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(Officers and staff are listed on Page 2.)

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Join us at Monona Terrace in Madison, Wisconsin, September 23-25, 2010, for ACRA's 16th Annual Meeting (see more information inside this issue).

ACRA's Mission

"...to promote the professional, ethical, and business practices of the cultural resources consulting industry."

ACRA's Vision

ACRA: The voice of cultural resources management

ACRA's Values

- Integrity
- Professionalism
- Collaboration
- Leadership
- Success

ACRA OFFICERS AND STAFF

President

Lucy B. Wayne, *SouthArc, Inc.*

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Vice President (Government Relations)

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Nellie Longworth

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Communications Steering - Ellen Marlatt, *Independent Archaeological Consulting, L.L.C.*

Website Subcommittee - Ellen Marlatt, *Independent Archaeological Consulting, L.L.C.*

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Conference - Joan Deming, *Archaeological Consultants Inc.*

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History Associates

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NAICS - Christopher Dore, *independent consultant*

Newsletter - Teresita Majewski, *Statistical Research, Inc.*

Nominations - Mike Polk, *Sagebrush Consultants, L.L.C.*

Salary Survey - Nurit Finn, *Wapsi Valley Archaeology, Inc.*

Strategic Planning - Teresita Majewski, *Statistical Research, Inc.*

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

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. One issue each year will also be made available to nonmembers as part of a membership recruitment initiative.

THE PRESIDENT'S CORNER

By Lucy B. Wayne



Our firm, SouthArc, Inc., is a charter member of ACRA, but for the first couple of years, we were basically lurkers. We read the newsletter and occasionally talked to Tom Wheaton, but were otherwise not involved. In fact, since we were a small business (and still are, for that matter), we started questioning

whether it was worth the expense to remain a member. Then I got roped into running for the Board of Directors, and we started attending the annual ACRA conference. After one conference, we were sold on the value of ACRA and what it could do for us.

It was immediately apparent that the ACRA conference was a very different animal than the archaeology conferences we normally attended. No one was talking about research theories or the latest unusual artifact they had found. There were no nervous graduate students giving papers on esoteric research topics. ACRA conferences are all about business. The conference sessions and the workshops we've attended over the years have provided a wide range of new insights into how to do business as a consultant. Topics covered a wide variety of subjects: marketing, insurance, safety, how to fire people, how to retain good people, how to team with other companies, the business of CRM, multi-generational work places, and dozens of other topics.

But there is one thing that is far, far more valuable than all the conference sessions and workshops: networking. We have found that at ACRA conferences,

people who are often competitors for the same jobs freely exchange information and share not only their business problems, but also the solutions. ACRA members are consistently willing to help other members, and quite often team with their fellow members for projects or subcontract work to ACRA members. Small firms particularly benefit from this networking. If you are having a business problem, I can almost guarantee that someone else in ACRA has been there, done that, and will be more than willing to tell you how they handled the problem. It is also quite common for our larger firms to team with smaller firms in order to get local expertise for projects, or sometimes just because they need a small business or minority business for a proposal.

All of this leads up to the focus of this issue of the newsletter -- the upcoming ACRA Annual Conference in Madison, Wisconsin, from September 23 to 25. If you have never been to an ACRA conference, please consider coming to Madison. As one of my colleagues who owns a very small firm has often said, if she can only go to one conference a year, it will be ACRA. I know the economy has been rough on all of us. Our firm is no exception to that, but the time and money spent for an ACRA conference might pay off by helping you identify new markets, learn new ways to deal with your existing clients, or develop teaming opportunities. I am sure you will learn at least one new and helpful thing from the conference. And you will get to know some terrific people from all over the country. So please join us in Madison in September.

Recent ACRA Events

It has been a busy summer for your board and officers. In June, during our conference call board meeting, the board approved the strategic plan developed in Boise. This plan will carry ACRA forward through the next few years and sharpen our focus. Right now, our

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various committees and task forces are looking at the plan and developing their own mini-plans to determine how they can meet the goals outlined in the document (see related article elsewhere in this issue). These approaches should be in place after the September board meeting in Madison.

In July, we had two big events. First, on July 21, we held CRM Day on Capitol Hill. ACRA Vice President for Government Relations Jeanne Ward and our Government Affairs Consultant Nellie Longworth organized the event and made appointments on the Hill for the ACRA people who were able to attend. Jeanne has a report on this event elsewhere in the newsletter. There were a number of issues important to ACRA that were highlighted by our members during the day. This event was planned at the request of the Board of Directors, who feel that it is important for ACRA to have a regular presence on Capitol Hill. So look for a similar opportunity every year, hopefully at a time when we can get a bigger response from our members. I'm not sure I would recommend July again, but it ended up being a very active period for Congress. I would like to thank everyone who did participate. Your contributions were valuable to ACRA, and we appreciate it.

Also in July, again through the efforts of Jeanne Ward, ACRA was able to make a presentation to the National Conference of State Historic Preservation Officers (NCSHPO). Andy Weir of CCRG handled the presentation, which focused on what ACRA is, what they can do to help SHPOs and what the SHPOs can do to help ACRA, which is primarily to use the ACRA consultants database as a reference for people or agencies who need CRM services. Ian Burrow, president of the Register of Professional Archaeologists (RPA) (and past president of ACRA) joined us to make a similar presentation to get the SHPOs to also use the RPA membership list as a source for professional archaeologists.

ACRA has also been busy writing letters and signing on to joint preservation organization letters. These include: (1) a letter to the South Carolina legislature urging support of funding for their SHPO office (the program was eventually funded); (2) a letter opposing

Sen. Kay Bailey Hutchinson's rider on an appropriations bill that would make the Trinity River flood control project in Texas exempt from Section 106 and 4(f) lands requirements (unfortunately no joy there -- we're hoping for a Presidential veto or a later amendment at this point); (3) a letter supporting an amendment sponsored by Senators Stowe and Enzi to remove a section from the Tax Loophole bill, which would unduly burden subtype-S corporations with new taxes; (4) a letter supporting continued funding for the Corps of Engineers' Veterans Curation Project, which provides training in basic office and laboratory skills for disabled military veterans; (5) testimony supporting full funding of historic preservation programs; and (6) signing on to a letter generated by the National Trust for Historic Preservation from multiple preservation organizations to protest Senator Hutchinson's Trinity River rider. Items 2 through 5 are included following my column.

ACRA is keeping a close eye on federal actions that might affect our industry, including labor issues, as well as anything that may impact Section 106. We will consider writing support letters for state and local issues if our members ask us to. In some cases, the board may decide that an issue is not something ACRA should be involved in, or that a letter from ACRA will not be received well by a state or local government (sometimes they don't like national organizations speaking out on local issues). But, if you are aware of either a national or local issue of concern, please bring it to the attention of either me or Jeanne. We depend on our members, as it's simply not possible for us to track everything. As an example, the Trinity River issue was brought to our attention by Duane Peter of Geo-Marine, Inc., a Texas-based CRM firm. You can reach us at lucy@southarc.com or jeanneward@appliedarchaeology.com.

I look forward to seeing all of you in Madison in September. If I haven't met you yet, please take the time to introduce yourself to me and to our other officers and board members. PLEASE REGISTER NOW AND JOIN US IN ACRA IN MADISON FOR ANOTHER EXCELLENT CONFERENCE!



On behalf of the American Cultural Resources Association (ACRA) I would like to express our deep concern regarding House Bill 4899. ACRA is the national trade association supporting and promoting the common interests of cultural resource management (CRM) firms of all sizes, types and specialties since 1995. ACRA's 130-plus member firms employ over 2,000 people nationwide, working in historic preservation, history, archaeology, anthropology, architectural history, historical architecture and landscape architecture. ACRA members work closely with state departments of transportation, federal agencies, state and tribal historic preservation officers, private sector groups and the general public. ACRA member firms undertake most of the legally mandated CRM studies and investigations in the United States. ACRA members work to create a balance between economic development and protection of historically important resources.

Our members have been made aware of Section 405 in Chapter 4 of H.R.4899, emergency supplemental appropriations legislation recently passed by the Senate. The bill contains provisions to exempt the U.S. Army Corps of Engineers (COE) and the Federal Highway Administration (FHWA) from compliance with provisions for environmental review in accordance with Section 106 of the *National Historic Preservation Act* (NHPA) in the case of the Trinity River Flood Control project and the proposed tollway.

The national identity of the United States is inextricably tied to the tangible remains and reminders of our past. This includes our industrial and engineering infrastructure, such as the Trinity River levee system, as well as other properties associated with our culture, history, and economy. A system of levees for flood protection may not be as awe-inspiring as the Dealey Plaza Historic District or the Alamo, but it represents an integral part of the evolution of the City of Dallas, the State of Texas, and the United States. As such, it should be afforded due process under existing laws.

NHPA directs Federal agencies to consider the effects of undertakings on any district, site, building, structure, or object that is included in or eligible for inclusion in the National Register of Historic Places (NRHP). The COE is currently complying with NHPA by determining the eligibility of the Dallas Floodway for the NRHP. It is our understanding that the FHWA proposes to construct a toll road which may run between the levees. A determination of NRHP eligibility for the Floodway could, under Section 4(f) of the Department of Transportation Act of 1966, affect the route of this road by requiring FHWA and local officials to avoid any adverse effect on the historic resource and/or select an alternate route. In the absence of the protections afforded by NHPA's Section 106 and Section 4(f), the affected resources have no meaningful procedural guarantees for preservation consideration.

When competently applied the Section 106 process does not present an undue burden - in terms of either time or costs - to project proponents. Nor does eligibility for or listing on the NRHP mean that a resource cannot be impacted; it simply means that its significance must be taken into consideration and suitable mitigation measures be developed prior to impact. As a result, we find that there is no compelling justification for exempting the Trinity River Flood Control

Project and/or the proposed toll road from environmental review. In fact, doing so could establish a very bad precedent for exempting other potentially significant resources from consideration under Section 106.

We urge Congress to remove the Trinity River exemption from House Bill 4899 and allow the well-proven process to proceed.

Sincerely,

A handwritten signature in black ink that reads 'Lucy B. Wayne'. The signature is written in a cursive, flowing style.

Lucy Wayne
President, American Cultural Resources Association



July 6, 2010

Senator Olympia J. Snowe
154 Russell Senate Office Bldg.
Washington, DC 20510

Senator Michael B. Enzi
379A Russell Senate Office Bldg.
Washington, DC 20510

Re: H.R. 4213, Section 413—American Jobs and Closing Tax Loopholes Act of 2010

Dear Senators Snowe and Enzi:

On behalf of the American Cultural Resources Association (ACRA) I write to express our deep concern regarding Section 413 of H.R. 4213, the *American Jobs and Closing Tax Loopholes Act of 2010* which could add to the tax burden of S corporations. ACRA is the national trade association supporting and promoting the common interests of cultural resource management (CRM) firms of all sizes, types, and specialties since 1995. Many of ACRA's 140-plus member firms are organized as subtype-S corporations. These firms employ over 2,000 people nationwide, working in historic preservation, history, archaeology, anthropology, architectural history, historical architecture and landscape architecture. ACRA member firms undertake most of the legally-mandated CRM studies and investigations in the United States.

Section 413 would increase payroll taxes on professional services businesses like ours if 80 percent or more of the gross income of the business is attributable to the service of three or fewer shareholders. The shareholders of most of our S corporations take an active role in providing the services requested of our firms.

Professional services firms are struggling in this weak economy. Section 413 of H.R. 4213 will have the unintended consequence of increasing the payroll tax burden on small firms at a time when they can least afford it. Moreover, the provision presents significant enforcement challenges. It is unclear whether the term "attributable" refers to bringing in business to the firm, or professional services to complete contracts. Either interpretation would require record-keeping that may not currently be undertaken by small professional services firms.

ACRA fully supports the amendment you have filed to strike Section 413 from the legislation. We respectfully urge the Senate to consider alternative approaches to this issue that would not negatively impact tax-compliant employers.

Sincerely,

A handwritten signature in black ink that reads 'Lucy B. Wayne'.

Lucy B. Wayne, Ph.D., RPA
President
American Cultural Resources Association

Cc: Senator Max Baucus
Senator Chuck Grassley

ACRA Headquarters:
5024-R Campbell Blvd. | Baltimore, MD 21236 | t. 410-933-3483 | f. 410-931-8111 | www.acra-crm.org



July 6, 2010

Rep. John Barrow
213 Cannon House Office Bldg.
Washington, DC 20515

Rep. Ginny Brown-Waite
414 Cannon House Office Bldg.
Washington, DC 20515

Rep. Wm. Lacy Clay
2418 Rayburn House Office Bldg.
Washington, DC 20515

Re: H.R. 5282, Veterans Curation Program

Dear Reps. Barrow, Brown-Waite and Clay:

On behalf of the American Cultural Resources Association (ACRA) I write to express our support for your proposed legislation, H.R. 5282, "to provide funds to the Army Corps of Engineers to hire veterans and members of the Armed Forces to assist the Corps with curation and historic preservation activities, and for other purposes." ACRA is the national trade association established in 1995 to support and promote the common interests of cultural resource management (CRM) firms of all sizes, types, and specialties. These firms employ over 2,000 people nationwide, working in historic preservation, history, archaeology, anthropology, architectural history, historical architecture and landscape architecture. ACRA member firms undertake most of the legally-mandated CRM studies and investigations in the United States. Many of our member firms have worked with the U.S. Army Corps of Engineers and are very familiar with the Corps' archaeological curation responsibilities.

Last year at our annual conference in Rhode Island, Michael K. "Sonny" Trimble of the Corps gave a presentation on the Veterans Curation Project which the Corps established using American Reinvestment and Recovery Act (ARRA) funding. As a result of his presentation and our subsequent review of the Veterans Curation Project, we will be awarding Dr. Trimble and the Corps with our first ACRA Board of Directors award this September for outstanding contributions to cultural resource management.

As you are very aware, the Veterans Curation Program provides six-month training programs to disabled military veterans. These veterans work under the supervision of professional archaeologists to check, clean, document and curate artifacts and records recovered from projects all over the Nation. While doing so, they learn skills in meticulous processing of material and records, data processing and high quality photography. These skills can be carried forward into civilian jobs. In fact, members of the first group who have been through the program have successfully obtained positions as a result of their new skills.

ACRA supports this legislation which will achieve two important goals. It addresses the huge need for proper and timely curation of collections recovered from archaeological research projects throughout our Nation, and, more importantly it provides job training to men and women who have lost their chosen military careers and had their lives significantly altered due to their willingness to put those lives on the line in service of our Nation.

We commend you for your support of the visionary Veterans Curation Program and urge the Subcommittee on Water Resources and the Environment to recommend passage of this bill by the full House of Representatives.

Sincerely,

A handwritten signature in black ink that reads 'Lucy B. Wayne'.

Lucy B. Wayne, Ph.D., RPA
President
American Cultural Resources Association

Cc: Rep. James L. Oberstar
Rep. Eddie Bernice Johnson

ACRA Headquarters:
5024-R Campbell Blvd. | Baltimore, MD 21236 | t. 410-933-3483 | f. 410-931-8111 | www.acra-crm.org



Lucy B. Wayne
President
American Cultural Resources Association

Testimony for the
 U. S. House Committee on Natural Resources

Rep. Nick Rahall, Chairman
 July 12, 2010

For the June 30, 2010 hearing on:
 "Discussion Draft, Amendment in the Nature of a Substitute to H.R.3534"

Thank you Chairman Rahall, Ranking Member Hastings, and members of the House Natural Resources Committee for the opportunity to provide testimony. The American Cultural Resources Association (ACRA) is pleased to see that the recently released discussion draft amendment to H.R.3534 contains full and guaranteed funding for the Historic Preservation Fund (HPF). Our organization is a member of the Coalition to Fully Fund the Historic Preservation Fund and supports permanent and guaranteed funding for the HPF.

ACRA is the national trade association supporting and promoting the common interests of cultural resource management (CRM) firms of all sizes, types and specialties since 1995. ACRA's 130-plus member firms employ over 2,000 people nationwide, working in historic preservation, history, archaeology, anthropology, architectural history, historical architecture and landscape architecture. ACRA members work closely with state departments of transportation, federal agencies, state and tribal historic preservation officers, private sector groups and the general public. ACRA member firms undertake most of the legally mandated CRM studies and investigations in the United States. ACRA members work to create a balance between economic development and protection of historically important resources.

As you probably know historic preservation plays a unique role in boosting economic development, as studies have shown that cultural and heritage visitors spend more and visit longer. It has also been found that historic preservation allows the utilization of existing streets, services, infrastructure and buildings, helping to curb sprawl and promote sustainability; preserving a neighborhood's livability and providing a sense of place; and leveraging authenticity for new investment, tourism and smart growth.

One of ACRA's primary concerns is that the funding of SHPO and THPO offices is essential to the implementation of the National Historic Preservation Act of 1966, and funding for these offices is provided by the HPF. NHPA directs Federal agencies to consider the effects of undertakings on any district, site, building, structure, or object that is included in or eligible for inclusion in the National Register of Historic Places (NRHP). In the absence of the protections afforded by NHPA's Section 106 resources have no meaningful procedural guarantees for preservation consideration. SHPO and THPO offices have traditionally been underfunded, and the situation has worsened with the current economy. As Federal agencies comply with NHPAs requirements it is essential to provide adequate funding for mandated review.

With full funding, the HPF will be able to increase assistance for local governments, communities and building owners to save open space and incorporate "green" rehabilitation of commercial buildings, create jobs and spur private investment through the federal rehabilitation tax credit program. This program, administered by SHPOs, has created over 1.8 million jobs and leveraged \$85 billion in private investment.

As many others have probably noted - the HPF can also save at-risk historic places through matching grants programs. In keeping with President Obama's America's Great Outdoors initiative, historic preservation dollars can assist in engaging youth in service, learning and other programs such as Teaching with Historic Places. Finally, full funding of the HPF will allow technical assistance, and educational programs for municipalities and preservation organizations to develop preservation plans, establish local historic district ordinances, investigate alternatives for preserving key buildings, and explore strategies for promoting commercial and neighborhood revitalization as well as heritage tourism.

The American Cultural Resources Association supports the full funding of the Historic Preservation Fund as well as the Land and Water Conservation Fund. This funding will allow our members to continue preserving, recording, and investigating the rich heritage of our country.

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A MESSAGE FROM THE EXECUTIVE DIRECTOR: SUMMER IS ALMOST OVER?

By CJ Summers, Executive Director



It's hard to believe how soon the ACRA Annual meeting is approaching. Here at ACRA Headquarters, we have been very busy with CRM Day, annual meeting preparations, registrations, sponsorships, and new memberships. We love to be busy with new memberships. The 2010 ACRA Annual Meeting is going to be awesome. I collaborated with the Conference Committee on

their meeting update article that appears later in this issue. Be sure to check it out. And if you have any questions, please give us a call or email us. Even with all the excitement at headquarters about CRM Day and the 2010 Annual Meeting, ACRA staff has still been busy with many other projects. Here is a quick update on some of those:

16th Annual Meeting Note

The ACRA website is your best source for hotel accommodations, transportation information, and up-to-date news about the meeting. The webpage also has registration and sponsorship forms. Bookmark the page and check back regularly for the latest information.

Membership Dues

Thank you to the 143 firms that renewed or started their membership with ACRA for 2010. We extend a special welcome to ACRA's 39 new members! We are so glad to have you as a part of our association. If you are a new member and would like us to profile your company in a future issue of *ACRA Edition*, please [email Terry Majewski](#).

All new companies who join ACRA in 2010 will receive 50% off their membership dues for the first year! This is still a great opportunity for you to encourage your peers to join ACRA. If you have any friends or firms that should be members of ACRA, this is the year to join.

ACRA 2010 Elections

This year's slate includes Vice President for Government Relations and candidates for board seats for small, medium, and large firms. After the success of the election process of 2009, the election ballots will again be distributed by an electronic form via Survey Monkey. The system tabulates the votes electronically, leaving no room for error, and follows up with members that may have not completed the ballot. This proved to be an efficient and cost effective way to conduct elections. Keep your eye out for more election information via ACRA Members Only and from ACRA Headquarters.

Next ACRA Board of Directors Meeting - September 23, 2010

The next ACRA Board of Directors meeting will be held on September 23, 2010, in Madison, Wisconsin. If there are any issues, concerns, or agenda items that you have for the board, please let headquarters or a representative on the board know prior to the meeting so it can be placed on the agenda and discussed. Remember, the ACRA Board works for ACRA and its members.

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ACRA Website Calendar

ACRA is excited to announce the addition of a CRM Calendar to the ACRA website. This is a one-stop source for all up-to-date information on the industry's meetings, conferences, and workshops. Download events from the ACRA calendar to your personal calendar and never miss an important meeting again! Visit the ACRA website and click on the Calendar link in the top right corner to see more.

If you would like to submit an event to be added to the calendar, please [email Shannon](mailto:shannon@acra.org) at ACRA HQ with the event's name, dates, location, and website clearly defined.

ACRA Monthly Member Update

We continue to send out monthly updates that provide you with an overview of ACRA's previous month's activities, plans for upcoming events, and other information of value to share with fellow cultural resource companies. Please look for this "Monthly Update" in your Inbox on the 15th of every month. If there is anything specific you would like to see in this update, please email Shannon at ACRA Headquarters. This update is for you, the ACRA member.

Save the Date: ACRA 17th Annual Meeting

ACRA is pleased to announce that the 17th annual meeting will be held in St. Charles, Missouri, September 8 through September 10, 2011. The meeting will be held at the fabulous Ameristar Casino, Resort and Spa. Go to www.ameristar.com to check it out. If you have any questions or thoughts about the event, please contact Conference Committee Chair, [Joan Deming](mailto:joan.deming@acra.org) or 2011 Conference Chair, [Steve Dasovich](mailto:steve.dasovich@acra.org).

Profile Updates and Reminder

If you are a member of ACRA, all employees of your firm have access to MembersOnly, Monthly Member Updates, ACRA HQ messages, the latest issue of *ACRA Edition*, and all member sections of the website.

If you need to make any updates to your profile or would like to add representatives to the ACRA email distribution list, please contact Shannon at ACRA Headquarters at (410) 933-3483.

Share Your Events with the ACRA Community

Do you have something exciting happening in your company? Or perhaps you have seen something in the CRM industry that you think is notable? ACRA would like to know! Email [Shannon](mailto:shannon@acra.org) with anything you feel we should add to the Events section of ACRA's website.

ACRA Headquarters

We are your ACRA Headquarters. If we can be of any assistance to you throughout the year, please contact Association Coordinator Shannon Stamm (formerly Jones) at (410) 933-3483, or via email, shannons@clemonsmgmt.com. Or you can contact me directly at cjsummers@clemonsmgmt.com.

LEGISLATIVE UPDATE AND CRM DAY 2010

*By Nellie Longworth, Government Affairs Consultant, and
Jeanne A. Ward, Vice President for Government Relations*

It has been an unusually active summer Congressional session. Normally, the Congress initiates appropriations and most authorizations in the spring, but this year it has been significantly different. GOP members in both the House and the Senate have battled over funding levels as they each seek recognition as the "party of frugality." However, as the week of CRM Day 2010 arrived, the House Appropriations Subcommittee on Interior, Environment, and Related Agencies marked up funding for FY2011. Chairman Tim Moran (D-VA) announced that the levels would not become public until the full Appropriations Committee had completed its work. However, he also said that

reading many comments about what happened in the subcommittee markup.

It has been noted that ACRA has no more important mission than communicating with our elected officials about policies affecting the CRM industry. Thus it was that, on July 21, 2010, 11 intrepid ACRA members and Nellie Longworth, our government affairs consultant, once again ascended Capitol Hill. In the midst of record high temperatures and a busy field season, Al Tonetti (ASC Group, Ohio), Andy Weir (CCRG, Michigan), Danny Gregory (New South Associates, North Carolina), Donna Seifert (John Milner Associates, Virginia), Jeanne Ward (Applied Archaeology and History Associates,

	FY2010 Final	President's Budget FY2010	House Subcommittee FY2011
SHPOs	\$46.5 million	\$46.5 million	\$46.5 million
THPOs	8 million	\$8 million	\$8 million
Save America's Treasures	\$25 million	0	\$25 million
Preserve America	\$3,175 million	0	\$3,175 million
	\$79.5 million	\$54 million	\$79.5 million

historic preservation programs were level-funded from last year. He further added: "We have restored many grant programs that have for years been Congressional priorities, including Save America's Treasures, Preserve America, Heritage Area Partnerships, and others." While the House Interior Subcommittee on Appropriations is keeping their numbers under wraps, this is our best guess after

Maryland), Joel Klein (John Milner Associates, New York), Lucy Wayne (SouthArc, Florida), Richard Grubb (Richard Grubb Associates, New Jersey), Terry Majewski (Statistical Research, Arizona), Tom Scofield (John Milner Associates, Pennsylvania), and

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Wade Catts (John Milner Associates, Pennsylvania) spent the day visiting the offices of members of the House and Senate to discuss a number of issues of concern to ACRA members.

The four major issues included the CLEAR Act (see letters following The President's Corner column), which would mandate full and permanent funding for the Historic Preservation Fund (HPF); the U.S. Army Corps of Engineers' Veterans Curation Project; a rider to exempt the Trinity River Flood Control Project in Dallas, Texas, from both Section 106 and 4(f); and changes in the taxation of S-corporations, which could adversely affect many of our members.

In total, we had meetings with the Legislative Assistants (LAs) for 20 congressmen and 12 senators from 14 states ranging from New York to California. We left ACRA materials with many more. Terry Majewski was able to visit with Congressman

Raul Grijalva (D-AZ), who is the chair of the National Parks, Forests, and Public Lands Subcommittee. We also met with David Watkins, staff director for the latter subcommittee within the House Committee on Natural Resources, and David Brooks, senior counsel for the Senate Committee on Energy and Natural Resources. Watkins reviewed the progress of the CLEAR Act to date and what may or may not happen next. When the Outer Continental Shelf was opened for development, it was balanced with provisions for the Land and Water Conservation Fund (LWCF) and the HPF. Since that time, drilling has proceeded at a rapid pace, but neither fund has received more than a fraction of their promised funding level. This bill attempts to remedy this imbalance. Should the measure pass with the full funding provision, it would go to the Congressional Budget Office where the money would actually have

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ACRA CRM day "team" assembled to meet with David Watkins. From left to right around the table: Nellie Longworth, Erik Hein (Preservation Action), Al Tonetti, Richard Grubb, Jeanne Ward, Lucy Wayne, Danny Gregory, Donna Seifert, Joel Klein (standing), Wade Catts, Tom Scofield, and Andy Weir (Terry Majewski not pictured).

to be found through a measure such as placing a per-barrel conservation fee on oil. David Brooks also discussed the CLEAR Act, but not in as much detail. In addition, while the S-corp tax issue is not the purview of his committee, he suggested that proposing a "fix" in the somewhat loose language might be an alternative to trying to kill the provision. He provided names of members of the Appropriations Committee that might be helpful in this regard.

The U.S. Army Corps of Engineers' Veteran's Curation Project funding bill received mostly positive responses from both parties. Some knew about the bill. Others were pleased to learn of it and promised to pass the information to their bosses. Several of the LAs were veterans, and most of the legislators have openly stated their support for programs to help those who had served. One felt there would likely be "no new funding or programs." Alternative funding, perhaps from the HPF, was suggested.



Strategizing between meetings. From left to right: Andy Weir, Joel Klein, and Danny Gregory.

The CLEAR Act bill passed the House Natural Resources Committee on July 15 -- a preservation victory that funded both the HPF at \$150 million and the LWCF at \$900 million through 2040. However, the future of the CLEAR Act may be troublesome for both funds as the August recess bears down. The committee is piecing together parts of three passed bills and may not have the time to complete the needed scoring¹ to include the LWCF and HPF. In addition, the Senate does not seem to support full funding in their program.

ACRA members found distinctly differing views among members of the House on the CLEAR Act. Most LAs were familiar with bill. Democrats responded more favorably to the HPF initiative, many having already voted for the funding, whereas Republicans tended to be less enthusiastic. At least one congressman was uncomfortable with the idea of 150 million dollars moving outside Congressional control. There were also divisions, often along party lines, about the S-corp provision with Republicans in favor and Democrats against the measure. A number of legislators expressed concern about tax abuses by some S-corps, and others had already voted for or against the bill. In our capacity as the educators of our representatives, we stressed that our members are law-abiding tax-paying citizens and that S-corp status does not equate to being a tax cheat.

Finally, while valiant attempts had been made to remove the rider to exempt the Trinity River Flood Control project from Section 106 and 4(f), the measure had passed in the House with no amendments. We have learned that a stripped-down supplemental bill, which still contains the Section 4(f) and Section 106 exemptions, will be considered by the Senate. Of course this is a disappointment to preservationists who have actively urged Democratic

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Jeanne Ward and David Watkins.

senators to remove the exemption; attempts have included a meeting with the staff of Senate Majority Leader Harry Reid. Rep. Russ Carnahan (D-MO), chair of the House Historic Preservation Caucus, continues to explore the possibility of amending a subsequent spending bill to nullify the exemption altogether. As noted earlier, both David Watkins and David Brooks admitted that it was very unlikely that the rider would be removed and felt that the bill would pass from the Senate to the President's desk and be signed.

All in all, we felt it was a successful day on the Hill. We may or may not have moved any of our issues forward but we touched a considerable percentage of the legislators that decide such matters. Again, we brought ACRA's existence and purpose to their attention, and we let them know that we are watching and that we care.

A special thanks to David Klein, Joel Klein's son and legislative director for John Adler (D-NJ). On Tuesday evening David generously provided an insider's view of the legislative process, complete with ideas and examples about approaches that work and those that will put your materials directly in the recycle bin. His best advice, "Keep it short and go in with a definite 'Ask.'" Thanks, David!

¹ Budget scoring is the percentage of dollar value (from 0% to 100%) of a project's cost that must be allocated to an agency's budget in a given fiscal year. For example, if a project cost of \$1 million is scored at 10%, then \$100,000 of the agency's budget authority for that year must be used to cover the assessment. According to Office of Management and Budget scoring guidelines, a project must be fully funded with sufficient budget authority in its first year to cover the government's long-term financial commitment to the project (<http://www.acq.osd.mil/housing/faqs.htm#14>).

WIN A \$100,000 PROJECT FOR JUST \$299*

By Chad Moffett, Mead & Hunt, and CJ Summers, Executive Director

Our conference provides you an opportunity to build business by:

- Meeting with colleagues.
- Establishing relationships with teaming partners.
- Gaining knowledge on clients and trends within our industry.
- Providing a break from your overflowing in-box!

The Conference Committee is in the home stretch. The 16th annual conference will be September 23-25 in beautiful Madison, Wisconsin!! The "City of Lakes" is located on the isthmus between Lake Monona and Lake Mendota and is home to both wonderful architectural and archaeological resources and the Wisconsin Badgers (Go Bucky!). Our conference and hotel location is steps from the vibrant culture of Madison and will overlook Lake Monona in the conference center designed by Frank Lloyd Wright.

This year's hosts are CCRG, Inc. and Mead & Hunt, Inc. Both firms are working hard for you to see the city, learn business practices and industry trends, and meet the experts.

See the City

Join us on the opening day of the conference for tours showcasing the cultural resources of downtown Madison. Tours will be offered by the Madison Trust for Historic Preservation and the University of Wisconsin-Madison. Charming trolley cars will provide transportation to both of the tours. And talk about cheap! It's a great way to be introduced to the capital city and see a couple of Badgers.

Learn Best Practices

This year's conference will feature strategies for landing clients and projects, establishing a brand, and differentiating your firm, all of which are important skills in these challenging times. [To learn more, check out the workshop and conference schedule.](#)

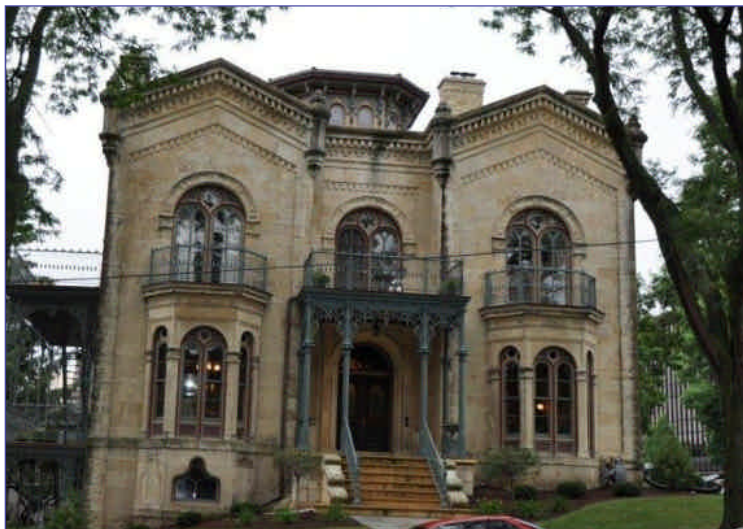
And what about all those papers and boxes at the office you just don't know what to do with? This year we will offer solutions to archive both your firm's history and ensure the history of our profession is available into the future.



The afternoon tour will highlight cultural resources on the University of Wisconsin-Madison campus.

*By attending the 2010 ACRA Annual Conference and learning and networking, you will be on your way to winning a \$100,000 project.

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The morning tour will include the Mansion Hill area of downtown Madison.

Meet the Experts

Several sessions include experts on topics such as conflict resolution, the significance of post-World War II resources, forensic archaeology, and the basics of ethnographic consulting. Our very own ACRA experts will share developments on Capitol Hill over a special government affairs luncheon.

Learn about Clients and Trends

The conference will include a representative from the U.S. Army Corps of Engineers speaking about its cultural resource and tribal consultation programs and contracting basics. There will be a session that will describe the basics of getting on a GSA schedule and ways to make it work for you.

Celebrate Our Industry

Bring out the confetti and balloons! This year's ACRA award recipients will be honored at a banquet to recognize outstanding achievements and to celebrate superior work in our industry.

Throughout the conference there will be plenty of time for coffee breaks, receptions, and dinners where participants will be able to network. All you need to do is reserve a room and register! See details below.

Interested? Not Sure? Make Your Hotel Reservations Now

The Hilton Madison Monona Terrace is already sold out. We have reserved a few more rooms at the Sheraton Madison for the same remarkable rate of \$179. The Sheraton is 1.8 miles from the Hilton and the convention center, and there is a free shuttle service. As stated in numerous notices, this is a very busy time of year in Madison. Please make your reservations now! Make sure you tell them you are with ACRA or [click here](#) to make your reservations (1-800-325-3535).

Register to Attend before August 12 to Save \$60!

The registration fees are very reasonable. For ACRA members, the early registration fee is \$299 for the first registrant. This is an outstanding value as it includes the presentations, educational sessions, welcome reception and dinner, Friday morning breakfast, Friday reception, breaks, Saturday luncheon, the awards banquet, and all conference materials. As a bonus to ACRA members, companies registering more than one person receive a discounted registration fee of \$279 for each additional registrant. [Click here to register.](#)

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Finally, Consider Adding to the Success of the Conference by Becoming a Sponsor

ACRA welcomes and appreciates corporate support for the 16th annual meeting. Please consider having your company sponsor an event or activity (which also gives you advertising and bragging rights).

[Click here for more information and to see who has already sponsored.](#)

[Click here to view the sponsorship form.](#)

ACRA can customize a sponsorship opportunity to maximize your company's support. If you don't see what you're looking for, or if you have

a special idea for something you would like to sponsor, please call us at (410) 933-3451 and we'll put together a package designed for your needs.

Need More Information?

The ACRA website is your best source for information on hotel accommodations, transportation information, and up-to-date news about the meeting. The webpage also has registration and sponsorship forms. Bookmark the page and check back regularly for the latest information. [Click here to go straight to the website.](#)

The 2010 ACRA Annual Meeting is where the industry will gather in September. You will want to be there!



A very special thank you to:
Alpine Archaeological Consultants, Inc.
Archaeological Consultants, Inc.
Archaeological Investigations Northwest, Inc.
Historical Research Associates
The Louis Berger Group, Inc.
PaleoWest Archaeology
Sagebrush Consultants, L.L.C.
Statistical Research, Inc.
Territory Heritage Resource Consulting
William Self Associates, Inc.
for sponsoring the 16th Annual Meeting in Madison,
Wisconsin!
(Sponsorships current as of July 30, 2010)

2010 NATIONAL ASSOCIATION OF ENVIRONMENTAL PROFESSIONALS ATLANTA CONFERENCE

By Martin Dickinson, SouthArc, Inc.

The National Association for Environmental Professionals (NAEP) is a national organization with membership comprising environmental professionals from government, academia, and private consulting. An ACRA colleague had mentioned the organization to us as a possible project networking group. This year, the NAEP annual conference was held in Atlanta, Georgia, from April 27 through 30. After reviewing the NAEP web page and their conference program, it appeared to be an ideal opportunity for SouthArc to assess the advantages of membership. The theme for their conference this year was 40 years of implementing NEPA and improving the environment.

As an archaeologist who had worked in the broader environmental consulting field in the 1980s prior to starting SouthArc, the conference had a familiar atmosphere, however, the changes were obvious. Twenty-five years ago, most engineers and biologists in the environmental field didn't know the difference between paleontology and archaeology. At one point I was even asked, "what does an esoteric field like archaeology have to do with environmental consulting"? This conference demonstrated that times have really changed.

The four-day conference started with two, day-long continuing education courses: (1) Improving the NEPA process and Section 4(f), and (2) Section 106 & NEPA. The course I attended was well presented by Joe Trnka of HDR. He hit all the bases, including placing 4(f) and 106 within the larger NEPA framework. The interactions of the nonarchaeologists in the course and their understanding of the material were very

gratifying. For me, it was a refresher course and a reminder of the overall framework that guides the cultural resource management process.

Wednesday, the regular schedule was organized around four broad categories. Two tracks focused on NEPA. The first was directed at policy and the NEPA process but also looked at the economic impact of the "Stimulus." The second dealt with more practical aspects of NEPA and once again the transportation-related aspects of the process (Section 106 and 4(f)).

Like the day before, there were two broad sessions on Thursday dealing with aspects of NEPA. The sessions focused on utilizing the public and overall public involvement. Of particular interest was a presentation on the impacts of widening of US 17 north of Charleston, South Carolina, on the Gullah traditional cultural property. For decades, the local Gullah community has made and sold sweetgrass baskets along US 17 as a cottage industry. The baskets and the overall industry are unique to this part of Lowcountry South Carolina. Extensive studies were conducted to mitigate the impact during and after construction was completed. This session was a good example of the value of anthropology and history to the NEPA process.

The final day had one track focusing on NEPA policy and innovative methods of analysis. The second track focused on wetlands. As a diversion, it was good to slip out of the NEPA sessions and get a good look at wetland restoration projects and methods. Agencies have learned that these projects often impact cultural resources, even though they are not new construction.

In summary, it was well worth joining NAEP. It was an enjoyable and very professionally run conference, the president's dinner at the Georgia Aquarium was outstanding, and the luncheons and key note speakers were all good. Interestingly for an environmental conference, the President's Award was for the underwater archaeological project conducted by Georgia Department of Transportation on the wreck of the USS/CCC Water Witch southwest of Savannah prior to highway construction.

In addition to the networking potential for our company, I also had some discussions with NAEP staff

and officers on building relationships between ACRA and NAEP. ACRA President Lucy Wayne and Membership Committee Chair Steve Dasovich are following up on these discussions. Based on my experience, I would recommend that ACRA members take advantage of NAEP meetings when possible. Our organizations have similar goals, and developing a relationship with NAEP would benefit our industry as a whole. In addition, NAEP member firms sometimes have CRM professionals on staff, and quite often work for clients of CRM companies.

INTERESTED IN SERVING AS A LIAISON TO ANOTHER ORGANIZATION WITH INTERESTS RELATED TO ACRA'S MISSION?

ACRA's values include professionalism and collaboration. Please consider acting as a liaison to another organization that has interests related to ACRA's mission "to promote the professional, ethical, and business practices of the cultural resources consulting industry." Volunteer to provide a report on their meetings or other activities and share ACRA's information with them. Contact Liaison Committee Chair Elizabeth Jacox at ejacox@taghistory.com to volunteer as a liaison or to contribute listings of upcoming meetings or even a report on a meeting you attended. Check the calendar tab on the ACRA website for more meeting listings. To submit information on an upcoming event to be included on the website calendar, [email Shannon](#) at ACRA Headquarters with the name, date, location, and web address for the event. Be sure to copy Elizabeth as well, so that she has the opportunity to ask you to provide something for *ACRA Edition* on the organization's event, especially if you attended.

THE GULF OIL SPILL AND FLORIDA'S CULTURAL RESOURCES

By Ryan J. Wheeler, Florida State Archaeologist

Archaeologists at the Florida Division of Historical Resources first considered the impact of the Deepwater Horizon oil spill on Florida's cultural resources early in May 2010. At that time, we thought that at worst some oil might reach the beaches and be cleaned away around the time the broken oil well was repaired. It became obvious by mid-May that the oil spill was not stopping and that the cleanup and response posed a threat to the resources as well. The Alaska State Historic Preservation Office website includes extensive information on the impact and aftermath of the 1990 Exxon Valdez oil spill in Prince William Sound: <http://dnr.alaska.gov/parks/oha/oilspill.htm>. It was clear that harsh cleanup techniques, along with poorly supervised and even more poorly trained response workers, could result in serious damage to the archaeological sites effected by the spill. At the end of May, I spent several days in Mobile, Alabama, at the incident command post responsible for the oil spill response for much of the Gulf Coast. I learned about the complex web of federal laws dealing with the release of oil and other toxic substances into the environment, as well as the work of the state emergency response team.

What I found out in Mobile was that the Coast Guard was the lead federal agency, and that there was a considerable group of cultural resources professionals representing myriad federal agencies, from the National Park Service to the National Oceanic and Atmospheric Agency, who were formulating a response to protect and assess cultural resources. I joined what was then a biweekly conference call, which often included over 100 participants, from federal and state agencies and American Indian tribes. Over the course of several weeks, we learned more about the process and what we needed to do. The actions of the Coast Guard, as the lead federal agency, were governed by Section 106 of the National Historic Preservation Act, and by a special 1997 programmatic agreement specifically addressing oil spills and cultural resources (<http://www.achp.gov/NCP-PA.html>). The group split into technical working groups, formulating response protocols for historic structures, archaeological sites, underwater sites and historic watercraft, data

standards and data sharing, traditional cultural properties, and loss of human use. Ultimately, the Coast Guard appointed Dan Odess of the National Park Service as the Historic Properties Specialist for the incident, and a plan for staffing each incident command center with cultural resources personnel was developed. The plan includes cultural resources staff in each command center (Mobile, Alabama, and Miami centers cover Florida), as well as field personnel to work with the assessment and cleanup teams. The key is quick decision making, as assessment teams return from the field and make cleanup recommendations.

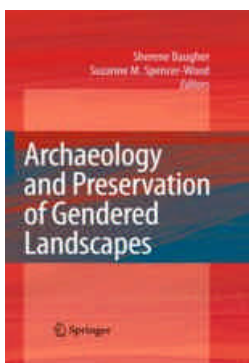
At the state level, the Florida Division of Historical Resources provided data to the teams coordinating assessment and cleanup, along with training aids for cleanup personnel. Staff from our Bureau of Archaeological Research, along with the Florida Department of Environmental Protection, and our partners at the Florida Keys National Marine Sanctuary, have worked with other federal agencies to develop a specific protocol for damage assessments at underwater archaeological sites, with a special focus on shipwrecks and submerged historic watercraft. Division of Historical Resources personnel, along with staff representing the Florida Park Service, the Florida Department of Environmental Protection, and the Florida Keys National Marine Sanctuary, continue to participate in weekly conference calls with the other state and federal agencies and American Indian tribes involved in cultural resources response, and to aid in development and implementation of protocols.

As of this writing, British Petroleum is attempting to cap the well, and newspapers report that, at least for the present, no oil is leaking from the well for the first time since the April 20 explosion. The response community is hopeful that the leak can be stopped for good. However, even after the leak is controlled, a considerable amount of oil has been released into the environment and presents a threat to resources, either directly or indirectly. Cleanup teams continue to remove oil from beaches, and plans continue to be formulated to monitor underwater sites.

BOOK CORNER

This column highlights currently in-print books that feature ACRA-member-firm employees as authors, editors, or contributors.

Archaeology and Preservation of Gendered Landscapes



edited by Sherene Baugher and
Suzanne M. Spencer-Wood
Springer, New York, 2010
\$129.00
ISBN: 978-1-4419-1500-9
Order through www.springer.com

The study of the historical archaeology of landscapes initially followed the pattern of classical archaeology by studying elite men's gardens. Over time, particularly in North America, the field has expanded to cover more than just gardens, but often the studies still focus primarily on the elite and take an ungendered focus. The editors of this volume fill this important literature gap by presenting studies of gendered power dynamics and their effect on minority groups in North America. Case studies include communities of Native Americans, African Americans, multiethnic groups, religious communities, and industrial communities. Contributors also demonstrate the importance of preserving cultural landscapes, particularly those of minority groups, from destruction by the modern dominant culture. Comprehensive understandings of cultural landscapes require study of all of the groups that interacted to form them. Contributors to the volume include the editors as well as Robert W. Venables, Kathleen M. Sydoriak Allen, Whitney Battle-Baptiste, W. Stephen McBride, James A. Delle,

Mary Ann Levine, Jun U. Sunseri, David R. Starbuck, Paula J. Dennis, Kim A. McBride, Donald L. Hardesty, Karen Metheny. Roberta S. Greenwood, of ACRA-member firm Greenwood and Associates, has a contribution entitled "A Chinese Temple in California, Lost and Found."

Sweet Cane: The Architecture of the Sugar Works of East Florida



by Lucy B. Wayne
University of Alabama Press,
Tuscaloosa, Alabama, 2010
\$22.50
ISBN 978-0-8173-5592-0
Order through
www.uapress.ua.edu

From the late eighteenth century to early 1836, the heart of the Florida sugar industry was concentrated in east Florida, between the St. Johns River and the Atlantic coast. At least 22 sugar plantations existed in this region, producing sugar, molasses, and occasionally rum. But by January 1836, these plantations were destroyed during the initial outbreak of the Second Seminole War, as the Native Americans attempted to drive the Florida settlers out of the territory.

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Although sugar works would again be built in Florida prior to the Civil War, competition from Louisiana and the Caribbean kept sugar from regaining its importance. Only two of the East Florida sugar works were rebuilt. Today, remains of this once-thriving industry are visible in a few parks in the region. Some are accessible, but others lie hidden, slowly disintegrating and almost forgotten. This book documents the lost sugar industry of East Florida based on historical research, archaeology, and architectural history. It tracks the changes in the sugar works themselves as the technology of sugar making developed, and tells the story of the people who built the industry and watched it collapse.

If you are interested in obtaining one of the books mentioned in this column, be sure to check for promotional offers available through the publishers, particularly in the "book rooms" at major disciplinary conferences (e.g., the Society for American Archaeology and the Society for Historical Archaeology).

Please consider submitting information on your new publication for future columns. Materials should be submitted in the format shown above. If you submit an image of the cover of your publication, it should be sent as a separate digital file (JPEG preferred, minimum size 300 dpi) and not be embedded in the text file.

- Your book could appear here! Submit information to Terry Majewski at tmajewski@sricrm.com to include in future issues of *ACRA Edition*.
- Be sure to check out the book vendors at ACRA's 16th Annual Conference in Madison.

RECENT AWARDS MADE TO EMPLOYEES OF ACRA-MEMBER FIRMS



William H. Doelle, president, Desert Archaeology, Inc.

William H. Doelle was honored with the Society for American Archaeology's Award for Excellence in Cultural Resource Management, presented at the 2010 SAA annual meeting in St. Louis. Bill earned this award for his outstanding research, steadfast commitment to original research as a key part of the CRM industry, and untiring support and encouragement of research among his staff, students, and colleagues. Bill insists that research and preservation must be the engines that drive the CRM process, rather than just compliance. The work he undertakes is done for the purpose of preserving places and knowledge for future generations; to build meaningful collaborations among researchers and Native peoples; and to foster a sense of community for the public as we grow to know and appreciate the history that surrounds us.



Teresita Majewski, vice president and chief operating officer, Statistical Research, Inc.

Teresita Majewski received a Governor's Archaeological Advisory Commission Award in Public Archaeology, Professional Archaeologist category, at the Arizona Statewide Historic Preservation Partnership Conference, held in Flagstaff in May 2010. The Governor's Awards are presented to individuals and/or programs that have significantly contributed to the protection and preservation of, and education about, Arizona's nonrenewable archaeological resources. Terry was recognized for her teaching and professional and public service activities conducted in addition to her full-time CRM position. She feels very fortunate to work for Statistical Research, Inc., a company that not only supports this type of involvement, but encourages and expects its employees to "give back" to the profession and to the public.

BOARD OF DIRECTORS ACCEPTS ACRA STRATEGIC PLAN

By Teresita Majewski, Chair, Strategic Planning Committee

At its June 9, 2010, quarterly meeting via teleconference, the ACRA Board of Directors accepted the 2010 - 2015 Strategic Plan developed during the planning session held in Boise in February. The final plan in its entirety is available on the ACRA website, and all members are urged to take the time to review the plan carefully. The plan is integral to all of the organization's future planning by officers, the board, committees, and headquarters. In this issue we include the one-page version of the plan that will always be front and center when the board meets and does the organization's business. Future issues of *ACRA Edition* will contain reports on governance activities that illustrate how the document is being used to create deadlines and interim measures for achieving ACRA's short- and long-term goals. If you have any questions about the plan or its implementation, don't hesitate to contact me at tmajewski@srcrm.com.

		<h1 style="margin: 0;">Strategic Plan 2010–2015</h1>		
(Coding: I – Immediate; O – Ongoing; S/T – Short Term 2010–2011; L/T – Long Term 2011–2012)				
MISSION ...to promote the professional, ethical, and business practices of the cultural resources consulting industry		VISION ACRA: <i>The voice of cultural resources management.</i>		VALUES <ul style="list-style-type: none"> <li style="width: 45%;">• Integrity <li style="width: 45%;">• Leadership <li style="width: 45%;">• Professionalism <li style="width: 45%;">• Success <li style="width: 45%;">• Collaboration
Goal #1 Membership Benefits and Services – Providing the benefits and services that support enhanced firm operations and profitability. <i>(Internal focus)</i> Strategies 1. Recruitment and Retention (I, O) 2. Member Needs and Satisfaction (S/T, O) 3. Networking and Forums (O) 4. Website (I, O) 5. Major Benefits for Business (S/T) 6. Mentoring Service (S/T)	Goal #2 Client Development – Promoting ACRA to clients to improve job acquisition. <i>(External focus)</i> Strategies 1. ACRA Client Fact Sheet (I) 2. Client Jobs Access via ACRA (I) 3. Enhanced Awareness of ACRA Firms (S/T, O) 4. Targeted Client Groups (S/T, O)	Goal #3 Advocacy and Government Relations – Protecting and advancing the cultural resources industry. Strategies 1. Federal Relations (O) 2. Economic Impact Study (O) 3. State and Regional Relations (L/T) 4. International Relations (O, L/T) 5. Collaboration and Industry Alliances (O) 6. NCSHPO, THPOs, ACHP (S/T)	Goal #4 Education and Knowledge Delivery – Developing and delivering education, conferences, and knowledge to benefit members. Strategies 1. Career Continuum (L/T, S/T) 2. Continuing Education (CEUs) (S/T, L/T) 3. Tool Kits and Workshops (S/T) 4. Best Practices (O) 5. Conferences (O) 6. On-Line Education and Webinars (I) 7. Internships (S/T, L/T)	Goal #5 Association Performance – Positioning ACRA as a high-performing, leading organization on behalf of its members. Strategies 1. Governance (I, O) 2. Financial Stability (I, O) 3. Staffing (ST/O)
American Cultural Resources Association (ACRA) - 5024-R Campbell Blvd., Baltimore, Maryland 21236 – www.acra-crm.org				Bob Harris, CAE Final 6-9-10



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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

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ACRA Edition offers advertising space to our members. Does your company have a special product, service, or publication that would be of interest to some aspect of the CRM community?

Why not consider placing an ad in ACRA Edition?

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Business Card size (3.5"x 2")*	\$100.00	\$175.00
1/4 page (3.5"x 4.75")	\$200.00	\$350.00
1/2 page (7.0"x 4.75")	\$300.00	\$525.00

* Business cards can be scanned.

ACRA Edition

is a quarterly publication of the American Cultural Resources 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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