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Gainesville, Florida

## WHY ARE WE SO AFRAID OF GIVING OURSELVES AND OUR CLIENTS A PAT ON THE BACK?

By Kay Simpson, President

Recently the Society for American Archaeology asked me to step in and chair a moribund CRM awards committee that has failed to make an award for two years. While one is always quick to pounce on the Chair as being at fault, these awards are nationally advertized to the SAA community every year. We all see the public announcement, shrug, and think someone else will surely submit something.

Every year ACRA's Awards Committee goes through an agonizing hand wringing as to whether we will have enough candidates for an award, much less have a decent competition among our applicants. We did have three nominations this year, but would have liked more.

Are we ashamed of our reports? Are they the petty summaries of description and minutiae of the grey literature our academic colleagues so shun? Are we not the primary movers and shakers for public interpretation programs, popular reports, posters, and exhibit boards? Do we not do more archaeology/architecture/historical analysis in a week than academia does in a decade?

And do we not yearn to suck up to our clients by showcasing their programs and preservation efforts?

Colleagues - every time we complete one of our bigger, showier projects, in addition to the Statement of Experiences, SF255 Page 8 forms, or other marketing blurbs we prepare, an assessment should be made as to whether the project, report, or client's efforts merit an award. Every ACRA firm should have as a business plan goal to have one project annually that is suitably high profile to submit for an national award. It may not happen every year, but without adequate planning, you will never take the time to assemble the nomination materials.

In my final "presidential essay", I would like to leave you with the call for quality award submissions so that the CRM community receives the recognition it deserves for our outstanding products and achievements.

See you in Cincinnati!

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# MESA TECHNICAL

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Archaeological Soil Science

**David G. De Vries**  
principal

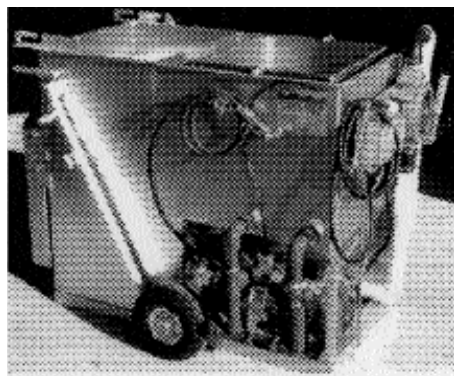
- HABS/HAER Photographic Documentation
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  - Widely experienced in Historic Districts and Landscapes.
  - In-house 8x10" Sinar copy camera for historic drawings.
  - In-house lab/darkroom for archival processing and printing.

- Archaeological Soil Studies & Geomorphology
- Stratigraphy: description and correlation across landscape.
  - Depositional History: paleolandforms, stratigraphic integrity.
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Save time and money by bringing the training to your staff, your clients, and other preservation partners!

*Lynne Sebastian, Ph.D.*  
*Cultural Resource Consulting*  
*Preservation Planning, Training, and Problem solving*  
e-mail: [lynnesebastian@mindspring.com](mailto:lynnesebastian@mindspring.com)  
or call (505) 890-2670

## MEMBER ONLY

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

## TRANSCOLORADO PIPELINE

TransColorado Gas Transmission Company recently constructed a 289-mile long natural gas pipeline from northwestern Colorado and northwestern New Mexico. Prior to project construction, the planned corridor, access roads, and other associated facilities were intensively inspected for cultural resources. One hundred thirty-five significant sites, eligible for listing on the National Register of Historic Places, were recorded along the planned pipeline corridor. In 1996, 1997, and 1998, Alpine Archaeological Consultants, Inc., and Centennial Archaeology, Inc., conducted extensive archaeological data recovery at 33 sites. Seventy other sites were subjected to limited archaeological data recovery. An additional 10 new prehistoric sites were discovered by archaeological monitors during construction.

The project investigations yielded a large quantity of archaeological data. Hundreds of radiocarbon, macrobotanical, and palynological samples were processed. Other ancillary studies conducted included tree-ring dating, thermoluminescence dating of pottery, trace-element analysis of obsidian, archaeofaunal studies, and analysis of human bone. In addition, a geologist determined the geomorphology of all extensively investigated prehistoric sites. The excavations yielded components attributed to the Paleoindian, Archaic, Aspen, Anasazi, Navajo, Ute, and Euroamerican units. Historic resources investigated included homesteads, ranches, and an early oil and gas well. Prehistoric resources intensively investigated included open artifact scatters, sites with standing brush structures, rockshelters, field houses, and hamlets. Thousands of

artifacts were recovered. Major research domains examined included site chronology, technology, settlement patterns, subsistence, and extra-regional relationships.

A combination print/electronic version of the report is now available from Alpine Archaeological Consultants, Inc., for \$25 plus \$5 shipping and handling. The report contains paper copies of the introductory and concluding chapters (Research Design, Culture History, Project Synthesis, Management Recommendations, and References) and a CD containing Adobe files for the 33 individual site excavation reports and the Limited Data Recovery/Monitoring Report. Please contact Alpine at PO Box 2075, Montrose, CO 81402-2075; 970-249-6761; e-mail [alpine@alpinearchaeology.com](mailto:alpine@alpinearchaeology.com) if you would like to have a copy of the TransColorado report.

### Contact Information Changes

Please note **MAAR Associates, Inc.** has a new telephone number: 302-996-0713.

**Dolan Research, Inc.**, has recently moved. Please note their new address as follows.

Dolan Research, Inc.  
30 Paper Mill Road  
Newtown Square, PA 19073

610 971 1073 - phone  
610 971 1074 - fax

## GOVERNMENT RELATIONS COMMITTEE

*By Loretta Lautzenheiser, Vice-President for Governmental Affairs*

### **Telecom Subcommittee**

The Telecom Subcommittee continues to be the most active subcommittee of the Government Relations Committee. After months of work by the chair, Jo Reese, and our governmental consultant, Nellie Longworth, ACRA was invited to become part of the Telecommunications Working Group (TWG) sponsored by the Advisory Council on Historic Preservation (ACHP) and the Federal Communications Commission (FCC). Tom Wheaton and Dan Roberts attended the June 12 meeting as guests and accepted the invitation for ACRA to become a member of the TWG.

At the TWG meeting on July 31, 2001, Jo Reese, Dan Roberts, and Aaron Smith of the subcommittee attended as ACRA's representatives to the group. Loretta Lautzenheiser also attended as an observer. One topic discussed was the role of cultural resources consultants in the Section 106 review of tower locations. Dan and Aaron will continue to represent ACRA at TWG meetings.

The TWG is composed of representatives of the ACHP, the FCC, National Council of State Historic Preservation Officers (NCSHPO), Native American groups, engineering firms, and Telecommunications organizations representing carriers and tower groups. The TWG has prepared a Programmatic Agreement (PA) concerning co-location on existing structures. This PA was distributed previously to ACRA members for comment. Jo Reese consolidated ACRA's comments and submitted them to the FCC. Members of the TWG will be at the ACRA conference for a panel discussion.

### **CARA**

ACRA joined with a number of other organizations and signed on to support the Conservation and Reinvestment Act (CARA). CARA provides for \$3 billion annually through 2015, \$150 million of which is set aside for Historic Preservation. CARA was recently passed out of committee by a 29-12 vote. A review of this bill was contained in the most recent ONLINE NEWSLETTER prepared by Nellie Longworth.

### **Fees for Tribal Consultation**

The ACHP issued a memo to FPOs, SHPOs, THPOs, and Indian Tribes concerning requests by Indian Tribes to be paid for participating in the Section 106 process. The Council's regulations encourage the participation of Indian tribes, however, they do not obligate Federal agencies or applicants to pay for consultation. If the agency or applicant seeks information or documentation from a tribe that they would normally pay a professional contractor to obtain, payment is appropriate. In some cases, travel reimbursement also may be appropriate. However, if the tribe requests payment for consultation, the agency or applicant may refuse and move forward. For the full text of the memo, visit the ACHP's web site at <http://www.achp.gov>.

### ***New Members of the ACHP***

President Bush has announced four new appointments to the ACHP. John L. Nau, III, has been named as the Chairman of the Council. Mr. Nau, of Houston, Texas, is the president and CEO of Silver Eagle Distributors. He serves on the Texas Historical Commission and the boards of the Civil War Preservation Trust, the Downtown Historic District, and the Greater Houston Preservation Alliance. He is a charter member of the Monticello Cabinet of Charlottesville, Virginia.

Bernadette Castro, named as Vice Chairman, is commissioner of the New York State Office of Parks, Recreation, and Historic Preservation, and is the New York SHPO. She coordinated the first Historic Preservation Summit in New York to educate business leaders on Federal tax credits and the role of historic preservation in community revitalization. She was president of Castro Convertibles, a family owned business. She was recently awarded the Theodore Roosevelt Legacy of Conservation Award and the Paumanok Award from the Walt Whitman Birthplace.

Jane Dee Hull, Governor of Arizona, was named to the Governor position on the Council, and Bob Young, Mayor of Augusta, Georgia, fills the Mayor position. Gov. Hull was instrumental in passage of a 2000 law to control sprawl, and aided in the preservation of 2,200 acres of desert landscapes near Phoenix with natural habitats and archaeological sites. Mayor Young is an alumnus of the Mayor's Design Institute—National Endowment for the Arts and has served on the boards of the Augusta Museum of History and the Greater Augusta Arts Council. Complete information can be found on the ACHP's web site.

## **Business Focus: Building Business Leadership**

Hello Everyone,

During the ACRA conference I will be facilitating two workshops called *Business Focus: Building Business Leadership*. The workshops are designed to provide you with skills and a framework to help you lead and manage the challenges of your businesses. If you do not normally think of yourself as a business leader, you will gain a powerful new perspective on your role within the business.

Exercising influence, often without direct control, is a daily reality for most of us in business, all around the world. Given this situation, we often find ourselves in the following situations.

- Providing professional advice on a recurring basis
- Working formally with day-to-day business issues
- Working formally and informally with team members to encourage them to improve a situation
- Helping the business improve their operating results or controls

In anticipation of the workshops, which will cover topics from project management and client focus to business leadership, I would like to ask you to identify several situations in which you currently see as challenges to getting your job done more effectively. For example:

How would you describe one area of your business that needs improvement?

What are the problems that "keep you awake at night"?

Be willing to share these in the sessions, so that we can facilitate them to meet your needs. If you prefer, please e-mail me ([steve@infoworks.com.au](mailto:steve@infoworks.com.au)) with any issues you would like covered in the sessions.

I look forward to seeing you all at the conference.

Regards,

Steve Lesser  
*Managing Director*  
*InfoWorks International*

# 2001: A CRM ODYSSEY

## Seventh Annual Meeting of the American Cultural Resources Association

Cincinnati, Ohio  
September 6-9, 2001

Hosted by Gray & Pape, Inc.  
Please print out these pages and return the Registration Form

### Hotel Information

Omni Netherland Plaza  
35 West Fifth Street  
Cincinnati OH 45202-2899

Phone: 1-800-THE-OMNI (toll free)  
1-513-421-9100  
Fax: 1-513-421-4291

This hotel is a National Historic Landmark built in 1939 and designed in the French Art Deco style. In fact, it is so magnificent a self-guided architectural walking tour of the hotel is available.

### Conference Rates

Single \$99.00 (Plus 12% State and Local Tax)  
Double \$119.00

Check-in Time: 3:00 pm Check-out Time: 12 noon

Baggage storage is available. Rooms will be held only until 4:00 pm unless guaranteed for late arrival.

**Cut-off date for group rates is September 4, 2001!**

**Be sure to identify your affiliation with The American Cultural Resources Association when registering!**

### Transportation

The Greater Cincinnati/Northern Kentucky Airport is a hub airport for Delta Airlines and is serviced by all major airlines. The airport is located approximately 25 minutes from downtown Cincinnati.

Ground transportation from the Greater Cincinnati/Northern Kentucky Airport is available from Jetport Express for \$16.00/one-way or \$20.00/round trip. The buses run 24 hours/day, at ½ hour intervals. No reservation is needed for pickup at the airport or the hotel. At the airport, simply go to the ground transportation counter located in the baggage claim area and ask to use Jetport Express. At the hotel, be waiting on the curb for the bus to arrive.

Taxi service from the airport to the hotel will cost approximately \$26.00 one way. Car rental agencies are located in each of the airport's three terminals. Directions to the Omni Netherland Plaza can be obtained from the rental counters. Persons renting cars and those who plan to make an extended stay can contact Gray & Pape, Inc., for maps of the Cincinnati metropolitan area and directions to points of interest (i.e., parks, monuments, museums, and shopping).

## Preliminary Schedule

### Thursday, September 6, 2001

**9:00 am - 5:00 pm**      **Board Meeting, Salon H & I**  
**5:30 pm - 6:30 pm**      **Reception for Board Members at Gray & Pape, Inc.**  
**7:00 pm - 9:00 pm**      **Dinner for Board Members at home of W. Kevin Pape & Kimberly Starbuck**  
 (Transportation provided. Spouses and significant others welcome!)

### Friday, September 7, 2001

**7:30 am - 4:30 pm**      **Registration, Mezzanine**

The Registration Table will be staffed all day Friday. Registration materials can be picked up at this location and the table will serve as the conference and local information center. Displays will be set up showcasing local companies and the traveling ACRA display will be set up for the membership to see.

**8:30 am - 9:00 am**      **Welcome - Continental Room**  
**W. Kevin Pape and Marlesa Gray - Gray & Pape, Inc.**  
**Kay Simpson - ACRA President**  
**Tom Wheaton - ACRA Exec. Director**

**9:00 am - 12:15 pm**      **Geospatial Technology in the New Millennium, Continental Room**

**9:00 am - 9:45 am**      **CRM and the Future of Geospatial Information - Christopher Dore, Archaeological Mapping Services**

Christopher D. Dore, Ph.D., will set the stage for this series of presentations with an overview of geospatial technology. He will discuss future directions of the technology and where CRM firms should be positioned on this rapidly advancing curve. Dr. Dore will discuss how GPS, GIS, close-range photogrammetry and data visualization technologies are being integrated into a range of CRM topics. Dr. Dore is an anthropologist and co-founder of Archaeological Mapping Services (AMS). AMS is a comprehensive cartographic service bureau that specializes in geographic information systems, remote sensing, photogrammetry, and computer cartography to produce custom maps and spatial analyses. Dr. Dore has been employed as a professor of architecture at the University of New Mexico, and as a faculty researcher of anthropology at Texas Tech University, the University of Nebraska, the University of New Mexico, and the University of California at Berkeley. He also has been employed as a senior archaeologist for cultural

resource management companies in Pennsylvania, New Mexico, and California. Since the early 1980s, Dr. Dore has conducted research on the modern and prehistoric human use of space, for which he has used GIS as a tool.

**9:45am - 10:30 am**      **The Application of Geophysical Technologies to CRM - Lewis Somers, GeoScan Research**

Lewis Somers, Ph.D., will present a state of the art review of geophysical technologies, what is available now and what is going to be available in 2-3 years. His review will identify important issues for historic and prehistoric sites in North America, including typical cost-productivity data. Dr. Somers will point out the importance of cultural resource consultant involvement in survey design as well as cultural interpretation of geophysical data. Dr. Somers also will discuss integration of geophysical survey (field, cost, research, etc) with traditional site treatment methods, and how to develop contract methods and terms which minimize cost and risk. Dr. Somers is a geophysicist and is the principal of Geoscan Research (USA), a geophysicist with Archaeophysics, LLC, and an affiliate of Archaeological Mapping Specialists. Dr. Somers specializes in geophysical survey support to CRM firms throughout North America, Europe and the Middle East. In addition to conducting field surveys, Dr. Somers advances the capabilities of archaeological remote sensing by developing remote sensing instruments and analytical software for the archaeological and scientific communities.

**10:30 am - 10:45 am**      **Break**

**10:45 am - 11:45 am**      **HABS/HAER Documentation and Close-Range Photogrammetry - David DeVries, Mesa Technical**

David DeVries will present an overview of HABS/HAER photodocumentation techniques and evaluate the range of options from measured drawings created on the spot to 35mm casual photography. He will discuss the importance of the archival process and explore recent advances in digital technology alternatives. Mr. DeVries will describe techniques and uses for close range photogrammetry and how these techniques can be integrated with GIS to create accurate "as built" 2-D and 3-D drawings for HABS/HAER documentation. Mr. DeVries is the owner and principal of Mesa Technical, a small business working primarily on CRM projects, to provide specialized support for archivally processed, large format documentary photography (HABS/HAER), for photogrammetric recordation of architecture and rock art, and for archaeological soil science and geomorphology.

**11:45 am - 12:15 pm**      **PenMap Demonstration: A Field-Based GIS for CRM - Ruth Myers & Christopher Baltz, Gray & Pape, Inc.**

Ruth Myers and Christopher Baltz will demonstrate how PenMap can be used to expedite digital field mapping tasks for archaeologists and

architectural historians. PenMap is a software package that enables a pen-operated computer to be used as a data collector to collect measurements from a wide variety of electronic measurement instruments, including GPS, total stations, and laser range finders. Digital cameras also can be connected to the pen computer, creating a direct link between photographs and their orientation to the drawing. PenMap allows the operator to see the map data as it is collected, add freehand drawings or coordinate data, and to attach significant amounts of descriptive information to each map feature in the field. The PenMap product is essentially a field-based GIS that allows seamless vertical integration of location and dimension data from field to report. The resultant data can be exported into CAD and/or GIS for creation of a finished map and manipulation of the tabular data. Ms. Ruth Myers is Director of Gray & Pape, Inc.'s, GIS/Electronic Mapping Department where she is responsible for the research, development, and implementation of GIS technology for CRM and related fields. Mr. Chris Baltz is Gray & Pape, Inc.'s., Field Mapping Specialist and is responsible for the management and use of field mapping technologies.

**12:15 pm - 1:30 pm**

**Lunch on your own**

**12:15 pm - 1:30 pm**

**Past Presidents' Lunch, Location TBD**

**1:30 pm - 4:30 pm**

**"Increasing Business Effectiveness, Part One" - Steven Lesser, InfoWorks International Continental Room with break**

This session and the Saturday morning session will be directed towards the development of "strongly demonstrated skills in the areas of **project management, problem solving, process improvement** and in **leadership** itself to support the implementation of those skills and their consequent tasks. The 2, 3-hour workshops are designed to be interactive, topical and functional, enabling attendees to:

- try and adapt new skills to their workplace,
- improve business effectiveness,
- use technology to improve business effectiveness, and
- focus on issues relevant to business today.

Participants will receive materials, tools and job aids that they can use back on the job as well as enjoying a fast-paced opportunity to improve business effectiveness."

Steven Lesser is an industry and services consultant with over 30 years work experience. This experience includes strategic consulting, development and implementation of organizational change, marketing, sales and credit programs and project management for multi-national and regional companies worldwide. As Regional Managing Director of InfoWorks International's Asian Pacific region, based in Sydney, Australia, he established the partnership with his Chicago-based partners in 1991, following a successful career in business and the financial services industry. Major clients include JP Morgan, Maybank, Petronas, Countrywide Bank, Renong Berhad, Citibank, Globe Telecom

Philippines, Timex and many others. He has been actively consulting and training in Australia and New Zealand as well as the South East Asian Region (primarily in Malaysia, Singapore, Indonesia, Hong Kong and Philippines) for over a decade. To familiarize yourself with Steve's approach, please read his article "Management Training —Why CRM Consultants Need It!" published in the June 2000 issue of the ACRA Edition. ACRA conference attendees will be very fortunate to have the opportunity to benefit from his training program!

**5:00 pm - 6:00 pm**

**Architectural Walking Tour of Downtown Cincinnati - Rita Walsh, Gray & Pape, Inc. (Included in Conference Registration Fee)**

Rita Walsh will conduct conference attendees on a 1-hour walking tour of downtown Cincinnati's architectural gems. The tour will leave from the lobby of the Omni Netherland Plaza and take in an 8- to 10-block area. The tour will include the 1930 Art Deco Carew Tower complex, Cincinnati's tallest building; the restored atrium of the John Shillito Department Store (built 1878/remodeled 1937); and a brief tour of Fourth Street, which contains a fascinating variety of the city's commercial buildings. Ms. Walsh is Senior Manager of Gray & Pape, Inc.'s., Historic Preservation and Planning Group. She has been a preservation professional in the greater Cincinnati area since 1982, providing technical advice on building rehabilitation techniques as well as general preservation practices and policies. Her public interpretation and interaction skills range from conducting tours and presenting lectures, to the preparation of architectural guide booklets and the facilitation of public meetings.

**6:00 pm - 9:00 pm**

**Constituency Roundtable Dinner, Rookwood Room With Cash Bar (Dinner cost is included in the Conference Registration Fee)**

The Constituency Roundtable Dinner will provide conference attendees with an opportunity to meet and discuss issues with their representatives to ACRA's Board of Directors.

## **Saturday, September 8, 2001**

**9:00 am - 12 noon**

**"Increasing Business Effectiveness, Part Two" - Steven Lesser, Continental Room**

**12 noon - 1:30 pm**

**Committee Roundtable Lunch & ACRA Awards Ceremony, Rookwood Room (Lunch cost included in the Conference Registration Fee)**



ACRA's Board of Directors invites members to become familiar with and participate in work being done by ACRA Committees. The Committee Roundtable Lunch will provide conference attendees with an opportunity to meet committee members and discuss current issues.

**1:30 pm - 4:30 pm**      **Cell Towers and Cultural Resource Issues: A Panel Discussion - Jo Reese, Moderator, Archaeological Investigations Northwest (Continental Room with break)**

Cultural resource issues associated with the construction of cell towers has galvanized the attention of the CRM community. This panel discussion provides an excellent opportunity to inform ACRA members about this important topic and to explore issues from a full range of perspectives. Participants will include the Advisory Council on Historic Preservation (Charlene Dwinn Vaughn), the cell tower industry (Scot Sandefur, American Tower), CRM consultants (TBD), the Federal Communications Commission (TBD), the National Council of State Historic Preservation Officers (Amos Loveday, NCSHPO Cell Tower Task Force), the National Trust for Historic Preservation (Autumn Rierson), and the Personal Communications Industry Association (Karen King, Executive Director).

**4:45 pm - 10:00 pm**      **Tour of Fort Ancient State Memorial Transportation & Picnic Dinner Provided**  
Tour and Dinner cost included in the Conference Registration Fee

The Fort Ancient Site, scenically located high on the bluffs overlooking the Little Miami River Valley, contains 18,000 feet of earthen walls and numerous mounds dating to the Middle Woodland Hopewell period. The mounds are not burial mounds, but were used in an elaborate and sophisticated astronomical alignment system to provide a calendar to the inhabitants of the site. The tour will be led by Jack Blosser, Director of the memorial. The Museum at Fort Ancient, housing 9000 square feet of exhibits and an excellent gift shop, will be open to conference attendees. A picnic dinner and beverages will be served at the park shelter.

## **Sunday, September 9, 2001**

**9:00 am - 11:00 am**      **Annual ACRA Business Meeting, Continental Room**

Join ACRA's incoming President, who will moderate the general members meeting.

## **Contact Information**

For information about the conference, please e-mail, call or write Marlesa Gray (local arrangements), W. Kevin Pape (program), or Michele Williams (registration) at:

Gray & Pape, Inc.	Phone Number	513-287-7700
1318 Main Street	Fax Number	513-287-7703
Cincinnati OH 45210-2314		

Marlesa Gray (local arrangements) [gray@graypape.com](mailto:gray@graypape.com)  
W. Kevin Pape (program) [wkpape@graypape.com](mailto:wkpape@graypape.com)  
Michele Williams (registration) [mwilliams@graypape.com](mailto:mwilliams@graypape.com)

Please note that your question may not be answered immediately due to various work and vacation schedules, but it will be answered as soon as possible.

## **Registration Information and Fees**

The topics of this conference have been designed to benefit both owners and staff employees of CRM consulting companies, as well as non-company affiliated ACRA members. To promote attendance at the 7<sup>th</sup> Annual ACRA Meeting by employees as well as owners, a tiered registration rate schedule has been developed. The first registrant from each firm will pay full registration for the conference; additional registrants from the same company will pay **substantially reduced** registration fees. Non-company affiliated ACRA members will have their own rate schedule. It is hoped that companies will take advantage of this rate structure to introduce their key employees to ACRA and to all the topics that will be discussed at the meeting. The "Increasing Business Effectiveness" workshop has proven to be extremely valuable in introducing business thinking, efficiency and problem solving techniques to staff employees of companies that have already taken advantage of it.

The fees for this year's annual meeting are all-inclusive to promote attendance at all of the workshops and networking at social events by every conference attendee. These fees are actually lower than the total fees for past conferences because the costs of the workshops and social events have been spread over a larger number of attendees. We encourage everyone to take full advantage of all this conference has to offer.

# Registration Form

Please note that the registration fees listed below include attendance at ALL conference functions, including the meetings, the "Increasing Business Effectiveness" workshop, the Constituency Roundtable Dinner, the Committee Roundtable Lunch and Awards Ceremony, the Architectural Walking Tour and the Tour and Picnic at the Fort Ancient State Memorial.

Attendees who are non-ACRA members may direct a portion of their registration fee to membership in ACRA.

Company Name/Affiliation \_\_\_\_\_  
(Write "None" if there is no company affiliation)

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Name of Primary Attendee (as you wish it to appear on name tag):  
\_\_\_\_\_

Names of Additional Attendees (as they will appear on name tags):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Registration Fees

### Early Registration (prior to August 25, 2001)

#### Company-Affiliated Primary Attendee

ACRA Member \$225.00 1 at \_\_\_\_\_  
 Non-ACRA Member \$250.00 1 at \_\_\_\_\_

#### Company-Affiliated Additional Attendees

ACRA Member \$125.00 # \_\_\_\_\_ at total \_\_\_\_\_  
 Non-ACRA Member \$150.00 # \_\_\_\_\_ at total \_\_\_\_\_

#### Non-Company-Affiliated Attendee

ACRA Member \$175.00 1 at \_\_\_\_\_  
 Non-ACRA Member \$200.00 1 at \_\_\_\_\_

#### Spouses/Significant Others

\$ 75.00 # \_\_\_\_\_ at total \_\_\_\_\_  
 (includes ONLY Friday dinner and Fort Ancient Tour)

### Late Registration (after August 25, 2001)

#### Company-Affiliated Primary Attendee

ACRA Member \$275.00 1 at \_\_\_\_\_  
 Non-ACRA Member \$300.00 1 at \_\_\_\_\_

#### Company-Affiliated Additional Attendees

ACRA Member \$175.00 # \_\_\_\_\_ at total \_\_\_\_\_  
 Non-ACRA Member \$200.00 # \_\_\_\_\_ at total \_\_\_\_\_

#### Non-Company-Affiliated Attendee

ACRA Member \$225.00 1 at \_\_\_\_\_  
 Non-ACRA Member \$250.00 1 at \_\_\_\_\_

#### Spouses/Significant Others

\$100.00 # \_\_\_\_\_ at total \_\_\_\_\_  
 (includes ONLY Friday dinner and Fort Ancient Tour)

**TOTAL FEES** \$ \_\_\_\_\_

**MAKE CHECK PAYABLE TO:** Gray & Pape, Inc. (no cash or credit cards)

**MAIL TO:** Marlesa Gray  
 ACRA Conference Registration  
 Gray & Pape, Inc.  
 1318 Main Street  
 Cincinnati OH 45210-2314

# 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).

### 2001 ACRA EDITION SCHEDULE

DEADLINE	PRODUCTION
February 5	February 19
April 2	April 16
June 4	June 18
August 6	August 20
October 1	October 15
December 3	December 17

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?

Advertising Rates:	Per 6 Months	Per Year
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 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.

Please address comments to:

Jeanne Harris, Editor  
ACRA News  
[ejharris@aol.com](mailto:ejharris@aol.com)

or

Thomas Wheaton,  
Executive Director  
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