

## WHAT IS ACRA ?

**ACRA is the American Cultural Resources Association—the nation's only trade association representing the CRM industry.**

Since the first **ACRA** conference nearly two decades ago, topics for sessions, panels, and workshops have been geared toward the **business of CRM**. Our conferences are meant to **help our member firms better their business practices** and facilitate an increase in business opportunities. Each year, ACRA conference organizers strive to bring pertinent topics and workshops to the attention of our member firms.

ACRA conferences bring together industry experts for stimulating and thoughtful discussions. **ACRA members consistently say that the annual conference is one of the most important benefits of membership** and offers the best gathering place in the CRM industry. Conference highlights include:

- *the nation's best networking opportunities for NEPA and Section 106 compliance professionals*
- *the latest from Capitol Hill on funding, agencies, and policies*
- *CRM industry issues and best practices updates*
- *an overview of preservation and archaeology issues at the national level*
- *social events to introduce you to your peers in CRM*
- *awards, banquet, receptions, and more*



Photos (top to bottom) from our recent 2013 annual conference in Washington D.C., which included our first-ever congressional reception at the Hill Center.



## SAVE THE DATE!

**Join us for ACRA's 20th Annual Conference**  
Thursday, September 18–Saturday, September 20, 2014  
Loews Don CeSar Hotel, St. Pete Beach, Florida



# 2014 SPECIAL EDITION

## PRESIDENT'S MESSAGE

**WELCOME to this special ACRA newsletter!** We want to let you know what ACRA has been doing recently and share with you the benefits of ACRA membership.

**DID YOU KNOW?** Based on a recent survey, there are about 1,300 CRM firms employing nearly 10,000 professionals in our industry. Many of these firms are already ACRA members. Our member firms represent the broad range of professionals working in CRM in the United States today. As a trade association, we focus on the business of our industry and on monitoring the regulatory systems that are inseparably linked to our livelihood. **ACRA is a forum for focusing on issues that affect the future of our industry,** resulting not only in a generous sharing of knowledge and experience, but also in teaming opportunities. All firms, regardless of size, area of specialization, or location, can benefit from an ACRA membership.

**ACRA is a dynamic and active association offering many opportunities for networking and professional development.** ACRA's annual meeting is considered by many to be the "must attend" event for CRM. Our website and quarterly newsletter provide insights into many aspects of the business of CRM. Since 2011 ACRA has maintained professional ties with the National Association of Environmental Professionals (NAEP), receiving discounts on NAEP webinars and events.

**ACRA is about the business of CRM and Historic Preservation writ large.** Professional staffs of member firms include archaeologists, historic architects, historians, architectural

historians, ethnographers, geoarchaeologists, and other specialists.

ACRA members receive information and regular updates on business and preservation issues that directly affect jobs, training and support for advocacy with our legislators, and opportunities for networking with key personnel at federal agencies. **Every CRM firm in the country has a stake in keeping our industry vital!** For almost two decades ACRA has shouldered that responsibility, ensuring that your voice is heard when and where it matters!

**Please consider the benefits of ACRA membership, visit the ACRA website, and join us as we work to improve and maintain the CRM industry.** Talk to your colleagues who are ACRA members, and feel free to contact me at [wcatts@johnmilnerassociates.com](mailto:wcatts@johnmilnerassociates.com) or ACRA's headquarters at [www.acra-crm.org](http://www.acra-crm.org) if you have questions about ACRA or need more information.

**Wade Catts, RPA**  
President of ACRA



**THE VOICE OF CULTURAL RESOURCES MANAGEMENT**





## WHAT YOU'VE MISSED BY NOT BEING A MEMBER

- ✓ **CRM Day on Capitol Hill and a Congressional Reception**
- ✓ **How to Build a Successful Business**
- ✓ **Women-Owned Businesses in CRM: Our Strengths and Challenges**
- ✓ **The Training of Professionals for the Future: The Role of Graduate Programs, Internships, and Continuing Education**
- ✓ **Who Me? Ethics and Standards in CRM**
- ✓ **Small Business Policies and Procedures**
- ✓ **Developing Effective Strategies for Cultural Resources Compliance and Energy Development**
- ✓ **State of the Industry: The Business of CRM**
- ✓ **Social Media and Web Sites**
- ✓ **It's What You Say that Counts: How to Project Your Best Non-Verbal Self**
- ✓ **The Application of Environmental Conflict Resolution to Section 106 Compliance**
- ✓ **Maximizing GIS in the CRM Industry**
- ✓ **What Wins and Why? The Art and Science of Winning Proposals**
- ✓ **Historic Preservation and the CRM Professional in the 21st Century**
- ✓ **Stayin' Alive! OSHA and Archaeology: A Primer on Safety, Paperwork, and Common Sense for the CRM Industry**
- ✓ **Legal Issues: Copyright and Intellectual Property**

### ACRA'S VALUES

Integrity ❖ Professionalism ❖ Collaboration  
Leadership ❖ Success

### ACRA'S MISSION

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



## WHAT MEMBERS ARE SAYING ABOUT THE ANNUAL CONFERENCE...\*



*"The #1 networking event for CRM owners and managers! This is where you find your teaming partners."*

*"The ACRA conference is the only place to get timely, useful and reliable information about the CRM industry."*

*"Attending an ACRA conference is the only way to truly experience what ACRA is about. I always come away re-energized."*

*"The annual ACRA conference is my only yearly must-go. It has made a huge difference to my business."*

*"If you want to learn something new and grow your business, then you should seriously consider attending an ACRA conference."*

*"My business has grown from small to medium sized, and I honestly don't think it would have happened without ACRA and the advice that I received from my ACRA colleagues."*

*\* from our 2013 post-conference survey*

# GOVERNMENT AFFAIRS UPDATE

ACRA's Government Relations Committee is excited to have Cultural Heritage Partners, PLLC (CHP) working with us to ensure that our voice is heard in Congress and the federal agencies. CHP helps ACRA establish our legislative and regulatory priorities and pursue strategies that focus our resources most effectively and efficiently. CHP also helps coordinate our strategy with the broader archaeological and preservation advocacy community in Washington, D.C.

**Understanding the federal legislative and regulatory environment is critical to the success of the CRM industry.** In 2014, ACRA and CHP will work to hold the line on so-called streamlining initiatives being introduced on the Hill and defend NEPA, Section 106, and other critical legislation. We also are joining with several other preservation groups to consider a plan to advocate for full funding of the Historic Preservation Fund, which funds SHPOs and THPOs. Finally, we will continue to distribute accurate information to Congress about the positive impacts of cultural resources management work on the economy. **Please join ACRA today and lend your voice to our advocacy message!**

**SAVE THE DATE!** ACRA's Annual Conference will be held September 18–20, 2014 in St. Pete Beach, Florida. The conference includes many opportunities to network with CRM firms from around the country, as well as government affairs training and sessions on legal and business issues that face ACRA members.



Loews Don CeSar Hotel, St. Pete Beach, Florida  
[www.loewshotels.com/DonCeSar](http://www.loewshotels.com/DonCeSar)



2013 Board of Directors at the annual conference in Washington, D.C.

**2014 is already turning out to be a great year for ACRA!** Besides our everyday member services, our team at ACRA headquarters has been busy working on some great things for our members. We have redesigned and updated our website with some great new member features, including an **interactive members only community**, group pages, and both company and personal profiles.

Headquarters, along with the executive committee, has reconfigured the **2014 Partnership Program** to make it stronger and more beneficial for both the partners and the association. The exclusive Partnership Program is designed for organizations to increase their image and profile not only within ACRA, but also in the overall CRM industry.

If you are not already a member of ACRA, **NOW is the time to join.** Not only will you be able to reap the invaluable benefits of an ACRA membership, you will also receive **50% off** your 2014 membership dues!! That's an opportunity you don't want to miss.

Contact [Taylor Dubord](#), ACRA Executive Director, with any questions you may have about ACRA, our annual conference, the 2014 Partnership Program, and membership.

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