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## Award Nomination Guidelines

*By Charissa Wang, ACRA Awards Chair*

Members have often asked me what an ACRA Awards package should consist of and what it should look like. Generally, an awards package (whether for ACRA or another agency) should be treated like a proposal or a client presentation. Your goal is to catch the attention of the jurors as quickly as possible, through concise text and good quality graphics. While an undergraduate architecture student, a professor once stated that since our time was limited, we usually had to choose between a good idea and a good presentation. In an awards submission, you should have already selected the good idea, so the intent is to concentrate on the presentation.

Bear in mind that the jury typically consists of project managers from other ACRA member firms. The jurors are from a wide geographical region, and represent different fields. For example, recent juries have included an archaeologist, historian, and a photographer. As a result, don't get so technical in your nomination that a person outside your field would be lost! Also, everyone is busy, so concise nomination packages are appreciated by everyone!

The following guidelines utilize examples from past ACRA Award winners, with some comments on where the jury was particularly impressed.

**Completing the Entry Form**

The form asks for basic information of the firm/person completing the nomination as well as the project or person being nominated. The form can be typed, handwritten, or generated from word processing. The form is available either as an Adobe Acrobat .pdf file or as a Word file. Although neatness always helps during notification, the jury never sees the form itself. E-mail addresses are helpful to speed up the notification process.

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*Principals*

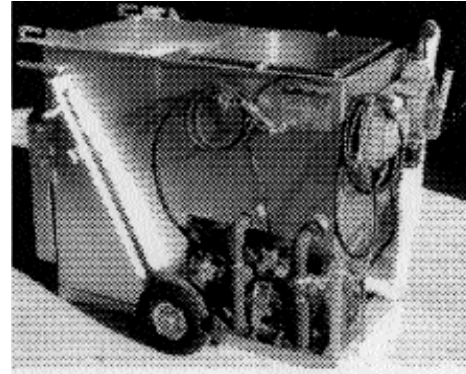
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*Why not consider placing an ad in ACRA Edition?*

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.

## MESSAGE FROM THE EXECUTIVE DIRECTOR

*By Tom Wheaton*

Things have been a little slow for ACRA since the Cincinnati meeting, and from all indications our members have been busy despite the recession. Here are a few items to keep you up to date with what we are doing.

### ACRA Display

We have completed the ACRA display for use at conferences and client conventions. Last fall we used it twice. Earth Search kindly offered to set it up and staff it at the national preservation conference in New Orleans, and Gray & Pape staffed it at a national transportation meeting in Louisville. Most recently, we used it at the Society for Historical Archaeology meeting in Mobile. Thanks to Lucy Wayne for helping me out. During the SHA meeting, many members came by and made comments on the display, and we are incorporating those comments into the display and how to market ACRA more effectively. For those of you going to the Society for American Archaeology (SAA) meeting in Denver in March, please come by the CRM business expo on Saturday afternoon, and if you have not signed up for the expo, please do so soon. Contact Kay Simpson for details or visit our website to download a form at <http://www.acra-crm.org/membersdownload/>.

### Board Activities

There also will be a breakfast meeting between the presidents, presidents-elect, and executive directors of SAA and ACRA in Denver. If there is a topic you would like to bring up with SAA or a question you have, please let me know, and we will discuss it with them. And, of course, we will have our usual, informal membership meeting where you can come and discuss issues and meet potential new members.

The ACRA board will meet in Jacksonville, Florida, on March 2. If you have any issues you would like the board to discuss, please let me know as soon as possible.

### Internet Update

The ACRA website has changed servers. Until now the website was through my personal account since that was the cheapest way to have a website. Now ACRA has its own account, and the costs have dropped \$10 a month. In the transition, some files may not have transferred very well. If you have a problem with the site, please let me know at [tomwheaton@newsouthassoc.com](mailto:tomwheaton@newsouthassoc.com).

You are probably aware that *ACRA-L* and *MembersOnly* have changed servers and software. I was told of this two days before I left the office for a week, and dreaded what probably would happen, and of course it did. Any time you change software or servers there will be problems. Unfortunately, I was not able to address them while I was gone, but within a week, and despite many angry e-mails, the problems solved themselves. The new system allows much more flexibility and input from the subscribers, but you will now have a password to deal with to be able to access your subscriber settings. If you are having trouble with making changes at <http://zibal.hubris.net/mailman/admin/acra-l>, take a deep breath, read the instructions carefully, and try again. If all else fails, contact me, but that will probably take longer.

While on the topic of *ACRA-L*, it might be good to say a few words about the purpose of the list. The purpose of *ACRA-L* is to provide a forum for the exchange of ideas on CRM topics. It is an open list that anyone can join, although it is assumed that most subscribers will be members of the "professional" cultural resource community. There are rules of engagement to remain on the list. Chief among them is that subscribers should not make personal attacks and accusations. We would like for list discussions to remain on a higher plain in hopes of exploring ideas for the enlightenment of us all. Of course, a lot of not-so-enlightening communication takes place, but as long as it

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## Executive Director..

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stays on topic and does not involve personal attacks, we have decided to allow it.

Recently, there have been some personal attacks and some borderline libel on the list. Several of these persons were warned privately that if they made such statements again they would be dropped from the list without further warning. Most really took this to heart, but in one case, the tone of the messages became more subtle and more innuendo than outright attacks. Since these exchanges involved whether a consultant was doing a good job or not, dropping the person from the list may have looked self-serving, and may have looked like an attempt to muzzle statements contrary to ACRA's interests. In the interests of bending over backward to be fair (politically correct?), I allowed this person to remain on the list. Due to many other private and public communications from other subscribers, this person has toned it down even further, and I feel confident that things have settled down.

I would like to suggest that when people make outlandish statements or begin lashing out in all directions on a list, it is usually best to ignore them. Even writing private messages to them often seems to encourage them. I know this from extensive personal experience. If things seem to be getting out of hand, I have, and I will continue to drop them from the list. I would also like to remind folks that everything that appears on ACRA-L is archived on a public archive, and

that even if the archive were not public, it would still be subject to subpoena. This is not meant to frighten anyone from speaking out, but just meant to remind everyone that when you do speak out be sure that what you say is not a personal attack that could be taken as libel. Ninety-nine percent of ACRA-L subscribers do not send messages to the list. I would like to see more people take part, and despite some recent problems, I would like for non-specialist taxpayers to voice their concerns and points of view from time to time. This means that things may not always be cool, calm and collected, much less well balanced and rational.

### Bush's New Budget Proposal

One last note: If you have not read Nellie Longworth's *Legislative Update* in this newsletter on President Bush's new budget proposal, please do so. While the Department of Defense's budget has increased significantly, most of this is going to the war against terrorism. There has been a 7 percent cut in funds to the Corps of Engineers, and the proposal only allows for current projects to be completed with no allowance for new Corps projects, planning or design. This could have serious implications for those of you relying on Corps contracts. There also has been a \$9 billion decrease in highway construction funds. So please read Nellie Longworth's update, and let the board know your feelings on the budget proposal and what you think ACRA can do.

## Awards..

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### Completing the Project Facts Page

The intent is to generate a one-page summary of basic project information. This year, we are encouraging ACRA member firms to recognize clients for nominated projects. On the facts page, please list your clients and indicate whether or not you wish them to receive an individual certificate if the project receives an award.

### Completing the Narrative

The ACRA Awards nomination asks for a one-page description of why the project/person merits an award. This is where you “sell” your nomination to the jury. Successful narratives employ the following tactics:

Use reasonable size text, 12-point preferred, and reasonable single line spacing.

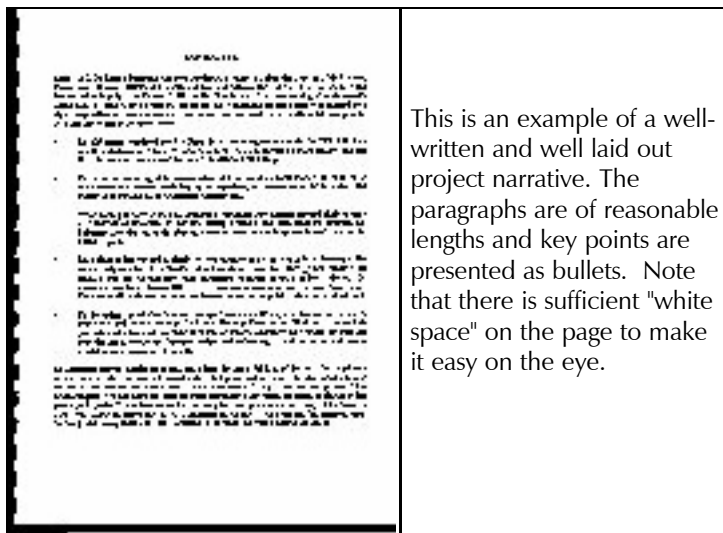
One page maximum, and only one side!

Maintain a reasonable amount of “white space” on the page. Compressing font spacing, font size, margins, and line spacing in order to cram more information into the one-page format is strongly discouraged!

Don’t get bogged down with “techno-speak!” Not all the jury members will be from your field of expertise. Tailor the narrative for a general lay audience.

Keep your paragraphs short. Half-page paragraphs are hard to digest!

Use bullets to highlight the achievements. If you bury the highlights in paragraphs, the reader might miss them.



This is an example of a well-written and well laid out project narrative. The paragraphs are of reasonable lengths and key points are presented as bullets. Note that there is sufficient “white space” on the page to make it easy on the eye.

### Including Project Documentation

This section is the heart of the nomination; it contains the graphics and everyone likes to look at the pictures! No matter what category you are submitting for, please try to come up with some graphics. For example, if you have nominated a person for an award, include a photo of the individual, copies of newspaper articles, and/or “action” photographs of the person involved in activities listed in the narrative section.



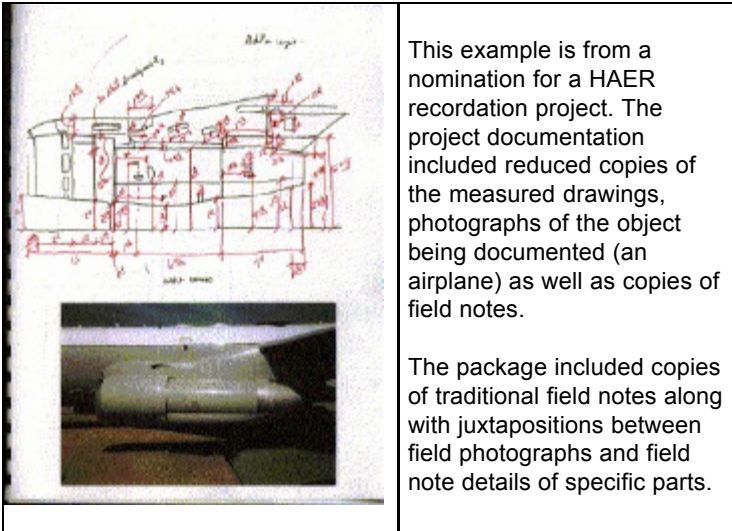
This example is one on several creatively assembled project documentation sheets. The nominated project is the display panel, which is presented here in its entirety. Note that the submitter clipped around the outline of the panels and gave it a uniform black background prior to inserting it in the sheet. The other pages in this package included close-up views of the panels along with collages of related newspaper articles.

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## Awards..

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For a quality product, members have asked whether to submit a complete copy of the report. Many members feel strongly that the quality of a project cannot be accurately evaluated unless the actual report is in the jurors' hands. In this case, please consider submitting a CD-ROM with the report in Adobe Acrobat .pdf format instead of a hard copy. Bear in mind that three (3) copies of the nomination and supporting documentation are to be submitted.



The following have previously been submitted as successful project documentation.

- Reduced copies of measured drawings
- Actual copies of a brochure or publication
- CD-ROM of maps and/or reports
- Original or color copies of newspaper articles, with photos of the project or person
- Printed versions of scanned color or black/white photographs
- PowerPoint presentation (not ever received for ACRA Awards, but utilized elsewhere)

Please feel free to be creative when providing project documentation! There is no limit on the number of pages for documentation, but it should fit reasonably in a 3-ring binder that is no more than 1" wide. Please note the following:

- Limit all documentation to 8.5" x 11" format, so oversized documents should either be reduced or folded and inserted in sheet protectors.
- Consider placing each page of the nomination (including documentation) in 8.5" x 11" sheet protectors, thereby unifying the overall "look."
- Use a 3-ring binder no more than 1" in width with a cover inserted into the plastic sleeve.

An informal poll of individuals who put together the nominations revealed that it generally takes about an afternoon to put a package together. The most difficult part is tracking down and deciding which images to include in the documentation section.

The submission is free, so we encourage firms to submit multiple packages for different projects or categories. As always, please feel free to either give me a call at 614-784-8733, or e-mail me at [cwang@hardlinesdesign.com](mailto:cwang@hardlinesdesign.com) if you have any questions!

## SPRING BOARD MEETING

*By Lucy Wayne*

The first ACRA Board Meeting for 2002 will be held Saturday, 2 March, in Jacksonville, Florida. As all of you are aware, all ACRA members are welcome to attend the board meetings. So please consider joining us in sunny Florida! The meeting will be at the Radisson Riverwalk Hotel on the St. Johns River in downtown Jacksonville.

Jacksonville is located in the northeast corner of Florida and is served by the Jacksonville International Airport. It is also at the junction of I-95 and I-10 for those who prefer to drive. The Atlantic beaches are a short drive from downtown, and historic St. Augustine—the oldest US city—is approximately 1 hour south of Jacksonville. March weather in northeast Florida is generally mild, and we usually have dogwoods, redbuds and azaleas in bloom. If you are interested in attending, please contact either Lucy Wayne ([southarc@gnv.fdt.net](mailto:southarc@gnv.fdt.net)) or Marion Almy ([ACImainFL@cs.com](mailto:ACImainFL@cs.com)) for more information. We can also provide information on other sights in Florida if you are planning on a little vacation time while here.

## EDUCATION COMMITTEE SURVEY

In January, all members should have received ACRA's Education Committee Survey. The survey relates to what members perceive as the necessary educational requirements for different positions in their companies, the continuing training needs of their employees, and the kinds of skills their employees need to function most effectively.

Steve Mehls, the Education Committee Chair, wishes to thank all those who have replied to the survey. For those who have yet to reply, please do take the time to answer and return the survey to Steve as soon as possible. If you have any questions about the survey questions, please address them to Steve at:

Steve Mehls  
1225 Atlantis Ave.  
Lafayette, CO 80026  
Phone: 303 666 6208  
Fax: 303 665 3458  
E-mail: [smehls@ix.netcom.com](mailto:smehls@ix.netcom.com)

The survey is intended to provide members with a better understanding of the industry as a whole and will undoubtedly result in an article or two in ACRA Edition. We also hope that the results will provide us with a basis to express an industry point of view to organizations and schools who all seem to be wrestling with this issue.

### ProFile: Search Engine for Architectural Firms

ProFile is a search engine on the Web for locating architecture firms and businesses in the United States. It is derived from the complete ProFile database and ProFile, the Architects Sourcebook, published by Construction Market Data, Inc. (CMD), and The American Institute of Architects (AIA). Its database can be searched for topics by city, name, speciality, etc. For example, one can find a firm offering services in adaptive reuse. ProFile is also great for finding teaming opportunities. The web address is: <http://www.cmdg.com/profile/search.html>.

## LEGISLATIVE UPDATE

*By Nellie Longworth*

### **President's Budget Goes to Capitol Hill...News Not Good For Preservation/CRM Interests**

The warnings were everywhere - Defense and Homeland Security would get healthy boosts in the President's FY03 Budget while discretionary programs would take the cuts. According to the 2/5/02 Washington Post, the President's budget shows increases for the departments of Defense (+14%), Education (+1%), Energy (+5%), EPA (+2%), HHS (+9%), HUD (+7%), State (+4%), Transportation (+19%), Treasury (+5%) and Veterans Affairs (+7%), little or no change for Agriculture, Commerce, and Interior, and decreases for Justice (-1%) and Labor (-7%). The news is not good for either cultural resource management or historic preservation. However, the situation is similar to cuts made last year by the President's Budget that were, in large part, restored by the Congress.

### **Interior Budget Request**

#### National Park Service (NPS)

The National Park Service received a healthy increase of \$107 million over last year for a total of \$1.58 billion which includes \$663 million to reduce the maintenance backlog at parks and recreation areas. Historic preservation, however, did not share in the largess. It's a repeat of what happened in the first year of the Bush Budget when Historic Preservation Fund monies dropped from a program high of \$92 million in FY01 to \$74.5 million. The curve continues downward for FY03 with a \$7.5 million decrease to \$67 million for the HPF, \$30 million of which is reserved to continue the Save America's Treasures program. The States, certified local governments and tribes, stretched last year at \$42 million, received a \$5 million cut to \$37 million.

Within the National Park Service operating budget, the Recreation and Preservation was cut from \$66.159 million to \$47.986 million...this is the program that underwrites the National Register and related historic preservation services. The National Trust Historic Sites \$2.5 million grants program

was not renewed in FY03. The President did support his promise to fund the NPS maintenance backlog. Next year, money is available for the rehab of 270 historic park structures, bringing the total number of historic park structures in good condition to 46%.

#### Bureau of Land Management (BLM)

BLM felt the pinch with a reduction of \$40 million from last year's \$1.87 billion budget. The payment-in-lieu-of-taxes program (PILT) was cut from \$210 million to \$165 million, a program established to assist local governments who have federally owned land within their boundaries. An increase for land use planning of \$14 million is directed toward energy development and \$10.2 million is added to streamline energy exploration on public lands. Environmentalists are critical of what appears to be a greater reliance on existing energy sources rather than the development of alternative fuels such as geothermal and wind sources.

#### Forest Service

Monies for the Forest Service were cut by \$112 million for FY03 with the cuts spread throughout the department. To remedy delays and organizational problems, the Forest Service and BLM offices will be combined in 22 areas by 2005. The Agriculture Department has announced plans for legislation to establish charter forests which will be managed by local interests rather than by the Forest Service.

#### Army Corps of Engineers

The President's Budget is not good news for the Corps, with an overall cut of 7% in FY03 funding to \$4.175 billion. It should be noted that cuts have been made to the Corps by the last nine Presidential budgets and have been restored eight times by Congress. Most disturbing but not unexpected is the emphasis on completing the backlog of projects and making no funds available for the planning and design of new projects or certain projects added by Congress last year that are "inconsistent with established policies." Hearings on the Corps budget will begin next week and fireworks should be expected in a very tight election year.



### Transportation Budget

The biggest cuts of all were saved for the Transportation Budget where \$9.2 billion was cut from highway spending (28%). The Administration said that this was due to a drop in fuel tax revenues and heavy truck sales. Congressional leaders have already called for an audit of the numbers by the General Accounting Office and have been told by Treasury that there was a \$600 million under calculation. TEA-21 requires that fees from highway users go back to states for highway projects. Beyond the Federal Highway Administration cut, the picture is rosier. There is \$4.8 billion included for the new Highway Security Administration of which \$2.2 billion will be retrieved from the \$1.50 per flight passenger fee. Transit programs and the Coast Guard both received significant increases.

### **Independent Agencies**

Other areas of comparison for independent agencies show an Advisory Council on Historic Preservation increase from \$3.4 million to \$3.77 million, the National Endowment of the Arts increase from \$98.234 million this year to a proposed \$100.382 million next, and the National Endowment for the Humanities was up \$10.4 million to \$110.771.

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

### **Web-Based System of Labor Law Advisors**

Department of Labor responds to the needs of the American workforce by establishing an easy to understand, Web-based system of labor law advisors. Utilizing the vast power of the Internet to reach anyone at anytime, the US Department of Labor's elaws Advisors (Employment Laws Assistance for Workers and Small Businesses) are the simple solution to the often confusing and frustrating process of understanding Federal labor laws. These Web-based educational tools offer employers and employees access to information about Federal employment laws at any time, free of charge and address common labor issues such as: Family and Medical Leave, Fair Labor Standards, Occupational Safety and Health, Small Business Retirement Savings, and Poster Requirements.

"With elaws, any individual with access to the Internet can find free and accurate information about employment laws affecting them with the simple click of a mouse," said Secretary of Labor Elaine L. Chao. "The elaws Advisors are a valuable set of tools for America's 21st century workforce. They have the power to provide instant information to anyone at anytime."

The elaws Advisors mimic the interaction an individual might have with a DOL representative by asking questions, providing information, and directing the individual to the appropriate resolution. DOL aims to offer a pleasant experience that yields real answers and real results, and plans to continually develop new Advisors to further assist America's employment community.

"Normally it would cost a business owner lost hours and countless phone calls to find the answers to employment questions," said a representative of the National Association of Women in Construction. "Until now, that is. The Department of Labor has set up an interactive Web site called elaws that answers any questions you might have."

The elaws Advisors are part of the Compliance Assistance Initiative set forth by the Department of Labor to help America's 21st century workforce and its employees better understand their rights and responsibilities in the workplace. DOL encourages you to visit the elaws Advisors at [www.dol.gov/elaws](http://www.dol.gov/elaws) and looks forward to announcing further interactive tools in the near future.

# ACRA

## EDITION

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

### ACRA's Members-Only Listserv

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

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

### 2002 ACRA EDITION SCHEDULE

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

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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.

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