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ACRA 2002 Conference Report

By Shaune M. Skinner, *ASC Group, Inc.*
Chair, Conference Committee

The 8th Annual ACRA Conference was held in Savannah, Georgia, from October 24th through October 27th at the Hilton Savannah DeSoto. New South Associates organized and sponsored the conference, which was co-hosted by the Architectural History Department of the Savannah College of Art and Design. Under the watchful eyes of Tom Wheaton and Joe Joseph the week was packed with work and fun. There were more than 104 registered attendees, a record for annual meeting attendance.

Thursday's agenda included an all-day ACRA Board meeting as well as three afternoon workshops presented by ACRA companies with geoarchaeology, underwater archaeology, and geospatial expertise. Michael McFaul of LaRamie Soils Service presented the first workshop during which he discussed the relationship between **Archaeology and Earth Science Methodology**. J. Lee Cox, Jr., of Dolan Research, Inc., presented **Contracting Underwater Archaeological Work**, which covered the topic of what to look for when contracting for underwater consultant services. The final presentation dealt with the recordation of complex, geospatially referenced, three-dimensional features and was titled **Usable Leading-Edge Visualization in Cultural Resources: Making the Transition from 2D to 3D**. This workshop was presented by Elizabeth Burson, Geo-Marine, Inc. Thank you Michael, Lee, and Elizabeth for your time and effort in preparing and presenting these interesting and informative workshops!

At the completion of this first busy day 42 ACRA attendees enjoyed dinner at the historic and nationally acclaimed Pink House. Dinner selections included shrimp, pork tenderloin or chicken and, in addition to wonderful food, there was a never-ending supply of red and white wines.

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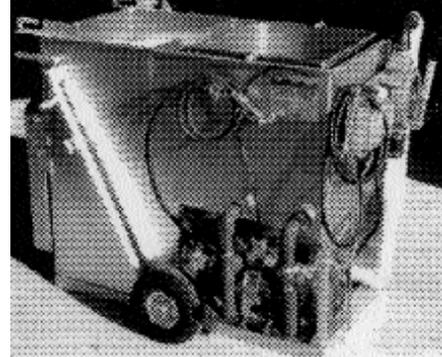
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1/4 page (3.5"x 4.75")	\$200.00	\$350.00
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ACRA Conference 2002 ..

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Friday morning activities offered three more workshops oriented toward Architecture, which were also presented by ACRA member firms, to give specialty and small firms a chance to shine before other members. The first presentation was by Susan Lassell (Jones & Stokes) and was titled **CRM is Going Googie**, followed by Kimberly Konrad of Landmark Consulting whose presentation was titled **Getting Down to Brass Tacks, Renovation, or Restoration?** Finally, Roy Hampton of Hardlines Design Company provided **Some Observations on HABS/HAER Documentation in the 21st Century**. Again, our thanks are extended to these individuals and companies for their outstanding presentations.

Noon provided the opportunity for ACRA members to enjoy a pleasurable lunch and to meet with Committee Chairs for a roundtable discussion. ACRA members chose to sit at the table of the committee that they were interested in, where they could learn about the mandate of the committee as well as provide valuable feedback for future operations of committee activities.

One of the highlights of Friday was the tours of Savannah offered by colleagues from the Architectural History Department of the Savannah College of Art and Design. One tour focused on the historic landscape of Savannah and how it has changed through the years; the other tour highlighted selected historic buildings that had been renovated throughout the years.

A cash bar followed by dinner was provided at the DeSoto Hilton. This roundtable dinner allowed members to congregate with member firms of similar size to discuss problems and concerns common to their colleagues.

On Saturday morning several member firms set up exhibits outside the plenary session. Exhibitors included New South Associates, Hartgen

Archaeological Associates, Inc., GAI Consulting, and Mead & Hunt, Inc. These quality exhibits provided visual representation of member firms.

Susan Chandler, ACRA President, welcomed all to the plenary session which formally began with a presentation by Mark McDonald, executive Director of the Historic Savannah Foundation. Titled **The History of Historic Preservation in Savannah**, the lecture provided insight into the development of the preservation movement in Savannah. The slide presentation included visual examples of successes as well as failures. The next two sessions continued the theme and began with the presentation of 3D preservation planning by Dr. Robin Williams and Greg Johnson from the Savannah College of Art and Design. Our thanks goes to these individuals for working on Saturday to provide us with some insider insight into the history and future of Historic Savannah.

The ACRA awards ceremony was held during the luncheon atop the DeSoto Hilton. Awards were presented in the following categories:

Quality Product New South Associates for the publication, "Savannah River Site at Fifty"

Industry Award The Pittsburgh Pirates, for sponsoring the exhibit "Archaeology in the Outfield"

Public Service Award For the preservation of sugar plantation cultural resources of Volusia and Flagler Counties, Florida.

✍ Dr. Jay Bushnell of the Volusia Anthropological Society

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- ✍ Mr. Benny M. Woodham, Jr. of the Florida Department of Environmental Protection's Tomoka Basin Geopark
- ✍ Mr. Thomas W. Scofield of the Volusia County Growth Management and Environmental Services Center

Saturday's sessions on Urban Archaeology included a presentation by Dr. Judith Bense, University of West Florida Archaeology Institute, who discussed **Current Issues in Urban CRM Archaeology**. The presentation included descriptions of conducting archaeological excavations in an urban setting and the difficulties that accompany attempting work in this setting. Our thanks to Judy for providing insight into this sometimes difficult work environment.

The afternoon session, which was directed by new ACRA President Loretta Lautzenheiser of Coastal Carolina Research, was touted as a Gripe Session. Attendees were called upon to reiterate discussions held at Friday night's dinner. Representatives from large, medium, and small firms provided a listing of the discussions which included

concerns for the business of CRM in general and where we might end up in the future. An accounting of all items discussed was kept and the Board of Directors will consider these issues for future discussion.

After a brief respite, attendees were treated to an open bar reception at the eighteenth century Owens-Thomas House. Coastal Carolina Research, Inc., and Janus Research sponsored this reception. Attendees were treated to wonderful appetizers with a southern flair. The buildings were open for tours, providing a window into the world of Historic Savannah. It was truly a wonderful event and we want to extend our thanks to our member sponsors.

In addition to the member firms listed above we would like to thank SouthArc, Inc., and Archaeological Consultants, Inc., for sponsoring coffee breaks. Finally, again we want to recognize the extended efforts by New South Associates who organized and sponsored the meeting, and the Architectural History Department of the Savannah College of Art and Design, who co-hosted the event. Congratulations to all of you — there is no doubt that the 8th annual meeting was a success!

MESSAGE FROM THE PRESIDENT

By Loretta Lautzenheiser

As the new ACRA year starts, the country is facing a still-sluggish economy, the possibility of war, and the perennial threat to environmental laws—most recently manifested in the easing of clear air requirements in renovations to power plants. How can we as an industry respond to what appears to be a negative environment in a positive way? By continuing to be advocates for responsible regulation, maintaining a pro-active position in following and commenting on potential regulations and proposed changes, and most importantly, by continuing to educate the public on what we do and why it is important. We have all seen projects delayed by bureaucratic games or prolonged review. When that happens, it always seems to be the cultural people who are blamed for holding things up. We are easy targets because the cultural concerns are viewed as hoops to jump through and not the “important” stuff.

We need to make the public our partners in remembering that historical and archaeological issues are not problems to be dealt with, but our heritage. When people value the resources and what we do to identify and insure that they are considered in the planning process for that new airport or road, we will have a built-in constituency if there are efforts to dilute the historic preservation laws.

Many thanks to Jo Reese and the Telecommunications Subcommittee for continuing to work with the ACHP’s Working Group to insure that ACRA has a voice in the Nationwide PA.

In this Holiday Season, my wish for all of us is peace, love, and happiness. The best to all of you in the coming year.

Notice:

Some members have never sent me your e-mail address. As a result, you are not on MembersOnly (corporate members only), we cannot send you the newsletter electronically, and you miss out on important short-term notices and announcements. If you are unsure whether we have your e-mail address, please check the ACRA website membership list at <http://www.acra-crm.org/acramembership.html>. This list shows the information exactly as we have it in our database. If there is missing information on the website, such as your e-mail address, it is missing from our database. Please send me updated information, and in particular any missing e-mail addresses.

Tom Wheaton

TREASURER'S REPORT

By Don Weir

ACRA 2002 Treasurer's Report October 2002

Financials

Dues collected to date are \$54,015.00. Our budget estimate was \$53,000.00.

Total income to date is \$56,429.92. This includes \$293.99 in bank interest, \$1,405.93 from the 2001 Conference, and \$715.00 from the SAA.

Expenses to date are \$45,754.22.

Income to date minus expenses to date equals \$10,675.70.

Cash

Bank balance for ACRA's Business Account, as of September 23, 2002 is \$65,076.23.

Legal Fund

For year 2002, ACRA received \$650.00 in donations to the Legal Fund. So far this year, ACRA expended \$0.00 in legal expenses. The fund balance as of September 23, 2002, is \$4,263.05. At this time, ACRA has no outstanding legal bills. The Legal Fund will remain separate from the General Fund; if the Board decides to eliminate this fund, it will be returned on a prorated basis to the donors.

REQUEST FOR PROPOSALS

By Dave Stein

Dave Stein is the author of How Winners Sell, and the president of The Stein Advantage, Inc., a sales consultancy.

If responding to Request for Proposals (RFPs) is part of your sales process, consider these strategies.

Times are tough. The economy is still down. There is more supply than demand. Buyers are attempting to commoditize just about everything we sell so they can buy on price. They attempt to distance themselves from us. Your competitors are getting tougher and more desperate. You are beginning to feel that pursuing anything is better than sitting in the office...

You receive an RFP. What do you do?

Situation 1: You didn't know it was coming and you have no contacts in the account.

This one is easy to answer, but hard to do. If your pipeline is weak the temptation is to muster whatever resources are required and blindly dig in. But think about it. Someone wrote that RFP. Can you say with certainty who that person was and what their agenda is? Here are a few possibilities:

- It was written by a consultant who doesn't know your company, or worse, regularly works with your competitor;
- It was written by an internal team, based upon the influence of one of your competitors; or
- The prospect bought the RFP from an analyst firm or other "impartial" third party.

Goal: Since it is extremely rare to win a deal under these circumstances, you need to determine quickly whether this is something worth spending any time on at all.

Strategy: Qualify, qualify, qualify. Who wrote the RFP? What is the key buyer's vision of a solution? What are their pre-conceived ideas of the capabilities and reputation of the company who will provide it? Do you even stand a chance?

Tactic: It takes courage, but require a meeting with the key buyer (the person who pays for this purchase) before you agree to respond to the RFP. You may not get the meeting, but as a concession you may be given other information, which will help you qualify the opportunity.

Many, many sales winners I work with say, "No meeting? I'm out of here!" They understand that every minute wasted on a deal like this is a minute they could be investing in another that is winnable. They also know squandering valuable resources causes them to lose credibility with management and other members of their team.

By the way, it's not unusual for the RFP to come from an existing customer—the first tangible indication that you're on the way out. (More on this in Chapter 8 of *How Winners Sell*.)

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Situation 2: You knew it was coming. In fact, you received the final version from your ally in the account by e-mail five days ago.

A dream? No, a regular occurrence for million-a-year earners. Many never respond to blind RFPs. (They do respond to RFPs they have written or have substantially influenced.)

Goal: Write the RFP, substantially influence its content (and the list of vendors who will receive it) or eliminate the RFP process altogether.

Strategy: Based upon information from contacts and research, target several accounts where you know your solution will contribute to achieving a specific company, division or department business goal.

Tactics: Before requirements are formally defined, get out of the office and start investing time in those few pre-selected accounts. If that account is in a segment with which you are familiar, leverage your expertise, resources and network—listening, teaching, coaching, building relationships and setting what will ultimately be the decision criteria. Get to the top early, before the gatekeepers keep you away. Provide value at every encounter. (See Chapters 11 & 12 in *How Winners Sell*.)

There is certainly a risk involved here, but the time you will invest in this approach is often far less than pursuing business that you have no chance of ever winning.

It's not my intention to oversimplify what is a critical issue for suppliers today. Pursuing unqualified business is one of the most common reasons companies fail to meet their revenue targets.

Some buyers will do everything they can to distance themselves from potential suppliers. When they do that, it becomes difficult to properly qualify them. And there are many more considerations relating to customer buying trends, RFPs, RFIs, and ITTs:

- Reverse auctions;
- Procurement services;
- Tightly controlled sales to the government;
- Outselling competitors who lie on their RFP responses; and
- Creating and deploying your own RFPs preemptively.

The message here is (1) pick your targets, (2) research the heck out of them, (3) get in there early and get to the right levels and (4) when you have built an appropriate level of credibility, start setting the agenda, which will become the basis of their RFP—before your competition does.

Dave Stein is the author of the best-selling book, How Winners Sell. He is the president of The Stein Advantage, Inc., a sales consultancy that coaches companies to win highly competitive sales opportunities.

<http://www.thesteinadvantage.com>

<http://www.howwinnerssell.com>

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ACRA GOVERNMENT AFFAIRS COMMITTEE

CURRENT AND FUTURE ISSUES

By Nellie Longworth and Dan Roberts

Several issues and actions important to ACRA members have been rumbling through Washington over the past several months, and with the Republican majorities established in both the House and Senate in the November elections, 2003 is shaping up to be a challenging year for the cultural resources industry. Of immediate impact is the fact that only two of the 13 FY 2003 appropriation bills have made it to President Bush's desk so far—Defense and Military Construction—leaving the remainder of the government to operate under a series of continuing resolutions. In effect, this has frozen new spending in many federal agencies. Hopefully when Congress reconvenes after the New Year timely progress will be made on the FY 2003 appropriations bills.

There are several other legislative actions and issues that have the potential to effect, or will affect, the cultural resources industry in various ways. Briefly, these are the following.

2002 Farm Bill Signed into Law May 13, 2002

The Farm Bill includes a provision protecting archeological and historic sites whereby farmers and ranchers with such sites on their properties can protect their land with easement income through the Farmland Protection Program that also contains language to prohibit conversion to non-agricultural use. The bill also included a program to fund the restoration of historic barns, but that is on hold, as funding has not been appropriated for FY 2003.

Executive Order Streamlining Transportation Project Environmental Review

On September 18, 2002, President Bush issued an Executive Order (EO)—Environmental Stewardship and Transportation Infrastructure Project Reviews—to expedite environmental review of transportation infrastructure projects. The EO calls for the conduct of environmental reviews in a timely and environmentally responsible manner through cooperative actions to promote protection and enhancement of the environment in the planning, development, operation, and maintenance of transportation facilities and service. The Secretary of Transportation may designate a list of high-priority projects to receive expedited agency review to the maximum extent practicable.

To carry out the EO, a cabinet-level task force—the Transportation Infrastructure Streamlining Task Force—is to be established with its membership to include the Secretaries (or their designees) of Agriculture, Commerce, Transportation (Task Force Chair), Interior, Defense, EPA Administrator, Advisory Council on Historic Preservation Chair, and the Council of Environmental Quality Chair. The task force will report annually on its efforts to identify substantive and procedural requirements and regulations of federal, state, tribal, and local jurisdictions that are inconsistent with, duplicative of, or are structured so as to restrict efficient implementation with other applicable requirements and regulations. It will make recommendations on simplifying and harmonizing such procedures and requirements and resolving controversies in order to reduce the time it takes for the review of applicable transportation projects.

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HR 5455—the Expediting Project Delivery to Improve Transportation and Environment Act

In late September of this year, House Transportation and Infrastructure Committee Chair Don Young (R-AK) introduced HR 5455, the awkwardly named “Expediting Project Delivery to Improve Transportation and Environment Act.” Again, with the thrust of streamlining environmental review for transportation projects, this measure dramatically affects protections provided to historic properties, specifically as they are currently applied through Section 4(f) of the Department of Transportation Act of 1966. Section 4(f), applicable only to federally funded transportation projects, essentially requires the Federal Highway Administration to demonstrate that there are no prudent and feasible alternatives to a taking of historic properties or parklands for new transportation facilities. HR 5455 effectively eliminates this requirement and also weakens Section 106 requirements in certain instances by authorizing the Secretary of Transportation to determine categories of highway projects that (s)he believes will not adversely affect historic properties. Within those categories, historic properties would not receive consideration or protection unless they are National Historic Landmarks. HR 5455 also eliminates consideration of the effects of transportation projects on historic properties listed on state or local registers by limiting consideration only to those properties on or eligible to the National Register of Historic Places.

Owner Consent for Certain National Register Eligibility Determinations Included in House Version of HR 4—the Energy Bill

An owner consent requirement for certain National Register eligibility determinations surfaced this past year in the House version of the current Energy Bill. In reaction to perceived overly stringent

requirements by the Federal Energy Regulatory Commission (FERC) with regard to a historic pipeline, the natural gas pipeline industry was able to influence inclusion in the House Energy Bill of language that would require owner consent for determinations that a pipeline is eligible for the National Register of Historic Places. The Advisory Council on Historic Preservation viewed this as dangerously precedent setting, and intervened with a regulatory proposal to exempt existing pipelines (not pipeline projects) from the Section 106 process altogether. This proposal was accepted by the natural gas industry, and the owner consent language was removed from the Senate version. The bill now awaits a House-Senate conference and, even though the Advisory Council remedy is also precedent setting, ACRA hopes that the Senate version of the bill will prevail.

HR 2114—the National Monuments Fairness Act

Once again, the House GOP has attempted to amend the Antiquities Act of 1906 to provide greater Congressional control over the President’s power to designate national monuments. The National Monuments Fairness Act requires the President to notify the affected state delegation two months in advance before making such a designation. It also requires that such a designation will sunset in two years if Congress does not endorse it into law. A compromise amendment was introduced to require Congress to vote on a monument designation within two years, and the measure was pulled from the schedule as a result. Imminent action on this bill is not anticipated.

HR 5155—the Native American Sacred Lands Act

In July 2002, Rep. Rahall (D-WV), together with nine co-sponsors, introduced HR 5155, the Native American Sacred Lands Act. In brief, the act requires all federal agencies and departments to accommodate

access and use of Native American sacred lands for religious purposes, to avoid damage to sacred lands, and to consult with tribes and Native Hawaiian organizations prior to developing policies affecting sacred lands. A hearing was held in the Resources Committee where serious opposition was expressed by the Republicans. The bill has gone no farther in the House and was not introduced in the Senate.

S 2921—The Native American Contracting and Federal Lands Management Demonstration Project Act

Introduced in September 2000 by Senator Ben Nighthorse Campbell (R-CO), this measure establishes the “Native American Federal Lands Management Demonstration Project”. This demonstration project would identify 12 tribes or tribal organizations to receive contracts to provide services that identify, maintain, and/or protect lands that have religious, ceremonial, or cultural significance to tribes. Congressional staff has indicated that the specific language of the bill is still in process, and that comments are welcome.

Telecommunications Working Group (TWG)

For two years, the Advisory Council on Historic Preservation has convened the TWG to develop a nationwide programmatic agreement that addresses the review of effects on historic properties from the siting of telecommunications towers. The group, acting as a forum, has included the Federal Communications Commission (FCC), the Advisory Council, NCSHPO, individual SHPOs, THPOs, Communication industry representatives, representatives of the cultural resource management, and members of the public. Jo Reese, Aaron Smith, and Nellie Longworth have represented ACRA.

The final draft of the programmatic agreements will be addressed at the final meeting on December 10,

2002, in Washington, DC. The draft, made available on December 6, 2002, will be discussed in preparation for its publication in the Federal Register in January 2003. ACRA's Telecommunications Committee will circulate its comments following the meeting and will encourage all interested parties within the organization to comments to the FCC.

In Summary, the most pressing issue at the moment is HR 5455—Rep. Young's bill to further streamline transportation project review. President Bush's EO is a *fait accompli*, the Energy Bill is in conference, the cell tower issue is well in hand through the efforts of the working group (with ACRA at the table), and the two Native American bills will likely generate considerable debate and may not survive. Section 4(f) of the Department of Transportation Act of 1966 is being targeted by HR 5455 – the Young bill – and ACRA and other organizations will need to be active as debate continues. Therefore, the committee asks all concerned ACRA members to contact either Nellie Longworth or Dan Roberts with their opinions and recommendations regarding how ACRA should proceed on each of the pending issues outlined above. We have demonstrated in the past that ACRA can make a difference on governmental issues that affect our industry, and with your help, we plan on continuing to make a difference.

Nellie Longworth
301-320-4824
NellBabe@aol.com

Dan Roberts
610-436-9000
droboters@johnmilnerassociates.com

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.

2003 ACRA EDITION SCHEDULE

DEADLINE	PRODUCTION
February 3	February 17
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June 2	June 16
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December 1	December 15

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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

or

Thomas Wheaton,
Executive Director
c/o New South Associates, Inc.
6150 East Ponce de Leon Ave.
Stone Mountain, Georgia 30083
770-498-5159