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- Matt White** *Suncoast Archaeological Consultants
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Your name could be here. Join ACRA!

Special Edition for Prospective Members

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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

"...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.*

President Elect

Teresita Majewski, *Statistical Research, Inc.*

Vice President (Government Relations)

Jeanne Ward, *Applied Archaeology & History Associates*

Treasurer

Colin Busby, *Basin Research Associates, Inc.*

Secretary

Cinder Miller, *Gray & Pape, Inc.*

Executive Director

CJ Summers, *ACRA Headquarters*

Association Coordinator

Shannon Stamm, *ACRA Headquarters*

Government Affairs Consultant

Nellie Longworth

2010 COMMITTEE CHAIRS

Awards - Sarah Herr, *Desert Archaeology, Inc.*

Conference - Joan Deming, *Archaeological Consultants Inc.*

Education - Cinder Miller, *Gray & Pape, Inc.*

Executive - Lucy Wayne, *SouthArc, Inc.*

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

Government Relations - Jeanne Ward, *Applied Archaeology & History Associates*

Headquarters Oversight - Joe Joseph, *New South Associates, Inc.*

Image and Branding - Ellen Marlatt, *Independent Archaeological Consulting, L.L.C.*

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

Website Subcommittee - TBA

Liaison - Kay Simpson, *Cultural Resource Analysts, Inc.*

Membership - Steve Dasovich, *Pathfinder CRM, L.L.C.*

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

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

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

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

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

All members can have a voice in national issues. Join ACRA and be heard through our committees!

WELCOME FROM THE PRESIDENT

By Lucy B. Wayne



Dear Prospective Member,

Hello! As president of ACRA, I would like to welcome you to this special version of *ACRA Edition*. I think this edition of the newsletter will give you an idea of what ACRA has been doing this year, as well as convey how much you can get out of ACRA's annual conferences. In my opinion, ACRA's annual meeting is the most useful and productive conference I attend each year. Belonging to ACRA has been of more benefit to our business than any other professional organization we belong to.

ACRA is the only trade association for the cultural resources industry. As a trade association, our focus is on the business end of our industry and the regulatory systems. In addition to workshops that focus on specific business issues, such as marketing, contracting, or working with different generations, our conferences and this newsletter provide insights into many aspects of doing business. Past conference sessions have included information on developing safety plans and marketing skills, understanding insurance coverage, and how to work in teams with other CRM firms. But above all, ACRA provides unique networking opportunities that result not only in a generous sharing of knowledge and experience, but also in teaming opportunities, and, in a couple of instances, mergers of firms.

ACRA is not just about archaeology, although many of our member firms specialize in that area. We also have members who are architects, historians, architectural historians, ethnographers, and specialists such as HABS/HAER photographers. Many of our firms employ staff from all of those areas. ACRA is about the business of CRM.

I urge you to look carefully at the newsletter, consider the opportunities ACRA offers, look through the rest of the ACRA website, and join us in our quest to constantly improve our industry. Talk to your colleagues who are ACRA members, and feel free to contact me if you have questions about ACRA or need more information (lucy@southarc.com).

THE PRESIDENT'S CORNER

By Lucy B. Wayne

As always, the annual ACRA conference was the best conference I've attended this year, both in terms of informative sessions and more importantly, the opportunity to network with the other attendees. My congratulations to CCRG, Mead & Hunt, the ACRA Conference Committee, and ACRA Headquarters (HQ) on a job well done.

This special edition of the newsletter is about how ACRA can serve its members, so my column here will be relatively brief, consisting of an overview of the main topics covered at the board meeting and annual business meeting.

The board always meets the day before the actual conference. After a focused meeting, board members either went on a tour of the University of Wisconsin, Madison, campus via a trolley bus or just enjoyed the conference venue in a building based on a Frank Lloyd Wright design in downtown Madison on a lake-nice!

Highlights of the consent agenda included:

1. A report on ACRA's attempt to get a NAICS code for the CRM industry. The U.S. Census Bureau did not approve our recent attempt, as they felt that our industry was not large enough and that the services we provide are covered by existing codes for other industries. We will not be able to make another attempt until 2015, but will do so then. In the meantime, we will be compiling metrics to bolster our case.
2. The conference committee announced that the spring 2011 board meeting will be in Chattanooga, Tennessee, and that the fall 2011 annual conference will be in St. Charles, Missouri. In 2012, the annual conference will be in Seattle, Washington.
3. The Marketing Materials Subcommittee reported that the prospective member mailing list is available



The ACRA Board of Directors and Officers at annual meeting in Madison, Wisconsin.

to ACRA members for one-time use at a cost of \$0.26 per name. It was felt that some of our specialized member firms might find this useful for a marketing mailing.

Highlights of the board discussion and/or action portion of the agenda included:

1. The President's report emphasized the need for our committees to follow the newly approved strategic plan and the goals outlined in that plan, including setting time tables for achieving those goals. I also strongly urged that we recruit committee members from outside of the board. All employees of ACRA member firms are eligible to serve on our standing committees. It is a great way to get involved with ACRA and to meet our terrific board members.

Finally, I stressed that I felt that the Liaison Committee was an important element that we needed to use more extensively to reach out, not only to other CRM-related organizations, but also to trade associations and professional associations of our clients.

2. The Awards Committee asked for and received approval to offer three awards next year: Public Sector Industry Award, Private Sector Industry Award, and Public Service Award. The Board of Directors Award will also be available at the discretion of the board.
3. The Membership Committee sought and obtained approval to institute the category of honorary (or perhaps emeritus) member. This category will be granted at the discretion of the Board to individuals who have retired from the CRM industry, but who provided exemplary service to ACRA and/or CRM while they were active. The first two honorary/emergitus members will be Loretta Lautzenheiser and Tom Wheaton. Their membership status is effective immediately, but will be formally awarded at the annual conference in St. Charles in 2011.
4. Our Vice President for Government Relations Jeanne Ward provided an extensive report on the many activities of her committee this year. Plans were made to continue the annual CRM Day effort in Washington, with a date to be determined, but definitely not in July! In conjunction with the Register of Professional Archaeologists (RPA), ACRA is making an effort to get state historic preservation officers to identify ACRA and RPA as sources for qualified CRM professionals. ACRA will be joining the Heritage So Rich Deserves Better Task Force headed by Preservation Action to look at the way the National Park Service is administering its programs.
5. The Education Committee is establishing a number of subcommittees to address initiatives in workshop development, continuing education programs, internships, tool kits, and on-line educational offerings.
6. The Headquarters Oversight Committee reported a high level of satisfaction with our HQ operations and recommended renewal of their contract.
7. The treasurer presented a draft budget, and the board worked through it to develop the 2011 budget.
8. The budget got a big boost from HQ in the form of what they describe as a Partnership Program. HQ, on their time, not ACRA's, will solicit partners to sponsor various ACRA



ACRA board members and other meeting attendees enjoying a tour of the historic University of Wisconsin, Madison, campus.



Trolley bus used for the campus tour.



Frank McManamon of Digital Antiquity addressing the ACRA board, with board members Charissa Durst, Nancy Farrell, Heidi Roberts, and Ellen Marlatt listening attentively.



ACRA President Lucy Wayne at the annual business meeting, with board members Nurit Finn and Steve Dasovich seated.

activities. HQ will collect a "finder's fee" for each sponsor, and ACRA will get the balance of the fee.

9. Strategic Planning is working on the details of implementing the strategic plan, including identifying the most important goals and establishing timelines for those goals.
10. The board heard a presentation by Frank McManamon of Digital Antiquity that addressed the initiative for digitally archiving CRM reports and data (watch future issues of *ACRA Edition* for more information).

The annual business meeting on Saturday provided me with the opportunity to present some of the board information to the members as a whole. Three of our board members provided special reports. Nurit Finn, chair of our Salary and CRM Survey Committee, provided a report on the most recent CRM Survey. Cinder Miller, our secretary and chair of the Education Committee, provided a report on the committee's various initiatives and urged ACRA members to join her committee or subcommittees to help achieve these goals. Steve Dasovich presented information on the next annual conference in St. Charles.

It was also my privilege to acknowledge outgoing board members Nancy Farrell, Elizabeth

Jacox, and Heidi Roberts and thank them for their service to the board. We then welcomed the reelected and new board members. Jeanne Ward was reelected as Vice President for Government Relations. Keith Seramur was reelected as a small firm board member. Lawrence Alexander, who had served as a small firm board member, was elected as a medium firm member. Jon Berkin and Ellen Marlatt were reelected as medium firm board members. Joan Deming was reelected as a large firm board member. We also welcomed five new board members, all small firm representatives: Ann Bader, Michael Piontkowski, Ann Scott, Ellen Turco, and Matt White. We appreciate the willingness of all of our board members and officers to serve ACRA.

My other conference responsibility as president was to assist in making the annual awards and to make the first ever Board of Directors Award, which went to Dr. Michael (Sonny) Trimble of the U.S. Army Corps of Engineers and the St. Louis District for development of the Veterans Curation Program.

In summary, we had a successful board meeting and a great conference. It was terrific to see so many people there, particularly new ACRA members and first-time conference attendees. I encourage all of you to attend our annual conferences. This is the best way to get the full benefit of your ACRA membership.



President Wayne and outgoing board member Nancy Farrell.

OVERVIEW OF THE 2010 ANNUAL CONFERENCE IN MADISON, WISCONSIN

By Andrew Weir, CCRG, Inc.

Mead & Hunt and CCRG, Inc. hosted the 16th Annual ACRA Conference in beautiful Madison, Wisconsin, September 23 to 26, 2010. The conference was held at the iconic, Frank Lloyd Wright-designed, Monona Terrace Community and Convention Center in the heart of downtown Madison. One hundred and nineteen attendees gathered for the conference, including ACRA members, their families, invited guests, and VIP speakers, members of Tribal Governments, representatives of state and federal agencies, and local universities, historical societies, and students. The post-conference buzz has been overwhelmingly positive, and it appears that everybody truly enjoyed both the conference location and the diverse program offerings.

The conference opened Thursday with four separate events: The fall Board of Directors meeting, the workshop hosted by Christopher D. Dore, Ph.D., "Marketing for Managers: Successful Strategies for Landing and Retaining the Most Profitable Clients," the Historic Downtown Madison Architecture Tour and the Historic Campus Tour of the University of Wisconsin, Madison. The morning Historic Downtown Madison Architecture Tour was arranged and hosted by the Madison Trust for Historic Preservation and explored the development of the earliest neighborhood and commercial development in downtown Madison. The afternoon Historic Campus Tour was arranged so that the ACRA board members could attend and highlighted the history of the campus, with a focus on buildings, landscapes, and effigy mounds. A whopping



View of the Wisconsin state capitol dome from Monona Terrace.



Rooftop of Monona Terrace showing Frank Lloyd Wright architecture and lakefront.

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Kathryn Bowers (John Milner Associates, Inc.) and Robert Heckman (Statistical Research, Inc.) inspecting the produce at Saturday's farmers market.



Dietrich Floeter (Dietrich Floeter Photography) checking out a cheese booth at Saturday's farmers market.

21 people attended the afternoon tour. The workshop, which was specifically developed for ACRA member firms by former ACRA President Christopher Dore, was designed to teach hands-on techniques for implementing successful business-to-business marketing of heritage services. Sixteen ACRA members

attended the workshop, and the feedback was very positive. It was business as usual for the board meeting, but we got out in time for the afternoon tour. A summary of the board meeting was presented during the business meeting session of the conference.



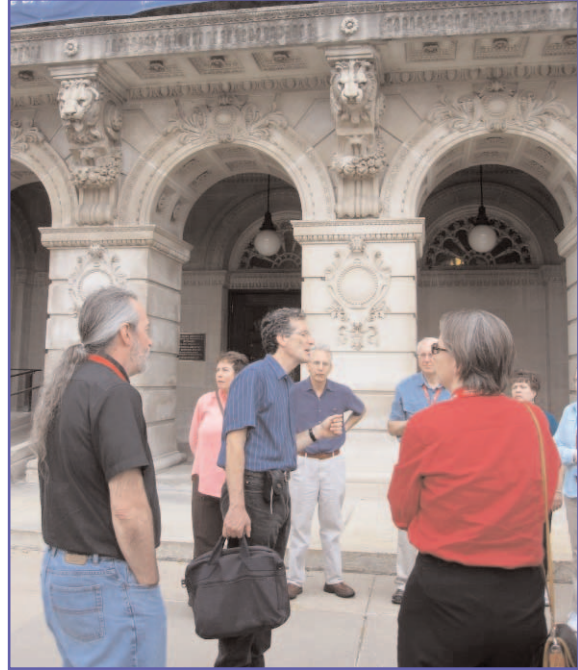
Attendees at ACRA past presidents luncheon: (from left) Christopher Dore, Chuck Niquette, Kevin Pape, Lucy Wayne (current president), Kay Simpson, Ian Burrow, Mike Polk, Patrick O'Bannon, and Cory Breternitz.



Conference host Chad Moffett of Mead & Hunt welcomes attendees to the conference on Friday morning.

The opening reception officially started the conference Thursday night at the hotel. Friday brought the beginning of the sessions. One of the unique features of this year's conference was that the conference planning committee decided to run non-concurrent sessions. This meant that nobody had to choose between two equally interesting sessions. The sessions were kicked off with opening remarks from ACRA President Lucy Wayne and Reid Nelson from the Advisory Council on Historic Preservation. ACRA's past presidents enjoyed a luncheon while other attendees had lunch on their own and sampled the local cuisine in downtown Madison. A formal reception (although I did not see anyone wearing tails) on Friday night was held lakeside at the Monona Terrace.

Saturday brought another full day of sessions and the Government Affairs Luncheon hosted by Nellie Longworth and ACRA Vice President for Government Relations Jeanne Ward. Some conference attendees even got up very early to visit the renowned farmer's market set up around the state capitol building before



Daniel Einstein explaining the history of the former University of Wisconsin, Madison, library building (now the home of the Wisconsin Historical Society) during Thursday afternoon's historic campus tour.



ACRA Executive Director CJ Summers and Association Coordinator Shannon Stamm.

the sessions started. The conference concluded Saturday night with the President's Reception and the Awards Banquet. Three awards were presented in Madison. The public service award was given to Dr. Katie Egan-Bruhy of CCRG, the Industry Award went to Philadelphia Healthcare Properties, and the inaugural Board of Director's Award went to Dr. Michael "Sonny" Trimble and the U.S. Army Corps of Engineers, St. Louis District, for the Veterans Curation Project. Heavy networking followed at the hotel bar after the Awards Banquet and continued well into the night.

The Conference Program Committee would like to acknowledge that without the generous support of all the conference sponsors (we set a record this year for donations), we would never have been able to pull off such a great conference. We would also like to thank HQ (CJ and Shannon) for the tireless effort they put into the conference and all the volunteers (especially those from Mead & Hunt and CCRG) that kept their eyes on the details so that we had a virtually problem-free conference. In addition, the committee would like to thank the staff of the Monona Terrace who catered to our every need and accommodated a few last-minute changes in plans. Finally, we would like to extend a very special thank you to everyone that attended the conference (especially first-time attendees). We put



Chair of the ACRA Awards Committee Sarah Herr (Desert Archaeology, Inc.) opening the annual awards ceremony on Saturday evening.

these conferences on for our members, and without member participation there would be no ACRA and no ACRA conference.

Planning for the 2011 conference is well underway and we are looking forward to seeing all of you in St. Charles, Missouri. Watch future issues of *ACRA Edition* for news on the 2011 conference.

ACRA maintains liaison efforts with numerous professional cultural resource associations and organizations. Efforts are being made to develop relationships with non-CRM trade associations to increase the visibility of ACRA's member firms to these potential clients.



Joe Schuldenrein (Geoarcheology Research Associates) and Susan Malin-Boyce (U.S. Army Corps of Engineers) catch up during a break between sessions.



Kevin Pape (Gray & Pape, Inc.) and Frank McManamon (Digital Antiquity), with Brent Hicks (Historical Research Associates) on the right.

WHY JOIN ACRA?

- **Promote your firm to public and private clients through the ACRA website consultants database**
- **Receive the latest information on CRM industry trends, including salary surveys, legislative actions, and educational data**
- **Get business information on worker safety, budgeting, marketing, employment practices, and many other areas, including the ACRA website**
- **Business Toolkit and MembersOnly forum**
- **Support and encourage high-quality work and ethical practices**
- **Enjoy networking opportunities to increase business and revenue**
- **Become a voice in fair competition practices**

WHAT ATTENDEES HAD TO SAY ABOUT THE 2010 ACRA ANNUAL MEETING

"ACRA's annual conference is the most useful conference for CRM businesses because it is the only place where CRM professionals and business owners can gain perspective on the industry, learn about what works/doesn't work, network with other companies, develop new business strategies and make business partners, and socialize with fellow professionals."

"What I've particularly liked in recent years is that upper-level government archaeologists, like Maureen Sullivan from the Department of Defense, Chip Smith and Sonny Trimble from the U.S. Army Corps of Engineers, and Reid Nelson from the Advisory Council on Historic Preservation come and give overviews of their programs and share their vision of future practices and policies. Many of them stay even after they've made their presentations, to hear what ACRA members have to say."

"The ACRA Conference is the one place where I know I will get information and contacts that will help me grow my business."

"ACRA provides a forum for cultural resource managers and employees to talk about their issues, successes, and failures, without the judgmental one-upsmanship that is often part of other professional meetings."

"As an ACRA meeting first timer, I was extremely impressed with the quality of speakers and the conference overall."

"Once again, networking and project acquisition was flourishing at the ACRA conference. Project talk was continual, and I know of one specialty firm that had gained two new projects by the end of the first day of the conference."

"As a first-time attendee, I immediately felt welcomed and a part of the organization. The conference is a networking must for managers and company owners in the CRM industry."

"ACRA members are incredibly generous with their ideas, help, and encouragement, but you have to meet them in person to fully realize this advantage and opportunity!"

"The networking opportunities that members receive by attending the ACRA Annual Conference are indispensable. As a first-time participant, I was pleased with the many contacts I made and the potential teaming opportunities that they may lead to. ACRA membership should be part of any cultural resource firm's best management practices!"

"As a business owner, there is no better venue than the ACRA conference as a forum for the discussion of issues relevant to the business of CRM."

List of New Member Firms That Sent Staff to the Annual Conference

- Dovetail Cultural Resource Group (sent 1 employee)
- Great Rivers Archaeological Services (sent 1 employee)
- JG Management Systems, Inc. (sent 1 employee)
- Pathfinder CRM, L.L.C. (sent 1 employee)
- SAIC (sent 1 employee)

WHAT YOU HAVE MISSED BY NOT JOINING ACRA: ACRA CONFERENCE PROGRAM TOPICS

By Steve Dasovich, Chair, Membership Committee

Since the first conference in 2003, the topics for sessions, panels, and workshops have been decidedly geared toward the business of CRM. ACRA conferences are not about the Archaic period in the Ozarks or a Greek Revival resurgence in public buildings. Our conferences are meant to help our member firms better their business practices and facilitate an increase in business opportunities. Below, you will find a list of the majority of topics dealt with in formal sessions and workshops. Each year, ACRA conference organizers strive to bring pertinent topics to the attention of our member firms. It is highly likely that you will find topics that you would like to know more about in this list.

The topics are divided into five main categories: those that help run a business; those that help increase business opportunities; those that increased awareness of CRM legislation issues; those that were focused on ACRA as a trade association; and workshops. It is an extensive list. This is what you have missed over the past seven years:

Helpful for Running a Business

- ✓ Branding and Differentiating with Effective Communication (2010)
- ✓ Stayin' Alive! OSHA and Archaeology: A Primer on Safety, Paperwork and Common Sense for the CRM Industry (2007)
- ✓ Taxing the Axe out of Taxes (2007)
- ✓ Saving Health Care Dollars and Planning for Retirement (2007)
- ✓ The ACRA Network: Teaming/Specialty Subconsultants/References (2007)
- ✓ How to Build a Successful Business (2007)
- ✓ Try Not to Offend Anyone While You're At It: The Art of Working with People (2006)
- ✓ It's Just Not Working Out: Terminating Employees (2006)
- ✓ Take It Out! FAR Fine Print and How it Affects Your Overhead (2006)
- ✓ Staying the Course: What Every Employee Handbook Should and Should Not Have (2006)
- ✓ Legal Affairs (2005)
- ✓ Small Business Set-Asides: What Do the New Rules Mean to Me? (2004)
- ✓ Federal Outsourcing - What Does it Mean for You (2003)
- ✓ Teaming with Big Brother - the Benefits of the Air Force's Small Business Mentoring Program (2003)
- ✓ Winning and Maintaining a Federal Contract (2003)
- ✓ Ownership Succession - How to Make it Work for You (2003)
- ✓ GSA Schedules: Making It Work for You (2010)
- ✓ Viewsheds and CRM - Developing Technologies and Regulations (2009)
- ✓ Beating the Recession (2009)
- ✓ Women-Owned Businesses in CRM: Our Strengths and Challenges (2009)
- ✓ Transition Planning for the Baby Boomer (2008)
- ✓ Setting Goals for Company Growth: The Good, the Bad, and the Ugly (2008)
- ✓ Small Business Policies and Procedures (2008)
- ✓ How to Keep the Keepers': The Care and Happiness of Long-Term Employees (2007)
- ✓ You're Doing Great: Hiring More of the Right People (2006)
- ✓ How to Keep Good Employees (2005)
- ✓ How to Market to Private Developers (2004)
- ✓ The Legal Landscape (2004)
- ✓ So You Want to Start a Business? Lessons from the Founders (2004)

Helpful for Increasing Business Opportunities

- ✓ What's Happening in Washington: Update on Cultural Resources Legislation (2006)
- ✓ The Role of the Federal Government in Cultural Resource Management in the New Millenium (2005)
- ✓ Historic Preservation and the CRM Professional in the 21st Century (2003)
- ✓ The Application of Environmental Conflict Resolution to Section 106 Compliance (2010)
- ✓ Army Civil Works Historic Preservation Program (2010)
- ✓ Cultural Resource Management in the Department of Defense (2007)
- ✓ Maximizing GIS in the CRM Industry (2009)
- ✓ Alternative Mitigation Strategies (2009)
- ✓ The Client Speaks (2009)
- ✓ The Stimulus Package and CRM: What is the Effect on Your Business (2009)
- ✓ Local Governments: Compliance, Economics, and Preservation (2008)
- ✓ Working with Tribes (2008)
- ✓ Architectural Assessment and Preservation (2008)
- ✓ Government Relations Issues and Techniques (2005)
- ✓ Government Relations at the State Level (2005)
- ✓ CRM and DOT: The Times They Are A-Changin' (2004)
- ✓ The National Park Service and the Cultural Resources Consultant: Is There a Fit? (2004)
- ✓ The National Park Service and Private Sector Cultural Resource Professionals: A Forum(2004)
- ✓ What the 2002 Farm Bill Means for Your Business (2004)
- ✓ Native American Sovereignty and Consultation (2003)

Helpful for CRM Legislation

- ✓ The American Recovery and Reinvestment Act & Section 106 (2009)
- ✓ Do Something About It: Techniques for Working with Local/State Representatives (2006)
- ✓ Past, Present, and Future of Section 106 (2008)
- ✓ Government Agency Updates (2005)

Helpful for ACRA

- ✓ Whither ACRA? A Panel Discussion of Where We Have Been and Where We Are Headed (2005)
- ✓ Protecting Our Own History: The Archival Role in Cultural Resources Management (2010)
- ✓ Who Me? Ethics and Standards in CRM (2004)
- ✓ The Training of Professionals for the Future: the Role of Graduate Programs, Internships, and Continuing Education (2003)

Workshops

- ✓ Marketing for Managers: Successful Strategies for Landing and Retaining the Most Profitable Clients (2010)
- ✓ Engaging a Changing Workforce (2009)
- ✓ Business of CRM (2006, 2007, 2008)
- ✓ CEQA: What Is It and What Does It Mean for the CRM Professional? (2004)
- ✓ ESRI Workshop (2004)

Look interesting? Was there something that you could have used in your business? Take advantage of the 50% off membership rates for first time member firms. Don't miss any more information that could help your business become more successful. Join ACRA and participate in our conferences in 2011. We look forward to meeting you in St. Charles, Missouri!

BRANDING AND DIFFERENTIATING WITH EFFECTIVE COMMUNICATION

By Chad Moffett, Mead & Hunt, Inc.

The conference business sessions at the 2010 annual conference began with Mr. Andy Wallman, president of Knupp & Watson & Wallman (see company website at www.kw2ideas.com). Andy explored the benefits of developing a brand and ways to differentiate communication through company media. According to ACRA's economic survey, over 40 percent of CRM companies have experienced a decrease in business in the last six months. This session was directed toward standing out and being distinctive to your clients and partners.

Andy's session was built on real world examples and provided an interactive session that really made attendees think about not only what you say, but how you say it. He shared examples from his regular work with firms to develop brand and marketing strategies and media planning.

Andy gave attendees ideas about how to stand out to agency review panels, which are so common in our industry. He reminded us that because we are so used to delivering technical solutions, we forget we are establishing a relationship through our communications. We can't forget that relationships are a really important part of business.



Andy Wallman discussing the importance of knowing your company's mission.

Almost half of the conference attendees completed a post-event survey, and Andy's session received rave reviews and a great deal of post-meeting "buzz." Several people said it was the thing they liked best at the conference!

Join ACRA and become involved in the only national trade association serving the needs of private sector cultural resource management firms.

SUMMARY OF 2010 ACRA GOVERNMENT RELATIONS ACTIVITIES

By Jeanne A. Ward, Vice President for Government Relations

The ACRA Government Relations Committee is coming to the end of an active year. The highlight was CRM Day, our fourth major effort to educate our legislators on Capitol Hill. On July 21, 2010, 11 ACRA members and Nellie Longworth met with the legislative assistants for 20 Congressmen and 12 Senators from 14 states and leaving ACRA materials with many more. In addition, we also met with David Watkins, staff director for the Subcommittee on National Parks, Forests, and Public Lands within the House Committee on Natural Resources and David Brooks, senior counsel for the Senate Committee on Energy and Natural Resources.

We focused on four issues: the CLEAR Act, which would mandate full and permanent funding for the Historic Preservation Fund (HPF); the U.S. Army Corps of Engineers' Veteran's Curation Program (VCP); 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 that could adversely affect many of our members. As it now stands, the CLEAR Act has passed in the house with provisions for full funding for the HPF for the first time in its history, but it has stalled in the senate. The Trinity River exemption passed despite concerted efforts on the part of ACRA and the preservation community. The S-Corp provision was removed from the final bill, and the VCP bill passed in the house and is sitting in committee in the senate.

We have also established a formal relationship with the National Conference of State Historic Preservation Officers (NCSHPO). Andy Weir (CCRG) and RPA President Ian Burrow (Hunter Research) presented a "Partner's Report" at the mid-year NCSHPO meeting in Grand Rapids, Michigan. The intent of the presentation was to encourage SHPO offices to refer applicants to the ACRA Consultant list



Ellen Marlatt (Independent Archaeological Consulting, L.L.C.) and RPA President Ian Burrow (Hunter Research, Inc.) in front of RPA's booth. During the conference, RPA volunteers urged individual ACRA members to talk to their SHPOs about referring interested parties to ACRA's consultant list.

(as is the case in Florida) and to let them know that we share a number of interests. We emphasized ACRA's Mission "to promote the professional, ethical, and business practices of the cultural resources consulting industry; ACRA's codes of ethics and professional standards in CRM and archaeology; ACRA's continuing education and best practices initiatives; and ACRA's advocacy on behalf of the CRM industry and historic preservation in general. ACRA is now listed as a "partner" on the NCSHPO web site.

ACRA President, Lucy Wayne, President Elect Terry Majewski, Ian Burrow, Nellie Longworth, and I met with Mark Sadd, a member of the Advisory Council for Historic Preservation (ACHP) and Reid Nelson,

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director of the Office of Federal Agency Programs. Among other topics, the ACHP offered a heads-up regarding alternative energy projects (such as wind and solar power), as these are going to become big business in the near future. The firms and agencies doing these projects are generally not familiar with the Section 106 process. ACHP advised that it was in our interest to help educate these groups on the process. Those of us who attended the meeting agreed that it was an excellent opportunity to interact with the ACHP, and we plan to continue this cooperation in the future.

ACRA has been participating, along with numerous other historic preservation organizations in the Federal Preservation Program Task Force (FPPTF), a task force convened to examine the condition and trajectory of historic preservation programs administered by the National Park Service through the Department of the Interior. Through a number of committees, the FPPTF has produced a number of papers, including one detailing the origins, organization, and objectives of the National Historic Preservation Act of 1966; one summarizing existing studies and critiques of these programs; one analyzing staffing and funding trends through present; and one summarizing recent efforts to determine minimum performance standards and programmatic operations for these programs. Input has been sought from experts through one-on-one interviews, a listening session at the National Trust for Historic Preservation meetings in Austin, and a widely distributed online survey. Recommendations should be formulated in the next several months.

ACRA members have also attended a number of the America's Great Outdoors Listening Sessions, President Obama's signature initiative to get people, especially children, outdoors. There has been a lot of talk about parks, recreation, education, and the Land and Water Conservation Fund. Historic preservationists are attempting to encourage a tie in between all of these objectives and historic preservation, in particular full funding for the HPF.

A session in Philadelphia was dedicated specifically to cultural resources and historic preservation. One attendee commented that "this is shaping up to become one of the Obama Administration's signature domestic programs including a possible repackaging of Preserve America and Save America's Treasures programs." After an initial session with the notables, including Secretary of the Interior Ken Salazar, attendees were divided into breakout groups. Considerable dialogue occurred in these sessions, with everyone having a chance to talk and minutes being recorded.

Government Relations Committee members have reviewed and commented on programmatic agreements from the Pennsylvania DOT and the BLM. ACRA has prepared or commented on correspondence sent to legislators regarding the Trinity River exemption, the VCP, the CLEAR Act, the S-Corp taxation matter. We have also begun efforts to assist members in lobbying at the state and local levels.

During the annual conference in Madison, Wisconsin, a Government Relations luncheon included a summary of our activities for the year and was highlighted by a presentation and question-and-answer period with Reid Nelson (ACHP). Mr. Nelson was initially asked to respond to the National Trust for Historic Preservation's "Section 106 Report." Unfortunately, the trust was unable to send a representative to the meeting, and the report was not officially released until the day before the luncheon. Conversation was thus understandably limited in this regard. The trust's report, Section 106 of the National Historic Preservation Act: Back to the Basics, can be found at

<http://www.preservationnation.org/resources/legal-resources/understanding-preservation-law/federal-law/section-106/back-to-basics.html>.

Reid did an excellent job of reviewing the ACHP's current strategic planning initiative during which he anticipates that most of the suggestions included in the trust's report will be considered. He then blithely took questions from the floor, including some relatively harsh comments about the ACHP's involvement or lack thereof in a number of projects. As always, Reid was game for the back-and-forth, and many left the luncheon wishing for more time.

And there is always more. At the direction of the ACRA board, the Government Relations Committee will be holding another CRM Day, probably in the spring after the new Congress has settled in. We will be keeping our eyes on legislation that may affect both cultural resources as well as our businesses, with a new emphasis on business issues. Look for updates on MembersOnly and in *ACRA Edition*.

JOIN ACRA AND BECOME AN ADVOCATE FOR BUSINESS AND CULTURAL RESOURCE ISSUES

Have access to:

- A government relations consultant on Capitol Hill
- Legislative updates
- Guidance on interfacing with local and state government agencies
- Direct public policy development and lobbying opportunities
- Yearly CRM Days when we take the opportunity to educate our legislators on issues of concern to us and our businesses.

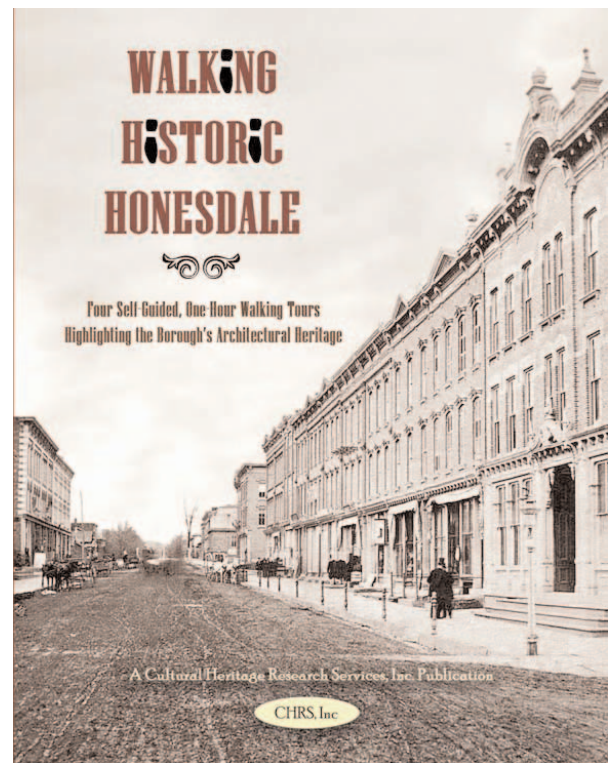
ACRA AWARDS PROGRAM

By Sarah Herr, Chair, Awards Committee

The awards program is part of ACRA's mission to promote the professional, ethical, and business practices of the cultural resources consulting industry. Since 1996, the Awards program has helped to recognize the individuals and companies who epitomize professionalism and promote public awareness of the nation's archaeological and historical resources. The range of awards has been diverse over the years, showing the range of products and the creativity of the CRM community in offering outstanding services to their clients.

ACRA's Public Service Awards honor those individuals who have made exceptional contributions to their field of study, whether architecture, archaeology, preservation, or landscape architecture. This year, the award was given to Regional Vice-President of Commonwealth Cultural Resources Group (CCRG) Dr. Kathryn Egan-Bruhy, for her commitment to working with the Chequamegon-Nicolet National Forests U.S. Forest Service Passport in Time program, her service on the Midwest Archaeological Council and on the Wisconsin Burial Sites Preservation Board, and her long-term commitment to student training.

Quality Product Awards have been offered to ACRA-member firms whose work exceeds archaeological, architectural, or preservation standards with products that benefit and educate the public or make significant contributions to the scientific community. Awards for small and large projects in recent years include the development of a walking tour, "Walking Historic Honesdale" Guide and Publication by CHRS, Inc., for their client Pennsylvania Department of Transportation District 4-0 in 2007 and a video by Archaeological Consulting Service, Ltd., titled "Nihizazii



Cover image for "Walking Historic Honesdale" produced by CHRS, Inc.

K'eeda'didleeh Nt'ee': Our Elders All Knew How to Farm" for their client the Bureau of Reclamation, about the Navajo use of irrigation in northeast Arizona in 2006. In 2005, Hardlines Design Company was honored for their Documentation of the Rocket Engine Test Facility (RETF), Glenn Research Center, NASA, Cleveland, Ohio.

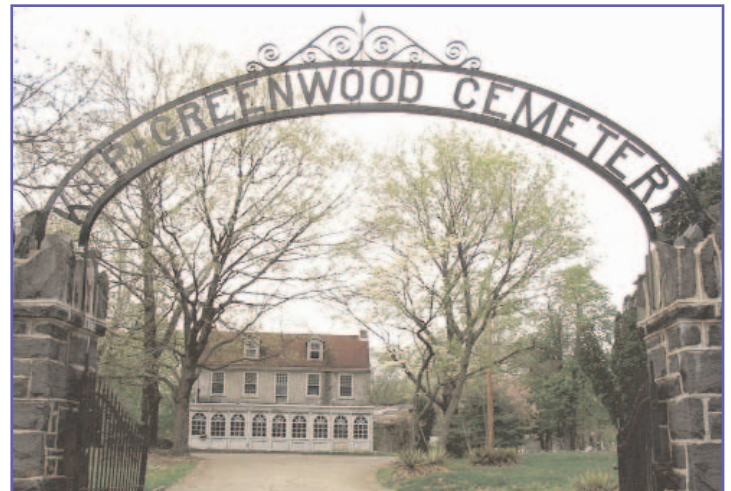


Carved stones from *Preservation & Stabilization of Site PO-29, Puerto Rico, U.S. Army Corps of Engineers, Jacksonville District, Puerto Rico Department of Natural & Environmental Resources.*

Industry Awards are made to clients who have exceeded their legal obligations and create products that benefit their communities. One example is the preservation and stabilization of an archaeological site, PO-29, in Puerto Rico by New South Associates for their clients the U.S. Army Corps of Engineers, Jacksonville District and the Puerto Rico Department of Natural and Environmental Resources in 2008. In 2005, the award was made to the Kern River 2003 Expansion Project, of the Utah Kern River Gas Transmission Company for their support of a small public book about Colorado archaeology created by their client, Alpine Archaeological Consultants, Inc.

In 2010, the Industry Award went to a client of Louis Berger, Philadelphia Healthcare Properties, for their Knights of Pythias Greenwood Cemetery Revitalization Project. The expansion of the Cancer Treatment Centers of America's Eastern Regional Medical Center into the southern portion of the historic Knights of Pythias Greenwood Cemetery required the relocation of human remains from 9 acres of a cemetery that was established in 1869. Philadelphia Healthcare Properties went beyond the 9 acres and rehabilitated the entire 40-acre community cemetery. In addition, they

conducted a significant restoration of a historic 1840s house on a portion of the property that as once owned by Benjamin Rush, one of the signers of the Declaration of Independence.



Gate of the Knights of Pythias Greenwood Cemetery.

ACRA's highest awards include its Lifetime Achievement Award and the Board of Directors Award. In 2008, ACRA recognized the achievements of Nellie Longworth, ACRA's long-time government affairs consultant. Nellie was the founder and director of Preservation Action. After 22 years she retired, but she has maintained her lifetime commitment to preservation in the United States, in part, by educating ACRA members about how to get Congress and agencies in Washington to listen to the voices of the CRM community.

This year was also the inaugural year for the Board of Directors Award, which recognizes an individual, organization, or institution that has made a significant contribution to the practice of CRM in the United States, as determined by ACRA's Board of Directors. This year, the award was presented to Dr. Michael "Sonny" Trimble and the U.S. Army Corps of Engineers for the Veterans Curation Project (VCP). In 2009, the U.S. Army Corps of Engineers Mandatory Center of Expertise for the Curation and Management of Archaeological Collections (MCX-CMAC) received \$3.5 million in Recovery Act funding for a one-year pilot project, which provides job training and employment in the field of archaeology for disabled Iraq and Afghanistan veterans. The veterans are trained by archaeologists and archivists to use computers, cameras, scanners to categorize and inventory a backlog of archaeological artifacts and documents for permanent curation. The skills that the veterans acquire through this program assist them with their future career paths. Many graduates of the VCP moved immediately into new jobs. Successful beyond all expectations, the project is currently seeking the Congressional funding needed to make this a permanent program.



President Wayne and Dr. Egan-Bruhy, recipient of the 2010 Public Service Award.

In 2011, four awards will be offered: The Public Service Award, an Industry Award for clients in the private sector, an Industry Award for clients in the public sector, and the Board of Directors award. Please consider making a nomination! Watch *ACRA Edition*, *MembersOnly*, and the ACRA website for information on nomination deadlines for these awards.

ACRA NEW MEMBER FIRM PROFILES: ACE CONSULTANTS AND SKYLARK CONSULTING

Here we profile two small, women-owned businesses that joined ACRA as new members in 2010, ACE Consultants and Skylark Consulting. Join ACRA, and your company could be featured here.

ACE Consultants, recently founded by Carol J. Ellick, is located in Norman, Oklahoma. Carol is an internationally recognized heritage educator with a passion for creating public outreach and educational materials such as lesson plans, interpretive information, and professional development workshops to assist CRM firms and governmental agencies provide a public benefit as required by federal laws. She has worked in CRM, for a nonprofit doing heritage education, and in a university setting. Many readers may recognize Carol's name from her years of association with the USDA Forest Service Passport in Time Program or when she served as chair of the Society for American Archaeology's Public Education Committee. To learn more about ACE Consultants, contact Carol at P.O. Box 2696, Norman, OK 73070, (405) 308-0225, or at cjellick@sbcglobal.net.



Innovative ACE Consulting business card.



Carol and the ACE Consulting booth at the 2010 CRM Expo at the SAA 75th Anniversary Meeting in St. Louis.

Skylark Consulting, LLC, was formed in Tucson, Arizona, in late 2007, and specializes in historic preservation, interpretive planning, and cultural resource program development. The principals, Marty McCune and Jerry Kyle, have more than 60 years of experience between them, which provides a powerful combination of skills and attitudes to address a variety of cultural resource issues and projects. Skylark staff can: develop and implement cultural resource and museum programs/plans/exhibits; assess, organize and process archival and manuscript collections; provide assistance to local governments and nonprofits in program and project development and implementation, including training historic preservation commissioners nationwide; conduct historical research and prepare nominations to the National Register of Historic Places and other historical interpretive materials; and develop and manage Section 106 Review processes for local governments. To learn more about Skylark, their projects, and their clients, check out their website at www.skylarkconsulting.com or contact Marty McCune or Jerry Kyle at 1527 E. Painted Colt Loop, Tucson, AZ 85719, (502) 437-5355 or skylarkconsulting@cox.net.



Skylark principal Marty McCune teaches CAMP (Commission Assistance and Mentoring Program), a program of the National Alliance of Preservation Commissions (NAPC), to a group of historic preservation commissioners.

If your firm has never been a member of ACRA, you will receive 50% off of the first year's dues. Come and join us in 2011 and experience ACRA for yourself. We are sure you will want to stay!



Membership Application

If you would like to join ACRA, please read ACRA's ethics statement, print and complete this application and mail it to the address below, enclosing a check for the proper amount of dues. By sending in the application and paying dues you and your company are agreeing to abide by the ACRA ethics statement so please read it carefully.

Voting membership in ACRA is open to private consultants and firms that conduct cultural resource management work for profit. Associate membership is open to non-profit organizations, students, government employees, academic employees and other interested individuals. Information on your company size will be made available to other ACRA members and will be the basis by which you choose your board representatives.

MEMBER INFORMATION

Name of Firm		
Contact Person to be listed on ACRA website (use "Consultant" for unincorporated individuals)		
Main Office Address		
City	State	Zip
Phone	Fax	Website
ACRA Contact Person email		

BILLING CONTACT INFORMATION (if different - for dues invoices)

Name	
Phone	
Email	

Average Number of Employees (include temporary and non-professional staff)	
A&E and environmental firms earning less than one-half of their revenue from CRM	
Number of Employees involved in CRM and Associated Administration	
Year Firm Established	
Year Firm Incorporated	

Numbers of Senior Professional Staff in each discipline
(do not include temporary staff, technicians and research assistants)

Archaeologists	Geoarchaeologists
Architectural Historians	Other CRM Professionals
Historical Architects	Preservation Planners
Historians	Underwater Archaeologists
Landscape Architects	Subsistence Specialists
City Planners	HABS/HAER Specialists
Anthropologists	

ACRA CONSULTANTS DATABASE LISTING

Please write a brief (3 sentence) description of your company's services, contact name and address to be included in ACRA's Consultant's Database. The database is being revised as of 2008 and currently firms are listed by state.

Check one or more regions below where your firm is active.

- North East Southwest Mid Atlantic Caribbean Intermountain West
 Southeast Plains Midwest Far West Pacific Rim

MEMBERSHIP DUES - Please check appropriate category (based on 3 year gross average)

Membership dues are not deductible as a charitable contribution for income tax purposes, but may be deductible as an ordinary and necessary business expense.

Small, 1st Category (less than \$100,000)	\$100.00
Small, 2nd Category (\$100,000 - \$200,000)	\$225.00
Small, 3rd Category (\$200,000 - \$300,000)	\$350.00
Medium, 1st Category (\$300,000 - \$600,000)	\$525.00
Medium, 2nd Category (\$600,000 - \$1 million)	\$800.00
Medium, 3rd Category (\$1 million - \$1.5 million)	\$1000.00
Large, 1st Category (\$1.5 million - \$2.5 million)	\$1275.00
Large, 2nd Category (\$2.5 million - \$6.5 million)	\$1550.00
Large, 3rd Category (over \$6.5 million)	\$1750.00

PAYMENT METHOD

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Check Enclosed, made payable to ACRA

Credit Card:   

One Time Use: I hereby authorize ACRA to charge the following amount to the card specified \$ _____ USD

Credit Card No. _____

Expiration Date: ____/____

Card Holder's Name _____

Signature _____

PLEASE RETURN A COPY OF THIS INVOICE WITH YOUR PAYMENT TO:
ACRA Headquarters • 5024-R Campbell Blvd. • Baltimore, MD 21236-5974 or via Fax to (410) 931-8111



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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.

2011 ACRA EDITION SCHEDULE		
ISSUE	DEADLINE	RELEASE
WINTER	January 17	February
SPRING	April 18	May
SUMMER	July 18	August
FALL	October 17	November

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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.

For more information about joining ACRA, contact

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