

June 2004

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Gainesville, Florida

(Board members who also are officers are listed on Page 2)



The 2004 Annual Conference will be held at the historic Mission Inn. (See Page 10)

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## ACRA's Mission

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 by:

- promoting and supporting the business needs of cultural resources practitioners;
- promoting professionalism in the cultural resources industry;
- promoting and providing educational and training opportunities for the cultural resources industry; and
- promoting public awareness of cultural resources and its diverse fields.

A basic tenet of ACRA's philosophy is the cost efficiency of private-sector firms in meeting the need for expertise in cultural resource management. ACRA is strongly opposed to unfair competition from tax-supported contracting programs. We believe that a greater benefit to society, and to the resources, derives from the existence of a healthy community of tax-paying, job-generating, private-sector CRM businesses.

## ACRA OFFICERS

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## Advertising Space Available

**ACRA Edition** continues to offer advertising space to our members and our prices have not increased for nine years.

Does your company have a special product, service, or publication that would be of interest to some aspect of the CRM community?

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1/2 page (7.0"x 4.75")	\$300.00	\$525.00

## MESSAGE FROM THE EXECUTIVE DIRECTOR

*Submitted By Tom Wheaton*

### ACRA-L

You may have noticed over the last year that ACRA-L and ACRA were taking their lumps from people with undecipherable e-mail addresses. These folks were afraid to make themselves known publicly. We are now requiring a full name before allowing folks to sign up on ACRA-L so people cannot hide behind cryptic names. We have no way to check IDs, but if we subsequently find that someone is using a false name, we can kick them off and publicize the fact, which should act as a deterrent. On the other hand, MembersOnly can only be accessed by ACRA members. To get your staff members on MembersOnly, your company rep (see our website for the name of that person) only needs to send me the e-mail address.

Also note that neither ACRA-L nor MembersOnly will accept attachments. This is part of our defense against viruses. Our list managers also use various virus detection software, and update them constantly as new viruses appear. But by restricting attachments, which is the way most viruses and worms spread, we reduce our exposure enormously. While on the topic of viruses, please remember that the viruses going around these days are nearly all spoofing addresses. Something may look like it is coming from a friend or a list or a client, but it really is not. The address it is coming from has been stolen from someone else's address book whose machine has been infected. And the viruses will often send to other addresses in the same address book. Since many of your contacts also know each other, you often end up with mail that appears to be from someone you know. Be ruthless about trashing messages that begin Re:your invoice,

Re:your message, etc. or have a string of unrelated words. These will nearly always have a little file attached for you to open which contains the virus. If you cannot bear to trash the message without opening it, DO NOT open the attachment. Also, if you are sending a message to me that begins Re:your invoice, Re:your message, etc. it will be trashed. I, and probably everyone else, get hundreds of e-mails a day. I just don't have time to fool with such messages.

ACRA-L and MembersOnly also will reject a message if you include too many recipients. When you send something to the lists, please just send it to the lists, and not to a whole list of friends. It will be rejected as having too many recipients. The reason we do this is to filter out spam, which often comes with long lists of addresses.

### AWARDS

Nominations for the 2004 ACRA awards are now open. Please visit our website for more information and nomination forms. This year, awards will be given for Quality Product, won by Louis Berger last year; Government, won by the Texas DOT in 2003; and Public Service, won by Al Tonetti of ASC Group in Dallas. These are the only awards for the CRM industry exclusively, and they look pretty impressive when clients come to visit. They also promote excellence among our members. Please consider nominating something your company has accomplished, or nominating an agency or individual you have worked with this year who deserves some special recognition. It is a great way to reward clients and get the story out about a particularly good project or agency with which to work.

## CONFERENCES

The conference committee has been hard at work learning the ropes and working with Jeff Altschul to get ready for the Riverside, California, Conference at the end of September. Jeff is putting together a great and varied program, including a workshop at ESRI, the folks who “own” GIS. The preliminary program will be up on the website by the end of June, and you also will receive a mailing. We encourage you to take advantage of early registration’s low, low rates, and to bring along additional staff at a discount. We are also in the final stages of negotiating a contract with the Monaco Hotel, a converted Post Office in the heart of the tourist area, a gold fish in every room!

Jeanne Ward, Conference Committee chair is looking for a few good volunteers to run a conference in the upper midwest for 2006. We have been doing east, west and the south, and we don’t want the upper midwest to feel left out.

## ELECTIONS

Loretta Lautzenheiser is looking for board members. If you are interested, can travel to board meetings twice a year in various locations for a two-day board meeting, and would like to make a contribution to the industry by devoting a few hours a month to a committee or issue, please give Loretta a call. Not only will you feel you have done something useful, you will get to know other board members, and will really be clued into what is happening in CRM.

## EXPO

As mentioned before, the EXPO at SAA in April was a tremendous success. It was the largest one ever, even if it was held in Canada. Nearly all of

the organizations displaying their wares were from the private sector, and all but one of these were an ACRA member. The quality of the displays and handouts has improved greatly; we hope it will continue to improve. This is a great chance for you to show what your company is doing to students, other CRMers, and perhaps, more importantly, to the academics who think we are all “sleazeball capitalists”. Please come next year to the Salt Lake City meeting.

## FINANCIAL

Our Treasurer, Colin Busby, is in the midst of finding an account in which to place our reserve fund as directed by the board at the spring meeting. Since the inception of ACRA, we have had a single, interest-bearing checking account. Over the past few years, we have been building up a surplus, and the board feels it is time to invest some of that for the future. The goal is to build up the reserve fund over a period of years to the level of a year’s operating costs. We hope to have this in place by the Riverside Meeting.

## GOVERNMENT RELATIONS

Not wanting to steal Nellie Longworth’s thunder in this issue, I would like to note that she has been a very busy girl recently, along with the Governmental Relations Committee. ACRA has followed the ins and outs of the Transportation Bill and 4(f), and other bills before Congress; we have commented on inappropriate training in Alabama; we have worked on and signed letters to Congress with various other organizations interested in our issues; we have commented on the SBA’s new business size proposal and have visited with them in DC; we have commented to the Register of Professional Archaeologists on the need for a continuing education

requirement; we have been asked by the first archaeologist on the Advisory Council for Historic Preservation, Julia King, to participate in helping the ACHP solve the “archaeology problem” along with the major archaeological societies; we will be participating in the NCRS summit on training Technical Service Providers in cultural resource management at the end of June; and of course, Chris Dore and Nellie were invited to the White House to honor the recipients of the Preserve America Awards, along with the heads of all the major, national preservation organizations. We have arrived.

## LIAISONS

Chad Moffett is actively recruiting liaisons and organizing our efforts to communicate with other organizations. His efforts are directed mainly at two kinds of organizations, those related to what we do, and those related to our clients. The first is to provide these other organizations with good information on what is happening in CRM and ACRA, in part to attract new members, and second, to inform our members about what these other organizations are up to that might concern our members. We are approaching the second group of organizations to inform them that there is a group out there that promotes good business and ethical practices in CRM, and to encourage them to hire our members. We also receive information from these organizations that might help our members’ bottom line. Besides the EXPO and sending out our display to other conferences, ACRA also participated in a panel discussion of ethics at the SAA conference in Montreal organized by Jeff Altschul.

## CONTRACTING

Pursuant to a request from the Board, I also asked our lawyer in DC, Joe Shull, to help us prepare

a series of contract clauses that our members might use to avoid pitfalls. However, Joe does not think that it is a good idea. Each situation is different and each client/consultant relationship is different. He feels that boiler plate is a useless exercise in that type of situation, and suggests that we approach each situation bearing in mind what we can live with and what we want to get out of it, and how we want to deal with a particular client. He has agreed to write up a little article for the newsletter about some of the legal aspects of contracts explaining why he thinks boiler plate is not a good idea, etc. We also thought it would be a good idea to get some input from ACRA on the kinds of contracting issues we deal with to help guide his article. Please send any ideas to [tomwheaton@newsouthassoc.com](mailto:tomwheaton@newsouthassoc.com).

## SALARY SURVEY

The Board of Directors has decided to hire a professional polling organization to conduct our next salary survey. Charissa Wang has been charged with the task of finding such an organization, and has just received a proposed contract from ZweigWhite for Chris to sign. There is no word yet on whether such a survey can be completed before the next annual meeting, but the board hopes that by having an outside, third-party consultant conduct the survey, it will be given more consideration nationally.

As you can see, ACRA has been busy working on your behalf and for the future of CRM. If you would like to participate by joining a committee, please let Chris Dore or the committee chairman know. Contact information on committee chairs is available on our web site.

## NATIONAL HISTORIC PRESERVATION ACT AMENDMENTS OF 2003 (HR 3223 AND S. 2469) MOVE THROUGH CONGRESS

ACRA's government relations specialist, Nellie Longworth, reports that these bills (HR 3223 and S. 2469) propose the following changes to the Advisory Council on Historic Preservation.

Membership - Adds three new members of the Council. Allows a designee to sit in for the Governor. Increases quorum from nine to eleven.

Funding: The Council appropriation authorization would now be "permanent" - change from "not to exceed \$4 million for each fiscal year 1997-2005" to "such amounts as may be necessary to carry out this title."

Financial and Administrative Services - Can be provided by the Department of Interior, or at the discretion of the Council, another agency or private entity that makes an agreement with the Council.

Donation Authority - can "solicit and obtain" and "solicit and receive".

Cooperative Agreements - Can enter into a cooperative agreement with any Federal agency that administers a grant or assistance program for the purpose of improving the program in meeting the purposes and policies of the Act.

The Council can review and evaluate Federal Grant programs, make recommendations to the head of any Federal agency, and make recommendations to the President and Congress on the effectiveness of the grant programs, including recommendations for appropriate funding levels.

### ADVISORY COUNCIL SEEKS ACRA'S INPUT ON ARCHAEOLOGY

The Advisory Council on Historic Preservation (ACHP) is paying renewed attention to archaeology as part of historic preservation, and has set up a task force to identify and explore those issues. Dr. Julia King, Chief of Archaeological Services at the Jefferson Patterson Park and Museum of Maryland's Historical and Cultural Programs, was appointed to the Council in 2003 and will be chairing the task force.

Issues already identified by the task force are:

1. the provision of improved guidance on archaeology within Section 106;
2. the ACHP's policy on the treatment of human remains and grave goods; and
3. archaeology in Heritage Tourism.

ACRA has been approached by John Fowler, Executive Director of ACHP, for input on these and other issues, and we will be sending a written response. There will be a meeting between the task force and invited organizations in July for follow-up discussions, and ACRA plans to attend.

For some of the background to this, see ACRA President Chris Dore's piece in the April ACRA Edition (10:2, pages 3-5).

## ADVISORY COUNCIL ON HISTORIC PRESERVATION UPDATES SECTION 106 COURSE

*By Ian Burrow, ACRA President Elect*

The ACHP recently announced its newly updated two-day introductory course, "The Section 106 Essentials". Open enrollment sessions will be held in the following three cities during 2004:

Denver, CO, July 13-14;

Washington, DC, August 11-12; and

Louisville, KY, September 27-28.

This course is designed for people who are new to Section 106 review and those who want a refresher on its basic operation. It focuses on the steps in the ACHP's regulations implementing Section 106, "Protection of Historic Properties" (36 CFR Part 800).

I attended an earlier version of this course about 12 years ago and found it very helpful. Some senior staff in CRM firms could certainly benefit from it. Also, people who should attend are those in Federal agencies, or in delegated authorities like DOT's, who need to understand 106. So, if you know of such people in your neck of the woods, urge them to register.

For more information, contact Nancy Kochan in the ACHP's Denver office (phone 303-969-5110 or e-mail [nkochan@achp.gov](mailto:nkochan@achp.gov)).



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## CONNECTIONS

*By Chad Moffett, Liaison Committee Chair*

*This column highlights items of interest to the CRM industry, as well as updates on related and client organizations, as reported by ACRA member liaisons.*

### **The National Hydropower Association (NHA)**

ACRA members working on Federal Energy Regulatory Commission (FERC) projects should know that the agency has adopted a policy regarding consultation with Indian Tribes. A recent update reported from the NHA includes the release of the "Policy Statement on Consultation with Indian Tribes in Commission Proceedings." Also, two years ago, FERC worked with the ACHP to develop guidelines for the preparation of historic property management plans. The overall website is [www.ferc.gov](http://www.ferc.gov) and the address for the tribal policy is [www.ferc.gov/industries/hydropower/indus-act/hydrorule-tribal-policy.pdf](http://www.ferc.gov/industries/hydropower/indus-act/hydrorule-tribal-policy.pdf).

*- Gail Thompson of Historical Research Associates (Seattle) is the ACRA liaison to the National Hydropower Association.*

### **Society for American Archaeology (SAA), Consulting Archaeology Committee**

The SAA Consulting Archaeology Committee and the Public Education Committee worked with ACRA to hold the third annual CRM Expo at SAA meetings in Montreal on April 3, 2004. The good spirits of the participants and a large crowd made the Expo quite successful and we hope to generate enough interest and enthusiasm to have an even larger event next year. Please plan to join us! Information about the 2005 EXPO will be distributed in early fall 2004.

*- Sarah Herr of Desert Archaeology, Inc., is the ACRA liaison to the SAA Consulting Archaeology Committee.*

### **Council for Maryland Archaeology**

The Council for Maryland Archaeology has been quite active this year. The Education Committee produced the exhibit, "Maryland Archaeology Gives a Voice to the Past, Speaks to the Present." The exhibit was displayed in the Maryland House of Delegates, the Maryland Senate Office Building, and the Maryland State House in an attempt to bring archaeology to the attention of legislators and the importance of continued funding for cultural resources. The Council also co-sponsored the symposium, "The Future of Maryland's Past," during which the current state of archaeological research in the state was presented and discussed. Future symposia are planned to help provide direction for future research. The Council also launched a web site at <http://www.smcm.edu/academics/soan/cfma>.

*- Jeanne A. Ward, RPA, of Applied Archaeology and History Associates, Inc. is the ACRA liaison to the Council for Maryland Archaeology.*

### **American Society of Landscape Architects (ASLA), Historic Preservation Professional Interest Group**

The ASLA Historic Preservation Professional Interest Group serves as a forum to exchange knowledge and information for landscape architects interested in historic preservation. Serving two primary functions, the group works to disseminate information to landscape architects working in historic preservation and to enhance communication among professionals in the field. Landscape preservation studies and preservation issues are discussed in the group's newsletter, on their listserv, and during educational sessions held in conjunction with the ASLA Annual meeting. See <http://host.asla.org/groups/hppigroup/> for information on the updates on the Historic American Landscape Survey and other helpful information.

This year's annual conference, "*Natural Spaces, Public Places*," will be held in Salt Lake City and will present an inspiring backdrop to discuss the balance that must be struck between preserving and respecting pristine natural landscapes and meeting the needs of a growing, modern urban environment. The keynote speakers, workshops, educational sessions, and tours will broaden our understanding of the issues and allow us to share best practices to improve equilibrium as we shape our natural and built environments. ASLA Annual Meeting & EXPO, Salt Palace Convention Center, Salt Lake City, Oct. 29 - Nov. 2, 2004. For more information, go to [www.asla.org/](http://www.asla.org/).

- Chad Moffett of Mead & Hunt, Inc., is the ACRA liaison to ASLA.

#### **American Association for State and Local History (AASLH)**

ACRA is currently seeking an ACRA member to serve as liaison to the AASLH. The AASLH is holding its annual meeting in St. Louis, Missouri, from September 29 to October 2, 2004.

#### **National Trust for Historic Preservation (NTHP)**

ACRA is currently seeking an ACRA member to serve as liaison to the NTHP. The NTHP is holding its annual conference, "Restore America: Communities at a Crossroads," in Louisville, Kentucky, from September 28 to October 3, 2004. The conference offers a rich educational experience that can be tailored by each participant to his/her own interests, an unparalleled opportunity to share issues and tactics with colleagues from across the country, and a chance to bring back to

one's own community new knowledge, tools, contacts and inspiration. For more information, see the web site at [www.nationaltrust.org/](http://www.nationaltrust.org/).

#### **Heritage, Environment and Tourism – Society for Applied Anthropology (SfAA)**

Heritage, Environment, and Tourism is the theme for next year's Society for Applied Anthropology conference, which will be held in Santa Fe, New Mexico, from April 6 to 10, 2005. Sessions and papers drawn from cultural resource management are strongly encouraged. See the SfAA website for more information: <http://www.sfaa.net/sfaa2005.html>. Feel free to contact Darby C. Stapp, RPA, with questions.

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ACRA members who represent CRM client or related organizations are encouraged to become a liaison and share information about upcoming events and items of interest. Please send information to [preservation@meadhunt.com](mailto:preservation@meadhunt.com).

## PRESS RELEASE

***Digital Imaging: A Practical Approach***

By Jill Marie Koelling

Why does *Digital Imaging* start with the Glossary? So that right from the beginning readers learn to “speak digital.” Koelling demystifies the process of planning and managing a digitizing project, including important issues of copyright and ethics, choosing equipment, weighing technical alternatives, and creating databases. These are not the trendy details that will be out of date next month, but the core issues everyone needs to understand so they can make good decisions and plan projects with long-term benefits. Koelling reminds us, too, that these projects can be both fun and satisfying to work on. Don’t miss the last chapter on image enhancement. History detectives have a great new technique at their fingertips.

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## Preface

- One:** A Digital Glossary
- Two:** Questions to Ask Before Starting a Digital Project
- Three:** Copyright and Ethics
- Four:** Project Management
- Five:** Technical Specifications
- Six:** Choosing Equipment
- Seven:** How to Track Digital Images: Metadata and Databases
- Eight:** Revealing History: Image Enhancement as a Research Tool



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**REMINDER..****ACRA 2004 ANNUAL CONFERENCE**

The ACRA 2004 Annual Conference will be held September 30-October 3, 2004, at the historic Mission Inn in Riverside, California. Details, as available, will be posted on the ACRA web site at: <http://www.acra-crm.org/conference2004.html>.

For more information about the Mission Inn, visit their web site at: <http://www.missioninn.com>.

The conference is organized and sponsored by Statistical Research, Inc.

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## EDUCATION COMMITTEE CONTINUES TO WORK ON IDENTIFYING GOOD ACADEMIC CRM PROGRAMS

*By Susan Lassell, Education Committee Chair*

ACRA's Education Committee is undertaking an effort to develop a set of criteria for determining which academic programs should be listed on the ACRA website as "CRM Programs". Sounds simple, right? But when we looked closer, we realized several things. First, there are very few graduate programs in the U.S. that offer an advanced degree explicitly in Cultural Resources Management. So, the challenge becomes, how do we decide which of the archeology, history, historic preservation, etc., programs truly offer the coursework and resources that would prepare a student to enter into the CRM industry without experiencing quite as big a shock as many of us received upon leaving academia?

Our second consideration is to define exactly what skills and knowledge a person should have at this early stage in their career. In other words, what do we wish our junior employees already knew, so that we wouldn't have to do quite so much on-the-job training? The Committee has developed a pretty good list of skills and areas of knowledge as well as having received a volley of e-mails from ACRA members.

Now, our third step will be to distill all of the input into a set of criteria that can be applied to any graduate or undergraduate program. In fact, CRM is still a new area of concentration in so many programs that churn out future CRM professionals. Many of our own alma maters may not make the cut! There will, of course, be a place for runners-up on the ACRA web-site, with encouragement that these programs continue to build their CRM-compatible offerings.

But perhaps, just perhaps, the creation of a list of academic programs that can truly be called CRM programs will be another stride forward in making room for the industry within academia. Our goal is to present the criteria and a preliminary short list of programs at the Annual Meeting in Riverside . . . yet another reason to make your plans now to attend in October!

If you have any questions, or would like to provide input, please contact the chair of the Education Committee, Susan Lassell, at ([slassell@hicksenv.com](mailto:slassell@hicksenv.com) or 512-478-0858.

# 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).

### 2004 ACRA EDITION SCHEDULE

DEADLINE	PRODUCTION
February 3	February 17
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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:

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ACRA News  
[ejharris@aol.com](mailto:ejharris@aol.com)

or

Thomas Wheaton,  
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\* Business cards can be scanned.