVIEW OF THE 2009 ACRA ANNUAL CONFERENCE IN PROVIDENCE, RHODE ISLAND

By Cinder Miller, ACRA Secretary



Rhode Island Statehouse located immediately adjacent to ACRA conference hotel.

From September 17 to 20, 2009, a total of 137 attendees gathered for the 15th annual ACRA conference in Providence, Rhode Island. Attendees included ACRA members, their families, over fifteen invited guests and VIP speakers, members of Tribal Governments, representatives of state and federal agencies, and local universities and historical societies. The conference, hosted by Gray & Pape, Inc., was held at the historic Renaissance Providence Hotel in Providence, Rhode Island. Of note for this year's conference were the premier of a new workshop, a change in format for a business meeting on Saturday, programming specifically designed to help ACRA members cope with the changing and difficult economic times, and the largest attendance EVER at an ACRA conference.

The conference opened Thursday with three separate events: The fall Board of Directors meeting, the new workshop hosted by The Learning Café, "Engaging a Changing Workforce," and a tour of the Arnold House. Each event was well received! The Arnold House tour was arranged and hosted by Carol Weed of member firm Vanasse Hangen Brustlin, Inc., in Boston. Six people enjoyed visiting the historic



Board members Nancy Farrell, Keith Seramur, Joe Joseph, and Duane Peter at September 17th board meeting.



"Engaging a Changing Workforce" workshop.

residence and touring a small part of the Rhode Island countryside. The workshop featured a "hands on" speaker who taught 22 ACRA members about how to work with colleagues of different generations. Finally, the board meeting covered a variety of topics discussed in the business meeting the next day (see related article on the business meeting elsewhere in this issue).



RPA President Ian Burrow speaking at Liaison Luncheon.

The opening reception was held Thursday night at the hotel, followed on Friday by a full day of sessions and Liaison Luncheon and CRM Business Updates program, featuring RPA President Ian Burrow speaking



Masterminds of the 2009 conference Ray Pasquariello and Cinder Miller of Gray & Pape.

on "RPA & ACRA: Common Ground." A reception on Friday night was hosted by another local firm, the Public Archaeology Lab (PAL), and was followed by an open house at the Gray & Pape Providence office.



Members enjoying the Friday night reception.



Gray & Pape staff relaxing at the Friday night open house at the company's new office.

Outgoing President Mike Polk hosted the annual President's Luncheon on Saturday

After two full days of sessions, the conference concluded with a wonderful cruise on the *Majestic*, a yacht moored in beautiful Newport, Rhode Island. Cruise attendees were all provided with pirate gear, and many donned their eye patches and bandanas while sailing around scenic Narraganset Bay on a lovely, clear evening. For some ACRA members, the conference concluded with a self-guided tour of the waterfire in downtown Providence. For other members, conference networking lasted well into the evening, followed by the "Small Wonders" tour of Shannock Village, which left bright and early for southern Rhode Island at 8 a.m.! This tour also was very well received.



Can you identify these pirate ladies from the dinner cruise?



Past Presidents Luncheon attendees with *ACRA Edition* editor Jeanne Harris (far right).



Government Affairs Consultant Nellie Longworth in disguise on dinner cruise.



The ACRA Board of Directors and Officers at annual meeting in Providence, Rhode Island.

The Conference Program committee would like to thank the staff at Arnold House and at Shannock Village for their wonderful tours. In addition, we thank the staff of the *Majestic* who patiently waited for our buses to find their way to Newport after a lovely tour of other Rhode Island harbors. We also think the terrific staff at the Renaissance who catered to our every need and accommodated a few last-minute changes in plans. A very special thanks to all of our conference sponsors. Your donations made many of the special touches at the conference possible!

We are looking forward to seeing all of you in Madison in 2010! It's hard to believe, but the hard-working Conference Committee, ACRA Headquarters, and the 2010 organizing committee have already begun to plan next year's meeting! Watch future issues of *ACRA Edition* for news on the 2010 conference.



New captain of ACRA's ship Lucy Wayne.

Conference Sponsors

Commonwealth Cultural Resources Group, Inc., Jackson, Michigan
 Geo-Marine, Inc., Plano, Texas
 Hartgen Archaeological Associates, Inc., Rensselaer, New York
 Public Archaeology Laboratory, Pawtucket, Rhode Island
 Statistical Research, Inc., Redlands, California
 William Self Associates, Inc., Tucson, Arizona

Breakfast Sponsor

New South Associates, Inc., Stone Mountain, Georgia

Coffee Break Sponsors

ASC Group, Inc., Columbus, Ohio
 Archaeological Consultants, Inc., Sarasota, Florida
 Independent Archaeological Consulting, L.L.C., Portsmouth, New Hampshire
 Natural Resource Group, L.L.C., Minneapolis, Minnesota
 Sagebrush Consultants, L.L.C., Ogden, Utah
 Vanasse Hangen Brustlin, Inc., Boston, Massachusetts

Friday Night Reception Sponsor

Public Archaeology Laboratory, Pawtucket, Rhode Island

Lanyards Sponsor

aci consulting, Austin, Texas

Liaison Luncheon Sponsors

Alpine Archaeological Consultants, Montrose, Colorado
 Richard Grubb & Associates, Inc., Cranbury, New Jersey

Past President's Luncheon

Sagebrush Consultants, L.L.C., Ogden, Utah

Additional Contributions & Donations provided by:

Christopher Dore
 PaleoWest Solutions in Archaeology, L.L.C., Phoenix, Arizona
 SouthArc, Inc., Gainesville, Florida
 Tierra Right of Way, Ltd., Tucson, Arizona
 Vanasse Hangen Brustlin, Inc., Boston, Massachusetts

FEEDBACK FROM THE POST-CONFERENCE SURVEY

By Cinder Miller, ACRA Secretary

Immediately following the annual conference, attendees were polled to obtain their impressions. This kind of feedback is essential so that the Conference Committee and the next year's organizing committee can be responsive to people's concerns and suggestions whenever possible.

Of the 137 conference attendees, 57 took the time to reply to the conference survey. We thank these anonymous respondents; their comments will help shape future conferences. If you have comments about the conference that you wish to share, please do not hesitate to contact ACRA headquarters cjsummers@clemonsmgmt.com or shannonj@clemonsmgmt.com or Joan Deming, the chair of the conference committee (aci.jdeming@comcast.net). Of the responders, it is important to note that almost 30% heard about the conference through word of mouth. For the many veteran attendees, this is an important reminder to reach out to new or neighboring ACRA members and encourage them to attend the meeting. While many of you replied that you heard about the conference over the list serve or because you were on the board, many others still hear about the conference from other members. Keep up the great recruiting!

With regard to programming, organization, and overall value, the majority of responders rated the conference as excellent, while the publicity received a rating of good. Twenty of the 22 workshop attendees filled out the evaluation. Of these, 15 rated the Thursday workshop as EXCELLENT! ACRA would like to thank the Learning Café for their excellent workshop:

"Engaging a Changing Workforce." As planning for the 2010 conference gets underway, we will consider running the same workshop again, or looking to another provider for new material. If you have suggestions for future workshops please contact Cinder Miller, chair of the education committee (cmiller@graypape.com).

All of the sessions were favorably received. The majority rating for each session is provided here: Keynote address on ARRA and Section 106 -- Excellent; Stimulus Package and 106 Panel -- Excellent and Good, tied; Beating the Recession -- Good; Women-Owned Businesses in CRM -- Good; Marine Remote Sensing -- Good and Average, tied; Alternative Mitigation Strategies -- Excellent; The Client Speaks -- Good; Maximizing GIS in the CRM industry -- Good; and Viewsheds and CRM -- Good.

The Shannock Village Tour was rated as excellent, a true small wonder given the 8 a.m. departure time after the late-night cruise, and the Arnold House tour was rated as good. A special thanks to new member Vanasse Hangen Brustlin, Inc., for helping to organize these tours! All of the social and dining events were rated as good, with excellent as the second-highest rating for each event. The hotel was rated as excellent.

We received 46 separate comments to the question of "What did you like best about the conference"? In summary, most attendees seemed to enjoy the programming the most, followed closely by the business and social networking opportunities, the lovely accommodations, and the workshop. Attendees commented on how much they enjoyed attending the



ACRA Immediate Past President Mike Polk (left) catching up with Michael Moratto (Applied Earthworks) during a session break.

workshop on the Thursday of the conference with other ACRA members. Others commented on the worthwhile networking and "schmoozing" opportunities, particularly on how "everyone talks to everyone." The high-quality sessions offered on "relevant topics" were exceptional this year. The sessions on the recent recovery legislation, client perspectives, the recession, GIS, viewsheds, women-owned businesses, and alternative mitigation were very well received and provided valuable "take home" information. Key players on the government scene spoke at our conference. One attendee commented that it was great to hear directly from Reid J. Nelson, the director of the Advisory Council on Historic Preservation's Office of Federal Agency Programs. Attendees who made time to get outside of the hotel and see downtown Providence and environs appreciated the city's historic buildings.

We received only 41 comments on what you liked least. Not surprisingly, you did NOT enjoy the long bus ride to dinner. Many of you also did not enjoy the dinner once you got there. Some thought the conference was overscheduled with too much

programming. Some did not like the welcoming reception dinner. Many commented on the expense of the venue and of the meeting in general. A few noted that there was not enough time at the end of sessions for comments and that it was hard to make a choice when competing sessions were so appealing. One noted that the schedule was finalized too late for people to make plans on time, and that there wasn't enough "free form" time to chat with the other attendees. Others felt "overscheduled" and wanted more time to chat with the other attendees. A perennial comment is that there is a heavy emphasis on archaeology as opposed to a broader emphasis on cultural resource management in general. Watch future issues of *ACRA Edition* for more thoughts on these topics.

We received 37 comments for future programming, and we have passed each and every one of them on to the Conference Committee and the 2010 organizing committee. If you have more suggestions, please do not hesitate to forward them to Joan Deming (aci.jdeming@comcast.net). These comments run the gamut from focusing on sessions on core business-oriented topics, to working more with agencies and clients, to shifting away from archaeology and more into historic preservation.

Few of you found things you would have changed except for the price of the hotel and the need for less air conditioning. Finally, we received many great testimonials and many thanks from the membership! Meg Thornton from ACRA member firm aci consulting summed up the conference experience perfectly: "ACRA's best feature is the membership. These are quality people who work hard, deliver excellent products, and maintain high business ethics. These are the type of people that remind us why we like doing business." The ACRA conference provides us all with the opportunity to interact with these colleagues. We look forward to seeing you all again in Madison in 2010! We encourage ACRA member firms to commit now to sending at least one junior member of the firm who has never attended an ACRA conference.

ACRA 2009 Annual Meeting Post-conference Survey Comments

"Sessions. Recovery Act and Client Speaks were two of the best I have attended at an ACRA conference - all were good." - Joe Joseph, New South Associates

"The Thursday workshop - being able to attend with other ACRA members was great! Also, networking is a big benefit of getting together." - Ann Polk, Sagebrush Consultants, L.L.C.

"Alternative mitigation session and client speaks session--some really good take-home information." - Susan Bamann, Coastal Carolina Research, Inc.

"I really enjoyed the historic buildings of downtown Providence." - Alan Reed, Alpine Archaeological Consultants, Inc.

"Good schmoozing." - Nancy Farrell, Cultural Resource Management Services

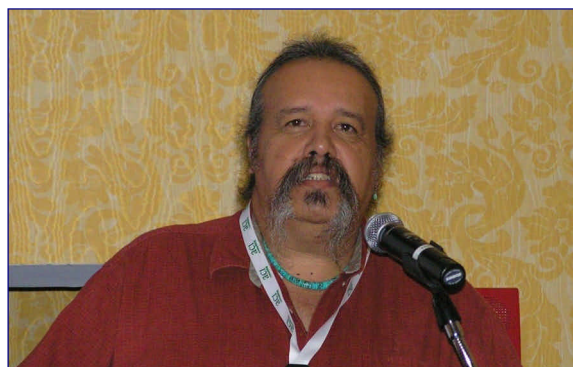
"The venue was excellent. I also enjoyed hearing directly from a representative of the Advisory Council." - Jay Lloyd, Applied Earthworks, Inc.

"Really relevant topics--recession, alternative mitigation, client needs, GIS, viewshed, etc. and the emphasis members seemed to be making to try and include other members on their projects. I also like that everyone talks to everyone." - Margerie Green, Archaeological Consulting Services, Ltd.

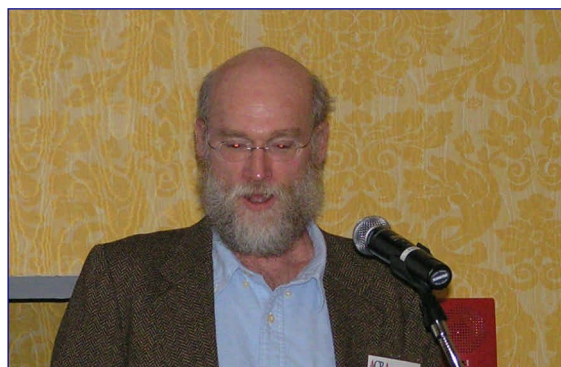
ARRA Session Panelists



ARRA panelist Sonny Trimble from the U.S Army Corps of Engineers.



Ron Maldonado from the Navajo Nation speaking on ARRA panel.



James Harmon from the NPS speaking on ARRA panel.

2009 ANNUAL BUSINESS MEETING

By Lucy Wayne (ACRA President) and Mike Polk (ACRA Immediate Past President)

The initial task of the 2009 annual ACRA business meeting, held on Saturday, September 19, was to vote on the resolution to amend ACRA's Articles of Incorporation. The amendment was necessary to keep ACRA in compliance with District of Columbia incorporation regulations as well as to allow modification of the ACRA By-Laws to reflect development of the organization since its founding and to eliminate some discrepancies in the Articles. Loretta Lautzenheiser explained the proposed changes and the purpose of the changes to the membership. The membership voted unanimously to approve the changes. One major change that had caused a significant amount of discussion was the decision to allow nonprofit businesses (as opposed to academic or government entities) to become full ACRA members. As was explained to the membership, nonprofit businesses actually operate in basically the same manner as for-profit businesses and do the same sorts of work. This should facilitate an increase in our membership rolls, as well as more realistically demonstrate that we are representing our industry.

Shannon Jones of ACRA HQ provided a brief update on what HQ has been doing this year and what upcoming activities are on their schedule. Sending out annual dues notices is always a key task in the late fall. After presentation of the raffle results by Cinder Miller, the popular choice awards were presented to Geo-Marine, Inc. (accepted by Duane Peter) for large project and to Cultural Resource Management Services (accepted by Nancy Farrell) for small project (for more information on ACRA awards, see article elsewhere in this newsletter).

Steve Dasovich, chair of the Membership Committee, presented an update on the membership drive and announced that a second mailing would go out in conjunction with the post-conference newsletter. A version of the newsletter will be modified slightly to target prospective members.



Membership Committee Chair Steve Dasovich at the podium during the business meeting with Mike Polk seated in background.

Lynne Sebastian of the SRI Foundation updated ACRA members on SRIF's new CRM educational program, and encouraged members to send their employees to the program.

Outgoing ACRA President Mike Polk addressed the membership, summing up the board's activities for the year and their plans for the upcoming year. He



David Cushman (SRI Foundation) at 2009 CRM EXPO held at SAA meeting in Atlanta announcing the foundation's new training program for CRM professionals.



Chad Moffett (Mead & Hunt) is recognized by Mike Polk for his service as ACRA Secretary.

presented plaques to the outgoing board members and officers (Chad Moffett, secretary; and board members Tom Euler, Loretta Lautzenheiser, Hope Luhman, Teresita Majewski, John Morrison, and Elisabeth Sheldon), introduced the new members (Teresita Majewski, president elect; Cinder Miller, secretary; and board members Susan Bamann, Jon Berkin, Wade Catts, Meg Thornton, Al Tonetti, and Andrew Weir), and introduced new ACRA President Lucy Wayne. Lucy then presented Mike with his president's plaque. She thanked the members for the opportunity to serve ACRA and told them to contact her or ACRA headquarters if they needed information or had suggestions. She also encouraged all present ACRA members to recruit at least one new member during the next year.



Loretta Lautzenheiser (Coastal Carolina Research, Inc.) is recognized by Mike Polk for her service on ACRA's Board.

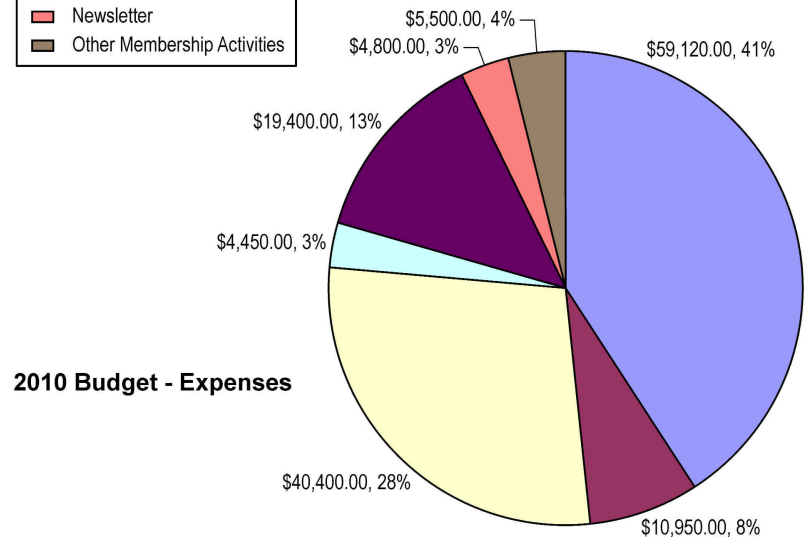
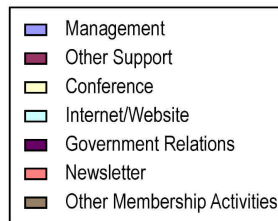
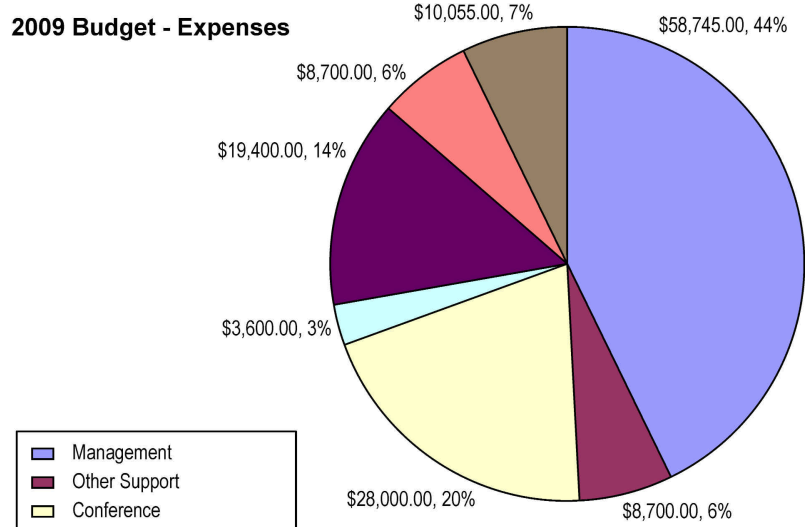
AN UPDATE ON ACRA'S FINANCES

By Colin I. Busby, ACRA Treasurer

A formal report on ACRA's finances is presented twice yearly to the board by the treasurer, at the Spring Board Meeting and at the annual conference. ACRA is on a calendar-year reporting schedule, so the meetings don't cleanly coincide with conclusive end-of-year or start-of-year results. What is important is that the board and members are made aware of the financial health of the organization and where membership dues are expended. The board also receives monthly reports from ACRA Headquarters on current income and expenses. The income and expense graphics associated with this article provide summary information. Please contact the treasurer for ACRA financial information at any time.

This year the budget reporting was formally divided into three broad expense categories: Support, Conference, and Membership Activities (see expense graphic).

Support: includes fees paid to Clemons and Associates, the professional organization-management team retained by ACRA to manage our day-to-day activities, along with the costs for accounting, banking, and credit card fees, legal fees, supplies, postage, etc. Nearly 50% of ACRA's \$137,200 budget for 2009 was allocated to keeping the organization functioning.



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Conference: includes the costs needed by the host group to organize and pay for the annual conference. Clemons and Associates management fees include time to assist with and manage this activity. The 2009 conference was budgeted at \$28,000 for expenses (20% of budget).

Membership Activities: include the expenses associated with ACRA-L, website maintenance, ACRA Edition, Government Relations (Nellie), the salary survey, board meetings, and so on. The 2009 budget is \$41,755, or 30% of the approved funding. However, this budget will be exceeded by roughly \$9,700 due to a membership drive to induce over 1,000 cultural resource professionals and organizations to join ACRA (\$5,300) and an outreach CRM day organized by Nellie to visit the "Hill" at the Spring 2009 Board meeting in Baltimore (\$4,400). These activities will be funded from our reserves; similar future activities will be formally acted upon before funds are allocated.

Revenue to fund ACRA comes primarily from dues (60%), member donations including conference sponsorships (12%), and from conference fees (20 - 28%). The annual conference generally generates revenues in excess of costs and is a very important function in the ACRA budget (see income graphic). The membership dues target for 2009 (\$94,000) was not met by roughly \$11,600, although preliminary indications suggest that the 2009 annual conference was very successful in producing surplus revenue for ACRA.

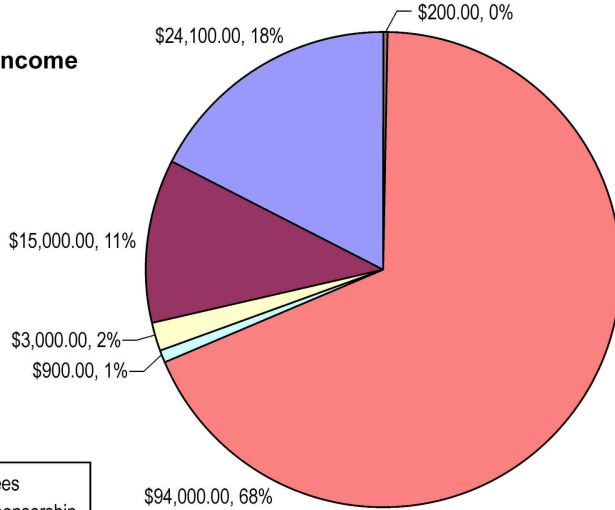
2010 BUDGET

Pre-2010 budgets were generally developed by the treasurer using the available financial information, lessons-learned knowledge from previous board participation, and informal consultation with the president, former treasurer(s) and the executive director/secretary. It was then submitted to the board for review and discussion and usually modified during some often lengthy spirited debates. This often led to budgets being debated during Sunday board sessions, with budget approval occasionally delayed until the Spring board meeting.

These actions led to the formation of a Finance Committee, chaired by the treasurer and which includes the president and other members with financial expertise including Don Weir (former ACRA treasurer as well as past treasurer of the SAA), Terry Majewski (chair of ACRA's Strategic Planning Committee), and by invitation the president elect. The 2010 budget was developed by the treasurer through a review of the 2009 numbers, leading to several draft budgets that were discussed via conference calls and email with Finance Committee members. In addition, ACRA's executive director at Clemons and Associates was asked to review the drafts and provide financial input on the proposed numbers. This process resulted in Finance Committee and counterpart "HQ" budgets that were "reconciled" at the board meeting. This process was very successful and resulted in problem-solving discussions and the passage of the 2010 budget without an additional meeting.

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2009 Budget - Income



The detailed 2010 budget of \$144,620 is available from the treasurer. Here are a few highlights.

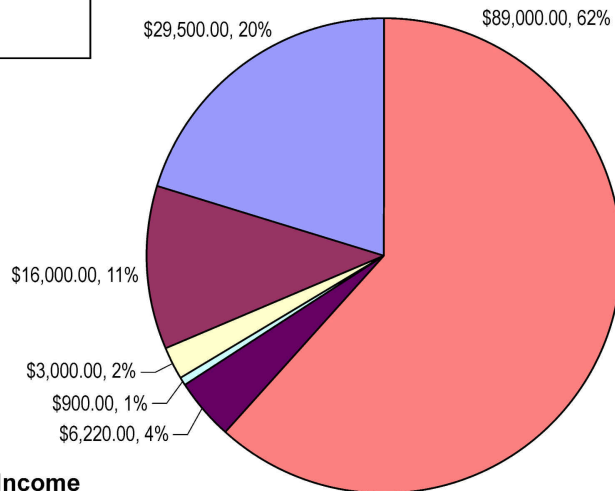
Support: Clemons and Associates fees were essentially unchanged from 2009, with only small adjustments for office rent. Overall other costs increased by 3.9% from the 2009 budget of \$67,445 to \$70,070 in 2010 (48.4% of budget).

Conference: The 2010 conference is budgeted at \$40,400 for expenses (28% of budget) to reflect true costs. Please attend the conference in Madison!

Membership Activities: Costs increased for our web presence while substantially decreasing for the newsletter. Membership recruitment was introduced as a formal line item at \$3,500 to continue ACRA's 2009 effort. There may be some mid-course corrections. Budget is \$34,150 (23.6%).

Revenue: Projected revenues for 2010 include dues of \$89,000; conference fees of \$52,620 (including \$16,000 in sponsorships and \$6,220 for a workshop); and Donations of \$3,000, to equal \$144,620.

2010 Budget - Income



PANEL DISCUSSION ON “STRATEGIES FOR BEATING THE RECESSION” AT THE 2009 ANNUAL CONFERENCE

By William M. Graves, Principal Investigator, Statistical Research, Inc.

Most CRM companies began to feel the effects of the recession in the last part of 2008. In this session, panelists from different-sized companies were invited to discuss how the economy and political climate have impacted marketing, personnel issues, operations, and other areas of business management. The session was moderated by Robert Wegener (Tucson Office Director, Statistical Research, Inc. [SRI]), and the panelists were Thomas Motsinger (President, PaleoWest Solutions in Archaeology, L.L.C.), Loretta Lautzenheiser (President, Coastal Carolina Research, Inc.), Lucy Wayne (Vice President/Co-Owner, SouthArc, Inc.), and Robert Heckman (Albuquerque/EI Paso Office Director, SRI). The moderator and panelists discussed their experiences and the strategies their companies have used to cope with the challenges brought about by the recession. Discussion was encouraged through a series of questions posed by the moderator to the panelists and audience members.

The most dominant market trend over the past year noted by both panelists and audience members was a significant decline in work resulting from private development. This drop off was experienced by ACRA members in many parts of the country. Compounding this problem for at least several firms was a resulting difficulty in receiving payment for work done for private clients who were being hit hard by the recession. Private development clients make up a significant portion of the revenue for many ACRA firms.

Out panelists noted that the majority of new jobs or requests for proposals over the past year seem to have been coming from local, state, and federal government agencies. However, several of our panelists noted that price is often the main selection factor with many government bids and that competing with unusually low bidders is a constant problem. The recession also seems to have impacted many government projects that require CRM services, and panelists and audience members noted an apparent increase in the cancellation of government projects.

Session participants also noted what seems to be an increase over the past year in the advertisement of indefinite-delivery/indefinite quality (IDIQ) government contracts. The impact or benefits of such contracts has not been very widely felt among ACRA member firms, however, as only a handful of audience members and panelists have won such contracts in 2009.

To deal with the recession, member firms have had to alter their business practices and sometimes make some difficult decisions. Some members have lowered their rates slightly to stay competitive as the amount of work declines. Business owners and upper-level staff have had to take on more responsibilities and tasks as the recession continues. Many firms have stopped hiring new employees. Some panelists and audience members also noted a contraction of their staff due largely to the resignation of employees as well as the laying off of project-specific staff as projects come to

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“Strategies for Beating the Recession” panelists Loretta Lautzenheiser (Coastal Carolina Research, Inc.), Thomas Motsinger (PaleoWest Solutions in Archaeology, L.L.C.), Lucy Wayne (SouthArc, Inc.), and Robert Heckman (Statistical Research, Inc.).

completion and the amount of available work decreases. Most firms have avoided having to lay off full-time salaried staff, although some have had to reduce the hours that employees work each week.

Much of our discussion focused on what good might come out of going through the recession. Panelists and audience members noted that the recession has forced many of us to reevaluate our business strategies and practices in ways that make us more efficient and less prone to risk. Many firms have refocused their marketing efforts and have made it a priority to maintain contact with old and existing clients. Many session participants discussed ways in which their companies have worked to cut costs and lower their overhead expenses. These cost-cutting measures increase efficiency and allow firms to be more competitive while increasing the quality of our work. The decrease in the housing and development markets

has also prompted many member firms to diversify and begin looking for work opportunities in different segments of the economy. Such diversification can only help to minimize the risk inherent in coming to rely too heavily on only one or just a few market segments.

The general consensus among panelists and audience members was that things will get better and that they will get better soon. Already, several panelists and audience members reported signs in their regions that the economy may be turning, perhaps as American Recovery and Reinvestment Act (ARRA) funds begin reaching local areas. Many of us see the recession as an opportunity to increase efficiency and the quality of our work as well as an opportunity to diversify and move our businesses into new market segments. Times are tough, indeed; but there was an air of optimism in the room, as many of us look to take the lessons learned from this recession and move strongly into the future.

2009 ACRA AWARDS

By Charissa W. Durst, ACRA Board Member

This year, the ACRA awards program changed direction. In response to the lack of nominations, which has been an ongoing issue since the inception of the awards program, the awards jury elected to make no award and to defer all of the nominations to 2010. However, the jury felt that some sort of awards program was needed at the conference and opted to hold a "People's Choice" Award process, where reports from member firms are on display, and conference attendees select their favorites. The formal award submissions would also be on display and eligible for the award. The People's Choice Award process was first used at the 2008 ACRA conference in Tucson and was well received by attendees.

Announcements were sent out asking conference attendees to bring a copy of their best CRM report. The reports were displayed on two tables: one for small projects (less than \$50,000 budget) and one for large projects (over \$50,000 budget). Ballots were part of the conference package and allowed attendees to write in the name of a report selected for first, second, and third place. Each place received a number of points, and the report with the most points would win. The reports were on display all day the Friday of the conference; there were seven entries in the large project category and four for the small project category.

The award winners, announced at the Saturday business meeting, were:

- *Small Project: Cultural Resource Management Services of Paso Robles, California, for the publication **Historical and Archaeological Resources of the U.S. Army Garrison, Hawaii.***
- *Large Project: Geo-Marine of Plano, Texas, for the report **Madera Quemada Pueblo: Archaeological Investigations of a 14th Century Jornada Mogollon Pueblo.***



Mike Polk presenting Duane Peter of Geo-Marine, Inc., with the People's Choice Award for a large project report.

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Obviously, ACRA member firms have quality reports that could have been submitted for the standard ACRA award. For some reason, firms have chosen not to participate. Several probable reasons were discussed by the Awards Committee members, which resulted in a change of direction. Future awards will include the following:

- *Quality Product Award:* This award will still be for a quality product (report, publication, etc.) produced by an ACRA member firm, but it will be divided into two categories: one award for a product by a small/medium firm, and one award for a product by a medium/large firm. Board members felt that smaller firms would be willing to submit nominations if they knew they would not be competing against the large firms. In addition, it would be mandatory for the Quality Product Award to be awarded to the client that sponsored the project. Board members felt that some firm owners were simply uncomfortable nominating themselves for an award, and would feel better nominating an award for which their client would receive a certificate.
- *Government Award:* ACRA member firms may submit nominations for a local, state, or national government official who has sponsored legislation or engaged in other official activities that have protected/supported cultural resources and historic preservation. The ACRA Government Affairs Committee may also submit nominations.

- *Industry Award:* ACRA member firms may submit nominations for clients (public or private) who have gone above and beyond what is required by law in their management and support of cultural resources.
- *People's Choice Award:* This award may be an ongoing event at future conferences. The concern about only offering this award each year is that it is largely dependent upon visual impressiveness, as there is little opportunity for anyone to actually read all the reports. This category may remain separated into small project and large project categories, or be separated into small/medium firm and medium/large firm categories.

Future award nomination announcements will start and end earlier in the year, perhaps March 1 to June 1, to allow enough time for firms to put nominations together and for winners to be selected in time to allow early registration at the conference by firms and their clients.

Charissa Durst of Hardlines Design Company, who has been chair of the Awards Committee for the past 10 years, is stepping down this year to focus more attention on her firm's deadlines. Sarah Herr of Desert Archaeology will be taking over as the new chair, but Charissa will remain as a member of the committee. The awards process may be tweaked in the months to come, so if you have any comments or suggestions, please send them to Sarah at sherr@desert.com.

LEGISLATIVE UPDATE
IMPORTANT NEWS FROM WASHINGTON
ANNOUNCING THE COALITION FOR FULL PERMANENT FUNDING

By Nellie Longworth, Government Affairs Consultant

It all began in this Congress when Rep. Nick J. Rahall (D-WV), chairman of the House Natural Resources Committee, introduced HR 3534-the Consolidated Land, Energy, and Aquatic Resources (CLEAR) bill-on September 8, 2009. Among the provisions in the bill is the following:

"Of the monies in the Land and Water Conservation Fund [LWCF]: \$900 million shall be available each fiscal year for purposes of this Act without further appropriation."

The translation of this is that the LWCF will be freed of the annual Congressional appropriations process and will receive \$900 million annually, assuming that the Congress passes the CLEAR bill.

The Land and Water Conservation Fund (LWCF) is the sister law to the Historic Preservation Fund (HPF). Both were to have annual funding that did not have to go through the Congressional appropriations process. The LWCF was enacted in 1965 for annual funding of \$900 million, and the HPF became law in 1980 to ensure a yearly appropriation of \$150 million. Since 1980, the funding of the HPF by the Congressional appropriations committees has been, with one exception, less than half of the promised \$150 million.



ACRA's Government Affairs Consultant Nellie Longworth speaking at the 2009 ACRA annual meeting.

By law, the funding for both HPF and LWCF comes from the receipts of outer continental offshore oil and gas leasing. The rationale was that the depletion of one resource should be used to enhance the nation's state, local, and national conservation and parkland as well as supporting the protection and preservation of our nation's past.

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The HPF is the cornerstone of the Federal historic preservation program, as established by the National Historic Preservation Act of 1966. Some of the programs it supports include:

- The Federal Historic Rehabilitation Tax Credit
- Section 106 Review
- State Historic Preservation Offices
- Certified Local Governments (CLGs)
- State Historic Preservation Plans
- National Register of Historic Places
- Technical Assistance
- Grants-in-Aid
- Putting Heritage on the Internet
- Smart Growth Development
- Save America's Treasures
- Preserve America

Now Is The Time To Lobby Congress To Carry Out The Law For Both Lwcf And HPF.

The Preservation Partners, including the National Trust, NCSHPO, NAFPO, The Advisory Council, Preservation Action, ACRA, SHA, SAA, and many more have become "The Coalition for Full Permanent Funding for the Historic Preservation Fund" and launched this initiative during the October 2009 National Trust for Historic Preservation Annual Conference in Nashville. Their website is well worth viewing: www.fullyfundhpf.org.

You will be receiving updates as the legislative process moves into high gear. There are meetings scheduled with the House Historic Preservation Caucus, and the latest good news is that National Trust President Dick Moe met with Ken Salazar, secretary of the Department of the Interior, recently and reported that Secretary Salazar is supportive of full funding for the HPF. Salazar was formerly a U.S. Senator from Colorado and served on the Senate Finance Committee.

If you have questions or comments, please contact Nellie Longworth at nellbabe@aol.com

As this edition of the newsletter "went to press," Nellie asked us to include two letters written in response to the first draft of a Nationwide Programmatic Agreement (PA) proposed by the National Telecommunications and Information Administration, Department of Commerce, and the Rural Utilities Service, Department of Agriculture. for the Broadband Technology Opportunity Program (BTOP) and Broadband Initiatives Program (BIP) The first letter was written by Joe Reese on behalf of ACRA, and the second was the Society for Historical Archaeology's response, prepared by Terry Klein. Nellie wishes to thank Jo Reese, Jeanne Ward, and Lucy Wayne for working so well together to prepare ACRA's comments on the draft PA under a strict timeline.



Date: October 30, 2009

To: National Telecommunications and Information Administration, Dept. of Commerce
Rural Utilities Service, Dept. of Agriculture
From: Terry Klein, Society for Historical Archaeology
Re: Broadband Programmatic Agreement Comment

Sent via Fax to: 202-501-8009

The Society for Historical Archaeology (SHA) is the largest scholarly group concerned with the archaeology of the modern world. SHA is specifically concerned with the identification, excavation, interpretation, and conservation of sites and materials on land and underwater. The SHA represents historical archaeologists in academia, museums, government agencies, and the private sector.

Our comments:

1. The RUS and the NTIA have not justified why they need reduced time for Section 106 reviews and why they need to rush the process. They note previous commenters said that the two agencies have over two years still available for concluding Section 106 for undertakings that would fall under this PA. These commenters are correct. What RUS and NTIA should minimally do is prepare a PA that sets up a process for fulfilling the requirements for Section 106 on these undertakings, making sure the compliance actions (stipulations) required under the PA are completed either before the award of ARRA funding, which must be done by September 30, 2010, or before construction of the undertaking actually takes place (and in some cases could even occur during construction under special circumstances). The two agencies note in their response to commenters that applicant projects must be substantially complete within two years and completed within three years of award of funds. They have plenty of time to implement Section 106 and any requirements of the PA. There is no need to rush things. Other federal agencies have completed Section 106 between the award of funding to an applicant and construction, in cases where it is not possible to identify all adverse effects to properties, or where it does not make sense to complete certain compliance actions until after award of funding and start of construction.

There is also no reason for having such a short review time for the PA. Again, they have plenty of time to do this right.

2. Stipulation IV.B.c. of the PA is not consistent with the requirements of Section 106. This stipulation cannot be considered a "reasonable and good faith effort" to identify historic properties, and would not hold up in court. RUS and NTIA must also take responsibility (or their applicants) to identify properties that may be eligible to the National Register, which may in some cases involve field investigations. This stipulation is not legal and does not comply with the law or the ACHP's regulations.

3. The real fundamental flaw with this PA and the entire way RUS and NTIA have handled this effort, is that they have not clearly defined what is the problem or problems that they are trying to solve given how and when the funds for undertakings will go to applicants and in terms of when the applicants must substantially complete and then complete their projects. They need to do this and then work with the consulting parties to find a legal way of solving the problem(s). RUS and NTIA need to start all over.



American Cultural Resources Association
5024-R Campbell Blvd.
Baltimore, Maryland 21236
www.acra-crm.org

Date: October 29, 2009

To: National Telecommunications and Information Administration, Dept. of Commerce
Rural Utilities Service, Dept. of Agriculture

From: Jo Reese, American Cultural Resources Association

Re: Broadband Programmatic Agreement Comment

Sent via e-mail to: BTOPcompliance@ntia.doc.gov

The American Cultural Resources Association (ACRA) very much appreciates the opportunity to comment on the first draft of your agencies' proposed Nationwide Programmatic Agreement (PA) for the Broadband Technology Opportunity Program (BTOP) and Broadband Initiatives Program (BIP). Our association members are cultural resource consulting companies across the nation that provide professional services to agencies and other private firms and individuals to meet the compliance requirements of Section 106 of the National Historic Preservation Act, as well as other cultural resource compliance requirements. ACRA provided assistance to the Federal Communications Commission when it was drafting its Nationwide PA for wireless communications, on which the current PA is based.

ACRA agrees that streamlining can be accomplished with a PA as long as the PA is structured so that the agencies will make a good faith effort to consider the effects of undertakings anticipated under BTOP and BIP, the ARRA-funded projects, on historic properties. ACRA offers the following comments for consideration while developing the PA.

1. Under III. Exemptions, certain components of the BIP/BTOP are allowed to proceed with no further Section 106 review. It would not be appropriate for those undertakings which may
 - (a.) have any type of trenching, boring, grading, or other type of ground disturbance or
 - (b.) build or place a structure that may be in an area that is a historic district or be adjacent to historic properties, to be allowed an exemption.

If the exemption for "broadband over power lines" is restricted to *solely the placement onto existing power poles*, then the exemption is appropriate. If supporting infrastructure may be placed, including placement of new power lines, the undertaking would not be appropriate for the exemption, and that would mean this type of undertaking

should not automatically be exempted from Section 106 review. ACRA requests the exemption be reexamined and removed if a. and b. outlined above may occur.

2. Section IV.B.c.i. reduces the efforts to identify historic properties where there will be "installation of buried cable using trenchless technologies, including some directional bore, where the proposed alignment is within an existing right-of-way." This type of installation causes major impacts to the ground, and very often boring - complete with a bore pit - is done at stream crossings, which happen to be where archaeological sites are likely. Yet the procedures outlined for the identification of historic properties are to do a records search for those properties that are either already listed in the National Register of Historic Places (NRHP); have been formally determined eligible for listing in the NRHP; or have been found to be eligible by a federal agency and State Historic Preservation Office (SHPO), which is known as a 'consensus determination; or to learn during consultation if there are properties of religious and cultural significance to tribes or Native Hawaiian Organizations (NHOs) that may be eligible for listing in the NRHP. This is not a good faith effort for situations where there may be ground disturbance and no archaeological survey has been done. If followed, it is very likely that significant archaeological sites would be adversely affected.

ACRA recommends that Section IV.B.c.i. be removed entirely from the Broadband PA. The FCC's PA (2004) is sufficiently robust to allow an expedited review, and it includes the steps needed to determine whether an archaeological site is present that may be eligible for listing in the NRHP. Alternatively, the steps in the 2004 FCC PA at VI.D.2.b. through g. should be added under Section IV.B.c. These procedures allow areas that have no likelihood of an archaeological site to be removed from further study, and provide for an archaeological field study by a professionally qualified archaeologist in those situations that are appropriate.

3. The expedited timelines provided in the PA under Section IV.B.c.iii. and iv. are inappropriate since the time periods - 21 days in each case - are not for a review of a project determination of effect, but are essentially a deadline to produce a file search for the undertaking to identify resources that may have been included in a consensus determination, in the case of a SHPO, and to identify significant religious and cultural resources, in the case of a tribe or NHO, as noted under Section IV.B.c.ii. Many SHPOs, tribes, and NHOs are not organized to perform file searches. It would probably be difficult for these parties to provide a review in 21 days, but to request that they perform the file searches as outlined in the PA is inappropriate. Since the RUS does not have local qualified staff to perform the file searches itself, ACRA recommends that it should have applicants perform the file searches, as they would likely have the local expertise and familiarity with the undertaking's location. This is following the FCC's PA.

On behalf of ACRA, I appreciate the opportunity to comment on the draft PA. The efforts that the RUS and NTIA are making to support the economic stimulus that the recovery act is intended to enable, and to respect the objectives of the National Historic Preservation Act, are commended.

CC: Lucy Wayne, President, ACRA
 Jeanne Ward, Vice President Government Affairs, ACRA
 Nellie Longworth, ACRA Government Affairs Consultant

2009 ACRA NOMINATIONS COMMITTEE REPORT

By Ellen Marlatt, ACRA Board Member

This is an informal nominations committee consisting of the chair (Ellen Marlatt), Joan Deming (representing large firms), Steve Dasovich (representing medium firms), and Jeanne Ward (representing small firms).

It was first determined which positions were open for the 2009 election. The positions up for election were:

- President Elect, Secretary, and Treasurer. Chad Moffett served two terms and did not run again.
- Two seats in the small-firm category. Elisabeth Sheldon's term was up, but she chose not to run again; Tom Motsinger's term was up, but his firm has grown to the medium category.
- One seat in the medium-firm category. Loretta Lautzenheiser's term was up, but she chose not to run again. Ellen Shlasko resigned from the board with one year remaining in her term. John Morrison left his firm and also leaves one year remaining in his term. This left open one 3-year slot, and two 1-year slots to be filled.
- Three seats in the large-firm category. Tom Euler is no longer with SWCA, leaving 2 years on his term to be filled.

There was considerable discussion regarding how to best fill the open 1- and 2-year positions left in the medium and large categories. After consultation with Mike Polk, Cal Clemons (ACRA Headquarters), and Joe Shull (ACRA's legal counsel), we concluded that the cleanest and fairest way to fill the empty slots for medium and large firm categories was to have all of the open positions on the election ballot. This meant that,

for instance, all four candidates in the medium firm category ran for three positions (one for 3 years, and two for 1 year). The top vote-getter won the 3-year slot. The next two highest each earned a 1-year slot. In the case of the large firms, six candidates ran for four positions—three for 3 years and one for 2 years. The same voting process applies. A run-off election was planned in the case of a tie vote, but was not necessary.

The committee worked together to assemble a list of potential candidates. A notice went out on MembersOnly and in ACRA Edition asking those interested in running for a position to contact the chair of the committee. The committee also actively solicited likely candidates from the list of contacts provided by ACRA Headquarters. Every effort was made to provide competition for the open positions and to achieve geographic, gender (50-50), and disciplinary diversity. The slate was announced to the president and to the board and then posted on MembersOnly.

Although there were two open positions for small firms, only one candidate followed through with a commitment to run for the board. Four persons were on the ballot for medium firms (for the three open seats), and six names were on the ballot for the large firm category (for the four open seats). When people were contacted to see if they would run, they were informed of the duties and responsibilities of the office should they be elected. They were also asked to provide a biographical sketch of themselves and to provide a statement to accompany the ballot. As part of the statement, they were asked to answer a question about the major issues facing our industry today and to indicate how they would strive to deal with these issues if they were elected.

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The 2008 election was the first year that ballots were sent out by email. This process went smoothly, proved to be cost-effective, efficient, and resulted in a high response rate. The 2009 election followed a similar procedure in that ballots were sent to the primary contact of member firm via Magnet Mail from ACRA Headquarters. Within the email were three (3) links: a link to the electronic ballot via Survey Monkey; a link to the candidate statements; a link to a .pdf version of the ballot for those who preferred to physically complete their ballot and fax it in to ACRA Headquarters. Candidate statements were made available in the MembersOnly section of the ACRA website. Firms were given 10 days to cast their votes; the voting period was August 24 to September 4. Reminder emails were sent twice within that time frame to those firms who had not yet voted. ACRA headquarters followed up directly with any individual firm who had any difficulty accessing the ballot.

The results of the balloting were tallied through Survey Monkey, verified by ACRA Headquarters and by the committee chair to ensure consistency. The president was notified of the results on September 8. On September 9, successful and unsuccessful candidates were contacted by the chair by phone. The results were then announced to the Nominations Committee and to MembersOnly.

One-hundred-seventeen (117) ballots were distributed, and 65 ballots were returned (56% return). Overall, these numbers were very similar to last year's numbers and percentages.

- For small firms, 55 ballots were distributed; 20 were returned (36% return).
- For medium firms, 33 ballots were distributed; 23 were returned (70% return).
- For large firms, 29 ballots were distributed; 22 were returned (76% return).

The final slate and results were as follows (* = 1-year term; ** = 2-year term; *** = 3-year term):

OFFICERS

President Elect

- **Teresita Majewski, Statistical Research, Inc., Tucson, Arizona

Secretary

- Charissa Durst, Hardlines Design Company, Columbus, Ohio
- **Cinder Miller, Gray & Pape, Inc., Cincinnati, OH

Treasurer

- **Colin Busby, Basin Research Associates, Inc., San Leandro, California

Board of Directors

Small Firm Candidates

Two 3-year positions available (only one candidate running)

- ***Meg Thronton, aci consulting, Austin, Texas

Medium Firm Candidates

One 3-year position and two 1-year positions
The top vote-getter won the 3-year slot and the next two candidates won a 1 year position)

- *Susan Bamann, Coastal Carolina Research, Inc. [CCR], Tarboro, North Carolina
- *Jon Berkin, Natural Resource Group, LLC, Minneapolis, Minnesota
- ***Tom Motsinger, PaleoWest Solutions in Archaeology, Prescott, Arizona
- Heidi Roberts, HRA Inc. Conservation Archaeology, Las Vegas, Nevada

Large Firm Candidates

Three 3-year positions and one 2-year position
The top vote-getters won the 3-year slots and the fourth candidate won the 2-year position

- " ***Wade Catts, John Milner Associates, Inc., West Chester, Pennsylvania
- " Karen Hartgen, Hartgen Archaeological Associates, Inc., Rensselaer, New York
- " ***Joe Joseph, New South Associates Inc., Stone Mountain, Georgia
- " Hope Luhman, The Louis Berger Group, Inc., Albany, New York
- " **Al Tonetti, ASC Group, Inc., Columbus, Ohio
- " ***Andrew Weir, Commonwealth Cultural Resource Group [CCRG], Inc., Jackson, Michigan

Thoughts on the election process:

The rate of return for small firms was notably smaller than other categories. The reason for this is unknown, although small firms may have decided not to vote since only one candidate was on the ballot. The committee chair confirmed with ACRA Headquarters that all small firms received and had workable access to the ballot. The rate of return for medium firms was significantly higher than in 2008 (56%). The large firm voting percentages were the same as in 2008.

The election process using Survey Monkey and run through ACRA Headquarters proved efficient and

easily implemented for the committee. The increased rate of return for medium firms and consistency of voting rates for large firms suggests that the process was easy for member firms to use. The committee is aware of no negative commentary on the process.

The filling one- and two-year vacant terms in the medium and large categories was an unusual circumstance that should not reoccur. Discussion should continue regarding possible by-laws changes particularly regarding the process to fill vacant board seats. It remains important to fill vacant seats as they become available to continue a balanced election schedule.

Per the by-laws, the 2009 ballots will be retained for three months by the committee chair and then destroyed.

Editorial note: *Since the election took place, CCRG purchased CCR (see related article, this issue). Since CCRG already has a board member (newly elected Andrew Weir), CCR's newly elected Susan Bamann had to resign her position on the ACRA Board. Per ACRA's current by-laws, the process for filling an open position between elections is for the president to nominate someone and then for the board members for that size group (in this case, medium) to approve/disapprove of the choice. President Wayne nominated Heidi Roberts of HRA Inc. Conservation Archaeology, Las Vegas, Nevada, who was then approved by the medium board members.*

RECENT AND FUTURE ENGAGEMENT BETWEEN ACRA AND THE SOCIETY FOR AMERICAN ARCHAEOLOGY

By Mike Polk, Sagebrush Consultants, L.L.C.

As some of you are well aware, there has been a long history of engagement between ACRA and the Society for American Archaeology (SAA). The SAA is the largest professional archaeological society in the United States with a membership between 6,000 and 7,000. Many of the individuals within member firms of ACRA are active members of the organization, including three former ACRA presidents who are currently on the SAA Board of Directors (Cory Breternitz, Karen Hartgen, and Christopher Dore). Many ACRA members and most SAA members are actively involved in archaeological research and preservation activities. As such, we share many of the same concerns about federal and state legislation affecting cultural resources and other aspects of the field such as best practices, employment issues, and adverse effects to archaeological resources. As such, we find much common ground between us and rely upon one another regularly when problems, as well as opportunities, arise in these areas. During two yearly events, ACRA and SAA exchange information and try to understand how we can work together to support legislative and other initiatives that can be of value to the archaeological resource in the United States and the world. One of the events is a "presidents' breakfast" hosted by the SAA president every year at the organization's annual meeting to which the ACRA president and president elect are invited. This breakfast also includes presidents of other related archaeological organizations, including the World Archaeological Congress, the Society for Historical Archaeology, the Register of Professional Archaeologists, the Canadian Archaeological Association, and the American Anthropological Association. It provides a very informal

forum to discuss a wide range of topics of common interest. Another event also occurs at the SAA annual meeting, the "CRM Expo" trade show that has been held almost every year since the early 2000s. ACRA and SAA have jointly sponsored this very successful trade show where ACRA companies and many others have set up displays and engaged professionals in the field as well as students about how the private sector of CRM operates and employs people.

As president of ACRA from 2007 to 2009, one of my objectives, supported by the ACRA Board of Directors, was to engage the SAA leadership at a more fundamental level that could result in more dialogue between our organizations. I felt that this was an important effort. Despite the fact that we have somewhat differing agendas in the preservation field and that we serve very specific and differing constituencies, we have much in common. The preservation field is quite small, even including all of the players involved. SAA is a good partner to have at our side. A very good opportunity to promote this partnering idea arose as a result of the SAA's planning for the celebration of its 75th anniversary next year in St. Louis. The SAA requested that ACRA, among other organizations, help support this event through one or more of a number of possible sponsorship opportunities, or monetary donations. After extensive discussions within the ACRA Board and between ACRA and the SAA executive staff, we came to agreement, and I believe that ACRA is well served with this as is SAA. ACRA is donating \$2,000 to SAA to support the 75th

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ACRA Treasurer Colin Busy and Board Member Ellen Marlatt welcome visitors to ACRA's display at the 2009 CRM Expo in Atlanta.

anniversary celebration. For this contribution, ACRA receives the following during the SAA annual meeting:

- ✦ SAA Exhibit Booth in the SAA Bookroom where thousands of people pass by during a 3-day period
- ✦ Listing of ACRA in the exhibitor directory
- ✦ A full-page advertisement in the SAA conference program
- ✦ A 90-day advertisement of ACRA on the SAA web page. We would likely run this ad a few months before and a little after the SAA annual meeting next spring.

In addition, a longer-term benefit was also agreed upon. I was informed by SAA Marketing Director Kevin Fahey that SAA has committed to making a regular presence at ACRA annual meetings starting next year in Madison, Wisconsin. Our vendor presence has been expanding yearly, and this will be a welcome addition to that part of our annual meetings and will

surely attract other preservation-minded organizations in archaeology, history, and architectural history as well as more book vendors. I see this as a win-win situation for both ACRA and SAA and look forward to additional initiatives that may lead us to closer partnerships with other heritage preservation organizations within and outside of the United States.

If you are interested in having your firm participate in the CRM Expo at the 2010 SAA meeting, space is still available for the Saturday afternoon event on April 17. At only \$100 per table, this is a true bargain! To sign up, contact Kevin Fahey at SAA at kevin_fahey@saa.org or fill out and send in/fax/scan and email the form printed in this issue of *ACRA Edition*. Susan Chandler of Alpine Archaeological Consultants (susan_chandler@alpinearchaeology.com) recently volunteered to coordinate the CRM Expo for ACRA, but it's still up to you to sign up so that we can fill the space with ACRA members! A copy of the ACRA/SAA Cultural Resources Management Exposition Reservation Form is located on Page 29.



Former ACRA Board Member Sarah Herr staffing Desert Archaeology, Inc.'s booth at the 2009 CRM Expo in Atlanta. Statistical Research, Inc. Chairman of the Board Jeffrey H. Altschul (right front) catches up on archaeology in southern Arizona with Sarah and Desert Archaeology's President William Doelle (right rear).



SOCIETY FOR AMERICAN ARCHAEOLOGY

**ACRA/SAA CULTURAL RESOURCES MANAGEMENT
EXPOSITION RESERVATION FORM**

**75th Anniversary Meeting
April 14–April 18, 2010 • St. Louis, MO**

**We want to participate. Please reserve a table for the
ACRA/SAA CRM Exposition on Saturday, April 17, 2010 from 1:00 p.m. until 4:00 p.m.**

Our \$100 payment check or credit card information is enclosed.

Contact Name _____

Organization _____

Billing Address _____

Phone Number _____

Fax Number _____

E-mail Address _____

Billing Reference # _____

Authorized Signature _____

Please indicate the exact way you would like your organization to be listed:

*Return by **January 30, 2010**, to:
Kevin Fahey; Manager, Membership and Marketing
Society for American Archaeology (SAA), 900 Second Street NE, #12, Washington, DC 20002-3560
Fax: (202) 789-0284 kevin_fahey@saa.org*

MINNESOTA HISTORIC BRIDGE MANAGEMENT PROGRAM RECEIVES 2009 FHWA ENVIRONMENTAL EXCELLENCE AWARD

By Amy Squitieri, Vice President, Mead & Hunt



Since 1995, the Federal Highway Administration (FHWA) Environmental Excellence Awards have recognized people, programs, and processes that have used Federal funding to promote environmental sensitivity and sustainability without sacrificing mobility.

Award winners have made an outstanding contribution to the transportation community while demonstrating environmental stewardship. The Minnesota Historic Bridge Management Program of the Minnesota Department of Transportation received the 2009 award for Excellence in Cultural and

Minnesota Historic Bridge Management Program

2009


For Excellence in Cultural and Historical Resources

Agencies Awarded:

- Minnesota Department of Transportation (Mn/DOT)
- Minnesota State Historic Preservation Office (SHPO)
- Mead and Hunt
- HDR and ARCH3, LLC
- HNTB and ONE Consulting
- URS Corporation
- Federal Highway Administration (FHWA) – Minnesota Division

Project Contributors:

<ul style="list-style-type: none"> • Mn/DOT Cultural Resources Unit Kristen Zschomler Jacqueline Sluss Garneth Peterson Teresa Martin • Mn/DOT Bridge Office Daniel Dorgan Jim Lilly • Mn/DOT – District 1 Gus Peterson • URS Corporation Mark Maves 	<ul style="list-style-type: none"> • Minnesota SHPO Dennis Gimmestad Kelly Gragg-Johnson • Mead and Hunt Amy Squitieri Robert Frame • HDR and ARCH3, LLC Daniel Pratt • HNTB and ONE Consulting Steve Olson • FHWA – Minnesota Division Cheryl Martin
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Historical Resources. Mead & Hunt was the prime consultant responsible for completion of the state's Historic Bridge Management Plan, a key component of the program.

FHWA was proud to honor the winners of the 2009 awards as exemplars of environmental practices in transportation at a luncheon during the 2009 International Conference on Ecology & Transportation held from September 13 to 17, 2009, in Duluth, Minnesota. The ceremony was presided over by FHWA Deputy Administrator Greg Nadeau, Minnesota FHWA Division Administrator Derrell Turner, Acting Director of FHWA's Office of Project Development and Environmental Review

Carol Adkins, and Patricia Cazenias of FHWA's Office of Project Development and Environmental Review.

A panel of three independent judges reviewed 98 applications from 28 states, ultimately selecting 13 awardees and two honorable-mention recipients. A recording of the awards ceremony is available at:

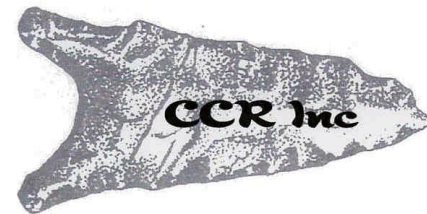
<http://online.ncsu.edu/Mediasite/Viewer/?peid=b06b4fcf64c848cea915eb9c0d69730c>. For more information contact Amy Squitieri at 608-273-6380 or (toll free) 888-364-7272; amy.squitieri@meadhunt.com



Mead & Hunt was represented at the award ceremony by Amy Squitieri and Bob Frame (far right). Representatives from the Minnesota Department of Transportation, FHWA, the Minnesota State Historic Preservation Office, and other consultant firms involved in Minnesota historic bridge rehabilitation projects shared this award.



**COMMONWEALTH CULTURAL RESOURCES
GROUP, INC.
ACQUIRES COASTAL CAROLINA RESEARCH,**



By Nancy Ford Demeter, Technical Editor/Director of Production, Commonwealth Cultural Resources Group, Inc.

Commonwealth Cultural Resources Group, Inc. (CCRG) announces that beginning in November 2009, Coastal Carolina Research, Inc. (CCR) will join CCRG as a wholly owned subsidiary. With a combined staff of over 40 cultural resource technical professionals and support staff, CCRG and CCR will continue to provide cultural resource services to government agencies and private clients throughout the Midwest and the Mid-Atlantic and Southeast regions.

CCRG was founded in 1988 by Donald J. Weir, manager of the Cultural Resources Section at the engineering firm of Gilbert/Commonwealth. Originally formed as a partnership between Weir and Donna Roper, an archaeologist from Gilbert/Commonwealth, CCRG incorporated in 1992 and since then has grown into a full-service CRM firm with headquarters in Jackson, Michigan, and offices in Buffalo, New York; Minocqua, Wisconsin; Golden Valley, Minnesota; and Belleville, Illinois. During the 21 years CCRG has served its clients, its professional staff has developed technical and analytical expertise in all phases of archaeological investigations, geospatial analysis, a full range of laboratory analyses, and above-ground resources studies, including National Register of Historic Places evaluations. CCRG's technical expertise is supported by its practical experience with large-scale project logistics, with a special emphasis on pipeline, transportation, and other linear corridor projects.

Mr. Weir, CCRG's current owner and president, has been a member of ACRA since its founding, serving on the Board of Directors from 1995 through 2004, holding the position of treasurer from 1997 through 2004. Currently, Weir serves on the Finance Committee and the Employee Free Choice Act Task Force.

Following CCRG's acquisition of CCR, Weir will head the CCRG family of companies as chief executive officer. Andrew J. Weir, CCRG's vice president, will take over leadership of CCRG as its president. Andrew Weir received his B.A. in Anthropology from Western Michigan University and his M.A. in Maritime Studies from East Carolina University. He is currently a large-firm representative on the ACRA Board of Directors, and he serves on the Education and Membership Committees.

Coastal Carolina Research, Inc. (CCR) is located in the small historic town of Tarboro, North Carolina. Under the leadership of Loretta Lautzenheiser, the firm's founder and current president and owner, CCR has become a leader in CRM throughout the Mid-Atlantic and Southeast regions. This woman-owned small business celebrated its 22nd year of business in 2009. CCR was a founding member of ACRA, and Lautzenheiser has served on the Board of Directors for two terms in the small business category and for two terms in the medium business category. She held the position of ACRA president in 2003 and has served on the Education Committee, the Strategic Planning Committee, and the Communications Steering Committee. She continues as chair of the By-Laws and Policy Task Force. Lautzenheiser credits much of CCR's successful growth to her involvement in ACRA and the information and networking opportunities the organization provides. Said Lautzenheiser of the upcoming acquisition, "I am delighted about this opportunity. I have known Don for years and have always respected him. CCR will be in very good hands."

ACRA MEMBER FIRM RECEIVES OHIO HISTORIC PRESERVATION AWARD

By Charissa Wang Durst, Hardlines Design Company



Hardlines Design Company (HDC) received a Preservation Merit award from the Ohio Historic Preservation Office (OHPO) for their work on the rehabilitation of the historic Lincoln Theatre in Columbus, Ohio. HDC was initially commissioned in 2003 to complete a study to rehabilitate the vacant facility for use as a new home for the Columbus Children's Theatre. The study eventually evolved into creating a community theatre with multiple users, including Columbus Children's Theatre. HDC began construction documents in the fall of 2006. The design included restoring the Egyptian Revival interior of the main house, which involved researching black-and-white photographs taken in the 1980s and examining remnants of the ceiling plaster. Construction began in earnest in January 2008, with opening day scheduled for May 21, 2009. In order to meet this accelerated schedule, HDC assisted the painting contractor by preparing all the painting stencils in CAD, which could be fed into a machine to die cut each pattern. The OHPO awards were presented at the historic Palace Theatre in Marion, Ohio. Recipients included the owner (CAPA/Lincoln Theatre Association), the contractor (The Quandel Group), and the government sponsors (City of Columbus and Franklin County).



Interior of historic Lincoln Theatre after rehabilitation.

MEET BOARD MEMBER**AL TONETTI**

Al Tonetti is cultural resource specialist, education coordinator, safety coordinator, historian, and archaeologist for ASC Group, Inc., Columbus, Ohio. ASC is a dynamic cultural and environmental resources management firm with offices in Ohio, Indiana, Pennsylvania, and West Virginia (www.ascgroup.net). Al has a B.S. in History from The Defiance College and completed M.A.-level coursework in Anthropology at Ball State University.

Al is married to Kristin, human resources manager for the Central Ohio Blood Services Region of the American Red Cross. They met on a public archaeology dig that Al coordinated for ASC. They enjoy outdoor activities, traveling, and spending time with family. Al's family still owns the century's old house where Al's father Bruno, haplogroup R1b M343 (genetically, direct descendants of the Cro-Magnon people), was born in the foothills of the Italian Alps. Besides attending the Woodstock Music & Art Fair in the summer of '69, which he appears to have been genetically predisposed to do, among Al's most memorable experiences are wading among dolphins in Cumberland Sound while carrying 80-pound burlap sacks filled with oyster shells collected from a nearby shell rake to a small boat during a National Park Service archaeological site stabilization workshop at Cumberland Island National Seashore, and participating in vendemia, Italy's annual grape harvest, with his dad and extended family on the family's vineyards. Al and Kristin are looking forward to traveling to the family homeland and canoeing the Dordogne River valley in southwestern France next fall.

Al has been professionally employed in CRM since 1976, when in graduate school he was hired as an archaeologist for the Indiana Department of Highways (now INDOT). Between 1976 and 1978, Al conducted Phase I and II fieldwork on more than 60 projects. In 1978, he assumed the joint position of staff archaeologist and regional archaeological preservation officer in

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west-central Ohio (Dayton area) at Wright State University for the Ohio SHPO, conducting Phase I and II archaeological investigations. In 1982, Al began 15 years of employment in the central office of the Ohio SHPO, first as an interdisciplinary coordinator, coordinating the work of the SHPOs central and regional office historians, architectural historians, and archaeologists in survey, planning, and registration activities. In 1986, he became archaeology survey manager for the SHPO. In 1997, Al left the public sector for ASC Group. His position at ASC is challenging, changing, and rewarding as he weaves his way through myriad CRM activities in archaeology, history, architectural history, public involvement, education, safety, and special projects.

Al has volunteered to serve on ACRA's Government Relations, Awards, Education, Membership, and Workers Safety Committees and as the liaison between ACRA and the Ohio Archaeological Council (OAC). Since 1993, Al has been a board member of the OAC, having chaired its Education, Native American Affairs, and currently Government Affairs Committees. He was president between 1988 and 1993. He also served on the OAC's Membership Committee, as archivist, auditor, conference coordinator, and editor of the newsletter. He is currently co-coordinating the OAC's New Approaches in Ohio Archaeology conference (www.ohioarchaeology.org).

He has also served as the Society for American Archaeology's Network Education Coordinator and Government Affairs Network Coordinator for Ohio.

Al believes the most important issue facing the cultural resources industry today is making CRM processes more efficient and relevant to "deciders" in all levels of government and industry. While ACRA needs to continue to work hard to maintain Section 106 and related federal and state CRM laws and regulations, Al believes it needs to further examine how CRM processes can become more efficient at identifying, assessing, and mitigating adverse effects on cultural resources important to CRM's stakeholders. He also believes that ACRA needs to increase outreach activities to nonmember CRM firms. The development of a CRM firm database and the membership drive by the Membership Committee are critical steps in doing so. But CRM businesses would not exist without the legislative framework supporting them, and Al wants to work to better coordinate the work of the Government Relations and Membership Committees in this regard.

Al can be reached at ASC Group, Inc., 800 Freeway Drive North, Suite 101, Columbus, OH 43229, (614) 268-2514 x3547, atonetti@ascgroup.net

ACRA STRATEGIC PLANNING INITIATIVES: EXPLORING INTERNATIONAL RELATIONSHIPS

By Teresita Majewski, Chair, Strategic Planning Committee

Earlier in 2009, then-ACRA President Mike Polk asked me to begin exploring potential international relationships between ACRA and trade organizations (or related organizations) in other countries. At the Society for American Archaeology meeting in Atlanta this past spring, Mike and I met with Jack Brink, who is currently president of the Canadian Archaeological Society (CAA). At that meeting, the three of us explored the possibility of holding a joint symposium or panel discussion at the CAA meeting in Calgary in May 2010, at which we would talk about how ACRA might benefit the business of CRM in Canada.

More information will be forthcoming on the possible CAA-ACRA joint event by early 2010. No costs to ACRA for participation in this symposium are anticipated. If any ACRA members would like to participate in this joint event, please contact me at

tmajewski@srirm.com. ACRA Treasurer Colin Busby has already expressed interest.

At the September 2009 European Archaeological Association (EAA) meeting, Statistical Research, Inc. President Donn Grenda and I presented a poster on the rationale for forging global relationships with Mike Polk as a coauthor. In the poster, entitled "Forging Global Relationships among Heritage Management Consultants," we raised the possibilities of CRM trade and similar associations working together on topics of common interest. Our thoughts as presented on the poster were grounded in our knowledge of the practice of CRM in the United States, Canada, Mexico, and the United Kingdom.

I've included the text of EAA the poster below and invite you to consider the reasons that ACRA should move forward with forging global relationships.

FORGING GLOBAL RELATIONSHIPS AMONG HERITAGE MANAGEMENT CONSULTANTS

The American Cultural Resources Association (ACRA) is a U.S.-based non-profit organization that promotes the professional, ethical, and business practices of the cultural resources management (CRM) (i.e., heritage management) industry, including historic preservation (heritage management), archaeology, history, architectural history, historical architecture, landscape architecture, and specialty subfields such as geoarchaeology, soil science, and ethnobotany, for the benefit of the resources, the public, and the members of the association. A current strategic planning initiative of the organization aims to explore the value of internationalizing its goals, which include promoting professionalism, supporting the business and training needs of the industry, and encouraging awareness of heritage policy, legislation, and management in general. One of ACRA's challenges is educating its members about the value of global awareness and engagement.

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Why is it important to promote internationalization of heritage management goals?

We are all similarly concerned with heritage resources, not only because they are the basis for our work, but because they are threatened, to varying degrees, around the world.

The missions of most professional organizations in our fields are in some way tied to heritage management through their commitments to protect, interpret, and appropriately manage and promote awareness of heritage resources. A review of the mission statements of ACRA, the Society for American Archaeology (SAA), the Society for Historical Archaeology, the Register of Professional Archaeologists, the Society for Post-Medieval Archaeology, the Institute for Archaeologists, the European Association of Archaeologists (EAA), the World Archaeological Congress (WAC), the Canadian Archaeological Association, the Canadian Association of Heritage Professionals, and similar organizations throughout the world clearly indicates that concern with heritage resources is a core value. Heritage management organizations are variously involved in reaching out to the public and to governmental entities, in order to educate them about the critical importance of heritage resources and the increasing global threats to historic sites, buildings, and landscapes.

We are all committed to doing professional, ethical, and high-quality work.

Heritage management organizations and professional archaeological and anthropological societies promote professionalism, ethics, and best practices. Not long after their organization was founded, the EAA voted on its Principals of Conduct for Contract Archaeology in 1998, recognizing the legitimacy of this form of archaeological practice. Many organizations and societies have developed statements or "codes" of ethical principals for their members to follow. In these principals, responsibilities to the public, clients, employees, project stakeholders (including native peoples), and professional colleagues are defined. Some organizations, such as ACRA, have created "toolkits" for heritage management professionals. The ACRA toolkit is a collection of materials and information compiled to help private-sector heritage management consultants negotiate the business world, generally an area in which they were not formally trained. Other groups provide continuing education training for cultural/heritage resource professionals in settings outside the university and/or encourage and monitor the provision of appropriate training in traditional educational settings. Many groups have awards programs that recognize top quality work by clients and consultants alike and emphasize the teamwork concept necessary for a project to succeed.

We are all committed to disseminating the results of our findings about heritage resources, not only to our clients and the public, but also to our professional colleagues.

Organizations either hold their own conferences or establish a presence at conferences sponsored by other groups. Heritage management consultants in Portugal initiated their own conference in 2008 because they wanted a forum to discuss their common interests, challenges, and

experiences. International paper and poster sessions that focus on heritage management issues bring together experts from around the globe to share their experiences and learn from one another. EAA and WAC conferences are an excellent example of this. Sharing information about other consultants' publications at meetings encourages best practices in reporting. The exchange of ideas and information about heritage management practices allows the industry to remain current with emerging trends worldwide.

What can international engagement provide to heritage management professionals?

- Opportunities to learn from other heritage management professionals outside of our own countries and benefit from their business and other experiences.
- The chance to support the heritage management profession and its practitioners in countries where the industry is less well developed (or barely exists) and heritage resources are often seriously threatened. Assisting these professional colleagues by sharing our experiences with jurisdictional issues and process coordination could eventually lead to the development of appropriate processes for heritage management in their countries. Our obligations to "serve" our disciplines are not obviated by the nature of our enterprise.
- Opportunities for international collaboration and reaching out across borders. North America lags significantly behind Europe in this respect.
- Credibility for ourselves and our profession and a reason for broadening our often isolationist and provincial perspectives.
- The impetus for reexamining the charges of our organizations to see if we are staying in touch with the changing nature of the heritage management profession worldwide and appropriately maintaining the balance between financial and "intellectual" profits.



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ACRA's Members-Only Listserv

MembersOnly is a private email forum intended to promote dialogue between ACRA members, and to provide a venue for the membership and the board of directors to share information, and to post queries and comments for discussion. To participate in MembersOnly, visit www.acra-crm.org and click on the link under ACRA forums.

2010 ACRA EDITION SCHEDULE

ISSUE	DEADLINE	RELEASE
WINTER	January 18	February
SPRING	April 19	May
SUMMER	July 19	August
FALL	October 18	November

ACRA Edition

is a quarterly publication of The American Cultural Resources Association. Our mission is to promote the professional, ethical, and business practices of the cultural resources industry, including all of its affiliated disciplines, for the benefit of the resources, the public, and the members of the association.

This publication's purpose is to provide members with the latest information on the association's activities and to provide up-to-date information on business issues and federal and state legislative activities. All comments are welcome.

Please address comments to:

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ejharris@aol.com

or

Teresita Majewski,
ACRA President Elect
tmajewski@srcrm.com

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