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## SAA/ACRA CRM EXPO

*By Loretta Lautzenheiser, President Elect*



The first joint SAA/ACRA Cultural Resources Career Expo was held during the Society for American Archaeology's annual meeting in Denver, Co. The expo was held on Saturday, March 23, in a conference room of the Adam's Mark Hotel. The final count is not in yet from SAA, but about 44 companies and agencies had exhibits and information booths at the expo. The majority of the private companies were ACRA member firms.

Kay Simpson, ACRA past president and SAA committee member, took a leading role in organizing this event. The purpose of the expo was to introduce attendees to information on careers in cultural resource management. Exhibitors answered questions about career paths, types of employment opportunities in

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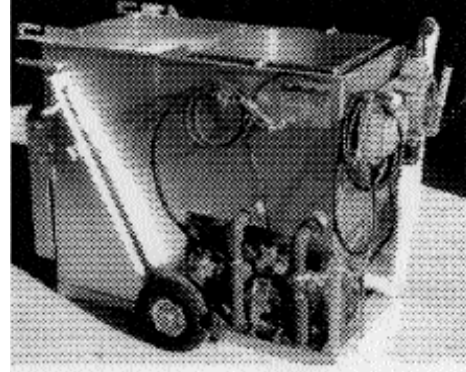
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**Expo..**

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*SWCA, Inc.*



*Sagebrush Archaeological Consultants*



*Coastal Carolina Research, Inc.*

different firms, and suggested course work for students. A number of firms were actively recruiting staff, and a number of students and other job seekers came armed with resumes. The firms that were not hiring at the time accepted resumes for future work and gave out information on web sites or other contacts for future employment opportunities.

The expo also served as an informal get-together of the CRM professionals at the conference.

A number of academic departments took the opportunity to introduce their programs to the firms and agencies present. They requested feedback on what training the firms would like to see in future employees, and also to let us know what departments were interested in educating future CRM professionals. The expo was considered a big success by all involved, and plans are already underway for next year's event.



*Louis Berger & Associates*



*Alpine Archaeological Consultants, Inc.*



*Hartgen Associates, Inc.*

## MESSAGE FROM THE PRESIDENT

*By Susan M. Chandler  
Alpine Archaeological Consultants, Inc.  
President*

March was a busy, high profile month for ACRA. Twenty board members gathered in Jacksonville, Florida, on March 2 for our spring board meeting. As summarized in the meeting notes elsewhere in this issue, we had a full agenda. One of the major outcomes of the meeting was a better-defined list of ACRA goals for the coming year (see Page 5). Many thanks to Lucy Wayne (SouthArc) and Marion Almy (Archaeological Consultants), our local hosts, for making meeting arrangements, providing breakfast, and publicizing the meeting in their Florida Archaeological Council newsletter. We certainly don't blame them (much!) for the cold and rainy weather.

ACRA also played an active role at the Society for American Archaeology (SAA) meeting in Denver. We held an ACRA "open meeting" on Wednesday afternoon, March 20, which was sparsely attended. The four ACRA members attending (Robert Jackson, of Pacific Legacy; Christopher Dore of Garcia & Associates; Margie Green of Archaeological Consulting Services; and me) agreed that ACRA should continue to have meetings in conjunction with SAA, but think that a different format (cocktail party?) and later in the week would be better. Any suggestions are welcome!

Thanks to Tom Wheaton, those ACRA members who did stop by the Geo-Marine booth in the exhibit hall were able to pick up ACRA stickers for their SAA nametags to identify themselves as members. ACRA members were well represented at the Cultural Resources Management Career Expo – it was gratifying to walk through the room and see the large number of booths proudly displaying their "ACRA Member" signs. Tom Wheaton manned the ACRA display in a booth at the CRM Expo, providing information about membership and about ACRA's Annual Meeting in Savannah this October 24-27.

Kevin Pape (Gray & Pape) and Dana McGowan (Jones & Stokes) presented a successful ACRA workshop at the SAA meeting on Friday on "How Not to Lose Money:

Budgets and Cultural Resource Management." My thanks to them for their extra efforts on behalf of ACRA.

The SAA and ACRA leadership (Robert Kelly, SAA President; Lynn Sebastian, SAA President-Elect; Tobi Brimsek, SAA Executive Director; Kay Simpson, ACRA Past-President; Tom Wheaton, ACRA Executive Director; and me) met for breakfast at the conference to talk about issues of concern to both organizations and how ways that might continue to work together.

ACRA has not just been going to meetings, though! Here is a short list of some of the other things that ACRA has been up to this spring:

- Jo Reese (Archaeological Investigations Northwest) and Aaron Smith (Cultural Resource Analysts) continue their hard work on ACRA's Cell Tower Subcommittee.
- Marion Almy and the board have been working on recruiting new members (please contact her if you know of any prospective members – or better yet, call them and ask them to join!).
- The Government Relations Committee and Nellie Longworth continue to monitor what's going on in Washington. The committee plans to develop a Government Affairs/Public Service Award to be presented at the Annual Meeting.
- ACRA signed a letter of support for John F. Seiberling's nomination for the Louise du Pont Crowninshield award, the highest award of the National Trust for Historic Preservation.

Finally, I would like to welcome Shaune Skinner (ASC Group) to the ACRA Board of Directors. Shaune represents Large Member firms. She replaces Tom Lennon (Western Cultural Resource Management), who was unable to attend board meetings because of family concerns.



## 2002 ACRA Board of Directors Goals

**(Presented to the Executive Director at the March Jacksonville Meeting)**

### **Training**

- ▶ Work on means of offering ACRA workshops on a regular basis
- ▶ Develop links on ACRA's website to continuing education opportunities
- ▶ Provide information to members about what clauses should be included in a standard contract

### **ACRA Visibility (Promoting ACRA)**

- ▶ Develop liaisons with client industries and environmental organizations
  - ▶ Get ACRA on their mailing list for conferences
  - ▶ Provide links on MembersOnly website to these contacts, including information about regional meetings that ACRA members might want to attend
  - ▶ Try to get the ACRA display to industry conferences
- ▶ Advertise ACRA workshops more broadly, including on ACRA-L
- ▶ Provide more advance publicity for our annual conference

### **Membership**

- ▶ Add new members
- ▶ Retain existing members
- ▶ Require members to sign ethics statement

### **Succession Planning**

- ▶ What are ACRA's options for Executive Director if Tom Wheaton retires?

## 2002 SPRING BOARD MEETING SUMMARY MAY 1, 2002, JACKSONVILLE, FLORIDA

*Prepared by Anne Emmons, Secretary*

Highlights of the Spring Board Meeting are presented below. Complete minutes will be available on the ACRA web site by May 1, 2002.

**Hosts:** Lucy Wayne of SouthArc, Inc., and Marion Almy of Archaeological Consultants, Inc.

### **Present**

Marion Almy, Jeff Altschul, Colin Busby, Susan M. Chandler, David G. DeVries, Christopher Dore, Ann Emmons, Karen Hartgen, James Karbula, Loretta E. Lautzenheiser, Michael McFaul, Duane Peter, Michael Polk, Jo Reese, Dan Roberts, Kay Simpson, Jeanne A. Ward, Charissa Wang, Lucy Wayne, and Donald Weir. Representing a quorum.

### **Announcements:**

Kevin Pape, of Gray & Pape, and Dana McGowan, of Jones and Stokes, are asking ACRA members to send them copies of technical proposals, go/no-go decision forms, standard methodologies (how many shovel tests per acre, etc.) "Both good ones and bad ones" are needed. This material will be used in the Business of CRM workshops sponsored by ACRA at regional and national conferences.

### **OLD BUSINESS**

**Budget:** Treasurer Don Weir announced that taxes have been filed for 2001, with no taxes due. Securing blanket certification for state tax exemption is expensive and will not be pursued. ACRA met its dues-collection goals for 2001.

### **ACRA Edition Article on Salaries**

Loretta Lautzenheiser, Kay Simpson, and Joe Brandon of Hardlines Design Company are compiling salaries posted on job lists and plan to publish that information in the *ACRA Edition*.

### **COMMITTEE REPORTS**

#### **Award Committee:**

The Call for Awards has been posted on the web site and a copy of the nomination form is in the newsletter. ACRA will assume some of the travel costs incurred by award winners who choose to attend the conference; these allocations will first be approved by the Executive Committee. In recent years no nominations have been received for the Government/Public Service Award. The board determined that the Government Affairs Committee, working with Nellie Longworth, will nominate government officials who have advanced the cause of historic preservation.

#### **Nomination Committee**

Seven board positions expire at the 2002 conference (1 small; 3 medium; 3 large). The board accepted Tom Lennon's resignation from the board and this vacant position will be filled by appointment, with the appointed term expiring in 2003 (see Page 4).

#### **Education Committee**

Marion Almy reported a 33% return on the education committee survey prepared by former Education Committee chair Stephen Mehls. While results have not yet been tabulated, better graduate training and writing skills "screamed as a need from every category from all firms." Extensive discussion followed on the possible use of this information, from approaching student organizations, department heads, and college deans in an effort to improve curriculum, to increased effort by ACRA to work with existing continued education institutions to provide effective workshops and training opportunities. Many on the board believed that attempting to modify university programs is a futile effort and that ACRA's energy is best placed in the

development and propagation of workshops. The Education Committee was charged with developing a position paper on potential partners and a list of potential workshops, presenters, and venues. Comments will be solicited from ACRA members. The committee will also provide Tom Wheaton with a list of available Continued Education, to be posted on the web site.

#### **Newsletter**

As always, securing articles for the newsletter remains a problem. Board members suggested a series of profiles on member firms, with an initial focus on small businesses. Articles from the symposium “The Business of CRM” also will continue to be printed.

#### **Membership Committee**

Membership remains static. The membership committee will contact those firms that dropped their membership, and ask how ACRA could better meet their needs. The ACRA Conference, consistently defined by members as ACRA’s most valuable service, will be more actively advertised. All board members also were asked to identify 2-3 firms in their region that are not yet ACRA members. These firms will be approached by the Membership Committee chair.

#### **Conference Committee**

New South Associates is hosting the 2002 conference in Savannah, on October 24-27. The conference agenda will reflect the full range of CRM, with issues of interest to historians/architectural historians as well as archaeologists. Presentations by specialized “niche” companies will form the focus of Saturday’s presentations. Students from Savannah’s many preservation programs will be invited to the conference.

Geo-Marine will host the 2003 conference in Dallas.

#### **Federal Contracting.**

Mike Polk reported that he has set up a meeting with the head of NPS procurement. ACRA members also will be asked to identify their chief concerns regarding contracts with federal agencies.

## **NEW BUSINESS**

#### **White Paper Committee**

Chris Dore and Duane Peter will work with the Executive Director and member volunteers to develop a list of standard contract language – “things to look for” – and also to solicit a series of White Papers describing the technology of various specialties (for example, geo physics), summarizing how you might apply these technologies on a project, and summarizing dangers, strengths, and weaknesses of the new technologies.

#### **Membership – exclusion of 501c3 organizations from full membership**

Extensive discussion regarding ACRA’s reasons for excluding 501c3 organizations from full membership, with Jeff Altschul noting that many non-profit organizations do adhere to business practices, and that the nonprofit industry is changing, and growing rapidly: “there will be a growing number of organizations involved in CRM and historic preservation. [To exclude these groups] may not work and this is something that the board will have to consider.” Tom Wheaton reminded the board that when ACRA was formed founding members were advised to focus on one group and not to endeavor to be all things to all people: “our mission statement says that we’re for businesses.” The majority of the board declined to change membership requirements, with many noting that one of ACRA’s goals was to assist for-profit companies in competing with non-profit organizations.

#### **Competition from Non-Profits and Universities**

Prior to the meeting, board member Mike Roberts requested that the board consider the relationship of publicly funded universities to CRM, noting that university CRM programs provide inherently unfair competition (student workers, low overhead) and asking that an ad hoc committee prepare a position paper that might guide discussion with the Small Business Association and the universities.

*..continued on Page 8*

## Board Meeting..

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Discussion was brief, with board members noting that University programs are unlikely to go away altogether and that private industry could best compete by providing superior service: "reacting quickly, submitting deliverables on time, and hiring qualified people instead of students." The board presented much anecdotal information regarding the failure/collapse of university programs and numerous board members reported that with the current volume of work, unfair competition from universities is less and less of a concern. Tom Wheaton was asked to update ACRA's existing position paper on unfair trade practices for presentation to membership in Savannah. This issue also will be a talking point at the general membership meeting in Savannah, when the extent of concern will be measured and action items identified.

### **Collections Management**

Board members noted a "curation crisis" with closure of many university, state, and federal repositories. While private companies are responding, facilities remain inadequate and curation costs are increasing. Susan Chandler noted that the problem may constitute a restraint of trade, with the BLM denying permits to those companies without curation agreements and reported that the issue will be a point of discussion at the SAA meeting in Denver. Mike Polk reported that SHA and SAA have both formed committees to study the problem. ACRA's SAA and SHA liaisons will monitor committee findings and report to the ACRA board. Members will be kept informed through MembersOnly and a possible *ACRA Edition* article.

### **World Archaeological Conference**

The board approved a motion to sponsor a workshop on contract archaeology at the World Archaeological Conference in Washington, DC, in 2003, to be organized by Tom Wheaton. Workshop presenters will include private-sector archaeologists from outside of the United States. ACRA will not provide financial assistance but will lend its name to the workshop.

### **The Future of ACRA**

Tom Wheaton asked if the organization was in a rut, as marked by stagnant membership and the absence of high profile issues: "should ACRA be more proactive rather than simply reacting to government-inspired crises?" Suggested proactive actions included leadership on issues of certification and standardization; increased efforts to expand membership to include more non-archaeological firms; increased efforts to seek the opinions and suggestions of non-board members; provision of increased member services, in the form of informational links on the web site; and more aggressive development of Continued Education opportunities. Others noted that while membership is stagnant, ACRA's visibility and credibility remain high and ACRA is increasingly contacted by federal agencies to serve as a partner in policy initiatives (witness the wireless communication industry).

### **ACRA Goals for 2002/2003**

The board developed a list of goals for 2002/2003. These goals are detailed as part of the "Message from the President" on Page 5.



## ACRA Annual Meetings

Historic Savannah, Georgia - October 24-27, 2002

-Preliminary Program-

*Thursday, October 24 - Open Board Meeting*

- Dinner at the historic and nationally acclaimed Pink House, open to everyone, but seating is limited.

*Thursday, October 24 afternoon*

- Workshops by ACRA specialty companies on business and archaeological issues.

*Friday, October 25 morning*

- Workshops by ACRA specialty companies on architectural issues.
- Committee Luncheons.

*Friday, October 25 afternoon*

- Exclusive tours by recognized preservation experts of the largest urban National Register Historic District in the country. Extended tours of selected historic buildings, and of the squares, streets, and alleys of one of the oldest planned communities in the English speaking colonies.
- Reception and dinner with board members to discuss issues of mutual concern and provide input into the direction ACRA will take over the next year.

*Saturday, October 26 morning - Urban Architecture Session:*

- Keynote by a leading Savannah preservationist. Presentation of a state of the art 3D preservation planning tool.
- Awards luncheon atop the DeSoto Hilton.

*Saturday, October 26 afternoon -Urban Archaeology Session:*

- Overview of current issues, successes, and failures in urban archaeology. Urban archaeological methods that work, or don't.
- Our ever popular "Gripe Session".
- Reception in one of Savannah's historic treasures.

**Included in the registration:**

- Friday and Saturday Working Luncheons
- Friday Dinner
- Saturday catered Reception

Hotel and other information will be forthcoming. Please check the June issue of the ACRA Edition or visit our web site at: <http://www.acra-crm.org/>.

## LEGISLATIVE UPDATE

*By Nellie Longworth*

### **Conferees Face “Must Do” Decision Making to Resolve House-Senate Versions of the Farm Bill**

The original hope for completion of the House-Senate conference to resolve the differences between the two versions of the Farm Bill did not meet its “hoped for” April 1 deadline. Reconciling a 5-year Senate bill with a 10-year House measure is complicated by a Senate funding differential that is \$6 billion above both the House version and the budget resolution.

Before the spring recess, staff worked out a 10-year, \$73 billion measure with \$17.2 billion set aside for conservation programs. This was \$1.2 billion above the House measure for conservation and \$3.1 billion below the Senate bill. This implies cuts to the Senate bill that is looked upon as a conservation-friendly measure that reduced commodity subsidy programs to increase funding for environmentally sound programs that reward farmers and ranchers for practicing good stewardship of their land, water, and air.

The Senate version is much stronger in conservation funding while the House has targeted 70% of its funding to continue subsidy for grain, cotton, and rice, even though these growers represent only 30% of the nation’s farmers. Other issues yet unresolved include a Senate proposal to limit farm subsidy payments to \$275,000 per year, a House effort to scale back Senate Agriculture Chairman Tom Harkin’s \$2.4 billion Conservation Security Program proposal to a pilot program, and a push for increased conservation funding to \$18 billion supported by many environmental organizations.

As the conference struggles over funding priorities, the archeological and cultural resource management communities stand to gain from bill

language that makes farmland containing historic and archeological resources an eligible category for Farmland Protection Program funds. This proposal is in both House and Senate bills. The Senate bill further includes a 5-year/\$25 million program to restore historic barns. Introduced by Sen. Jim Jeffords (I-VT) the fate of this measure is unknown at this time.

### **An Increase for the FY03 Historic Preservation Fund Appropriation Draws Support from House Members**

Disappointment over the cuts made to the Historic Preservation Fund for FY03 in the President’s Budget has inspired members of the House to join together and request a higher funding level from the Chairman of the Interior Appropriations Subcommittee during the mark-up this spring.

The numbers tell the story. Reductions over the past two years have chopped HPF program funding by \$20 million in FY02 and another \$7.5 million in the current budget. Specific cuts to the states and tribes of \$10 million in FY02 was matched this year by another \$7.5 million cut. And, it is the States who have taken the brunt of the cuts, seeing their appropriation reduced from \$46.6 million in FY01 to \$34 million in the current budget.

Two actions have cheered the efforts of the preservation community to amend the current shortfalls. At the Interior Appropriations Subcommittee level, 5 of the 12 members have signed a letter to Chairman Joe Skeen (R-NM) requesting a return to \$46.6 million for FY03. Led by Rep. Martin Sabo (D-MN), the letter is signed by the ranking minority member Norman Dicks

(D-WA), Jack Kingston (R-GA), John Murtha (D-PA), and James Moran (D-VA).

At another level, Rep. Dale Kildee (D-MI) and Robert Erlich (R-MD) have authored a letter that also requests \$46.6 million for the states. The subcommittee mark-up usually takes place in May or June.

### **Telecommunications Programmatic Agreement Moving Toward Final Stage**

For two years, members of diverse interests have worked together to find solutions to the wireless communication tower placement issue that has become a major concern in all parts of our nation. On one hand there is the unparalleled growth of the wireless communications industry and on the other the environmental and historic preservation laws and reviews that protect communities from haphazard placement of the towers in their midst. The wireless and broadcast industry reps have shared the table with the Federal Communications Commission. State Historic Preservation Officers, the Advisory Council on Historic Preservation, and members of ACRA are seeking solutions that both protect communities and advance communications with a reasonable approach to environmental review.

The Advisory Council convened the group and monthly meetings brought greater understanding of the issues from all sides. Efforts to write a programmatic agreement have seen difficult moments although all have learned to appreciate the needs of each participating interest group. With hopes that an agreement can be reached by this summer, the ball is

now in the FCC court which has undertaken the development of an agreement from their perspective.

Those who have participated believe that all parties can be winners in the end. The industry will have specific review requirements that will be as streamlined as possible. The FCC can guide its licensees and applicants to a process that will insure proper reviews in a reasonable time frame. The states will work to weed out proposed placements which have no effect from others that will require mitigation. The cultural resource management folks will benefit from a recognition that qualified professionals will get the job done most efficiently.

The FCC has recognized the need for a qualified professional staff person and has advertised for a CR specialist at a GS 13 level, with a salary between \$66,000 to \$101,000 per year. The closing date for the vacancy is April 12.

There are still stumbling blocks to be resolved but an outcome that brings together industry, professionals, state and federal agencies, and environmental and historic preservation laws could become a precedent for other environmental review requirements.

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Prepared by Nellie L. Longworth, Consultant - Without prior written permission from NLL, they will not post weekly or special reports on paper or any computer network, homepage or bulletin board accessible by any entity or individual other than its members, officers, directors, board members, staff, and any others listed above. ACRA may, however, make "fair use" of the weekly news or special reports or periodical newsletters and may rewrite or paraphrase and distribute information contained in them.

# ACRA

## EDITION

6150 East Ponce de Leon Ave., Stone Mountain, GA 30083

### ACRA's Members-Only Listserv

ACRA now has an online discussion group just for members. "MembersOnly" is a listserv that operates much the same way as ACRA-L, with the exception that it is only available to ACRA members. Its purpose is to offer the board, members, and the executive director a venue to share the latest news from ACRA; promote dialogue between members on current issues; and enable members to post announcements or inquiries.

To subscribe to the list, a member must contact ACRA's Executive Director, Tom Wheaton. Once you have supplied Tom with your e-mail address, he will subscribe you to this list. Contact Tom at 770-498-5159 or e-mail: [tomwheaton@newsouthassoc.com](mailto:tomwheaton@newsouthassoc.com).

### 2002 ACRA EDITION SCHEDULE

DEADLINE	PRODUCTION
February 1	February 15
April 5	April 19
June 3	June 17
August 2	August 16
October 4	October 18
December 2	December 16

### ACRA Edition

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

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

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