

Duration of course: one semester.

2. Cultural Ecology. This course is intended to familiarize the student with basic concepts and methodology in the study of comparative social systems of adaptation, biological adaptation among different human populations, and overview of issues involving interface between industrial development and indigenous production systems. Students are also familiarized briefly with studies in decision-modeling in different agricultural and pastoral societies to illustrate points made in development studies. Curriculum was developed for use at Navajo Community College. Duration of course: one semester.
3. Cognitive Anthropology and Ethnoscience Ethnography. Course is intended to familiarize students with methods in ethnographic interview, taxonomic, sequential, componential analyses, and other methods of ethnographic decomposition. Students are also instructed in how to conduct micro-ethnographies, present their results as organized papers, and organized write-up of reports. Examples from Navajo reservation research are utilized. Curriculum has been developed into a Handbook (see "Publications"). Course has been taught at Navajo Community College and through Northwestern University Field School of Ethnography. Duration of course: one semester.
4. Education and Culture. Course includes discussion of theories of education and culture as proposed by anthropologists and educators, the contribution of anthropology theory and research to educational program development, evaluation, and policy analysis. Examples from Indian and bilingual education are used for illustration. Course has been taught through University of New Mexico and Navajo Community College. Duration of course: one semester.
5. Issues in Indian Affairs. Course addresses issues of modern economic development, sovereignty, education, water rights, land use, and the development of legislation throughout the 19th and 20th Centuries. Particular attention is paid to illustrate the impacts of policy and implementation on traditional Native American social structure and culture, and the adaptations these people have made to these. Course has been taught through the University of New Mexico. Duration of course: one semester.

The above courses have been developed as a result of field research, and have been taught, upon request, through extensions of the University of New Mexico, the Northwestern University Field School in Ethnography, San Juan Community College and Navajo Community College.

Other courses in which I have had teaching experience and capability include introductory physical anthropology, cultural anthropology, and social science methodology.

WE ARE NOT ALONE

Following are some excerpts from a New York Times wire service story which appeared in the April 1, 1984, Chicago Tribune under the headline "Technical Image Bothers Engineers".

"NEW YORK - Engineers have had a hand in creating nearly every manufactured object we see in our daily lives, yet most people simply do not know what they do or what they are like.

"To make matters worse, when the engineer does have an identifiable image, it's often what Don Weinert, executive director of the National Society of Professional Engineers, calls 'the stereotype of the wooden engineer.'"

The article goes on to list factors in engineering training purportedly contributing to the image problem.

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VERMONT COLLEGE NONRESIDENTIAL MASTERS PROGRAM

Vermont College, one fo the two colleges of Norwich University has a non-resident master's degree program which allows students to work towards a degree in the social sciences, humanities, liberal arts, or social services by carrying out study programs in their own communities.

The college maintains a file of scholars willing to act as advisers to students by assisting them to design a study program, and monitoring their progress. Emphasis is on the integration of theory and practice.

~~Anyone interested may submit a CV, stressing current work an~~

SEP



Over 100 practicing and applied anthropologists met at the annual AAA meeting in Chicago and agreed to establish a new unit of the AAA: Practicing Anthropology. It was decided that the unit shall represent and serve all four subfields of anthropology. Goals of the unit will include: (1) to represent the needs of practicing anthropologists within the AAA, (2) to provide a network for communication among practicing anthropologists, (3) to disseminate and exchange information on employment and related issues in practicing anthropology, (4) to support, to the extent possible, the activities of already existing regional and special interest groups of practicing anthropology, (5) to educate students of anthropology in the skills necessary for nonacademic anthropological work, (6) to develop new strategies to serve the needs of practicing anthropologists.

An interim steering committee—to be replaced by elected officers—was established and met to discuss initial plans. Members are Marietta Baba, Ralph Bishop, Jim Downs, Max Drake, Helen Fisher, Kirk Grey, Barbara Pillsbury, Helen Schwartzman and Robert Werge. It was decided that Helen Schwartzman and Barbara Pillsbury would serve as interim coordinators. Ralph Bishop and Helen Fisher volunteered to oversee communication among practicing anthropologists during this interim period. Robert Werge, Marietta Baba and Max Drake will serve as the program commit-

tee for the unit, and Werge will act as the unit's program editor for the 1984 AAA meetings. Provisional by-laws were adopted and will be revised during the coming year.

Among the immediate plans of the unit are to elect officers, to adopt by-laws, to compile a directory of practicing anthropologists, and to conduct a survey to identify backgrounds, present situations and needs of practicing anthropologists. The initial membership of the division will include those who were present at the November 17th meeting (whose dues will be solicited), those who earlier sent a contribution earmarked for the "National Association of Practicing Anthropologists," and any who wish to join at this time. To join please send a \$5 check payable to the AAA to: Practicing Anthropology Unit of the AAA, 1703 New Hampshire Av NW, Washington, DC 20009.

I wish to express the enthusiasm of all of us present at both meetings of practicing anthropologists. We believe that practicing anthropologists will play an expanding role in the anthropological community, government and the private sector and that their needs can be met most effectively as a group. We look forward to development of the unit within the AAA and to collaboration with other units, existing groups of practicing and applied anthropologists, and all anthropologists interested in broadening the scope and impact of anthropology.

popular press, including *Science* 83. A review of such a book is always appropriate, but your special recommendation for purchase is a disservice both to your readers and to social science.

## Reorganization

Continued from p 1

these groups have been adopted which enables them to be provisionally accepted as AAA units. Four other organizations are currently considering whether to put merger plans before their memberships in the near future.

Of the five organizing meetings held at Chicago to consider the establishment of new units, three were formally organized and recognized by the AAA Board. These are Linguistic Anthropology, Bio-social Anthropology, and Practicing Anthropology.

In the case of both merger units and newly organized units, the final step in becoming a unit in AAA is a mail referendum to the entire AAA membership. Balloting is currently expected to take place in the spring for those prospective units whose plans for merger have been adopted by the AAA Board by that time.

## Correspondence

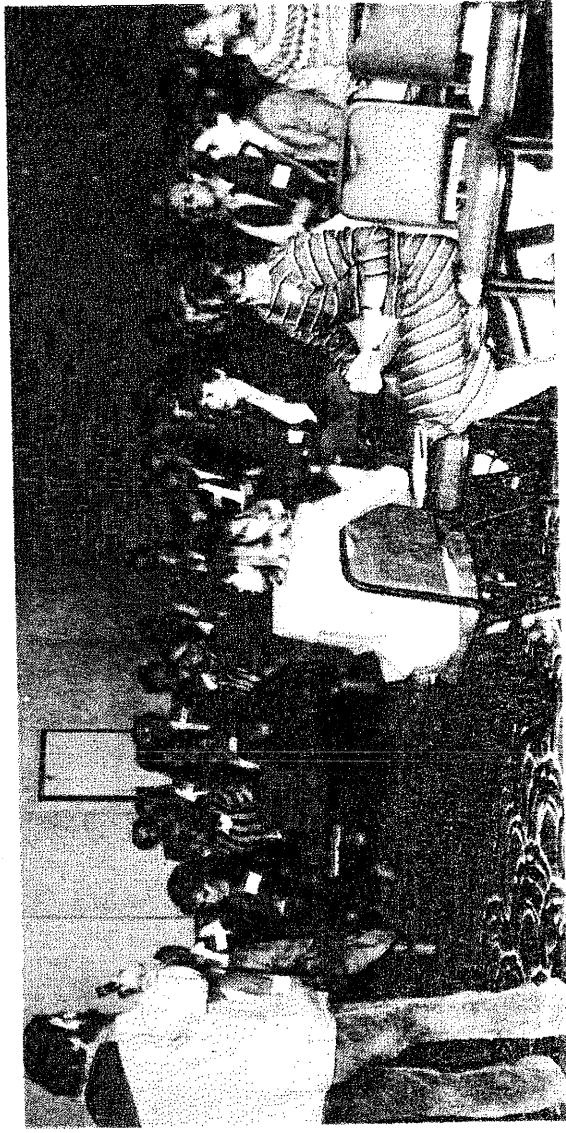
Continued from p 2

\$3,000-\$5,000, depending upon the number of children enrolled.

Of eight children whose parents registered for the service in 1982, seven were less than 1.5 years of age; the eighth between 2 and 2.5 years. The children were registered for a total of 110 hours or an average of 13.75 hours per child. At the established fee of \$3.00 per hour, contributions from parents would have totaled only \$330. Had the service been provided for this number, the cost would have been approximately \$3,000 and the membership at-large would have provided a subsidy of almost \$2,700, which is approximately the cost of one issue of the *Anthropology Newsletter*.

The question of child care service at annual meetings is being considered by the Committee on the Status of Women in Anthropology at this time. When the Board meets next, it will decide on whether to offer the service at the annual meeting in Denver and, if so, under what conditions. Members are urged to communicate their views to the Association's officers before the decision is made.

Edward J. Lehman  
Executive Director



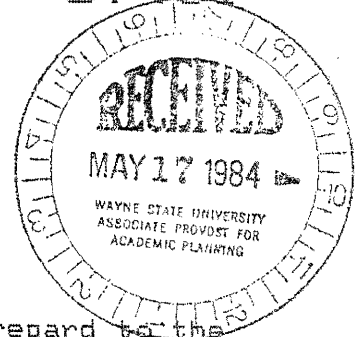
AAA Board member Michael Agar addresses organizational meeting of Practicing Anthropology Unit at annual meeting in Chicago.

MARK SCHOEPFLE  
807 E. 25TH ST.  
FARMINGTON, NEW MEXICO

87401

May 5, 1984

Meta Baba, Assistant Provost  
Wayne State University  
Detroit, Michigan 48202



Dear Dr. Baba:

Ralph Bishop recommended that I contact you in regard to the National Association for the Practice of Anthropology. As a member of this organization, I would like to participate more actively, either as officer or on the governing council. My background includes a decade of research and development on the Navajo Reservation. The research ranges from educational ethnography, bilingual educational policy and comprehensive educational planning, on the one hand, to energy resources development and social environmental impact assessment, on the other. I have conducted this research for a variety of organizations, including the Navajo Tribal government, Navajo Community College, and Dine Bi'Olta Association, a Navajo-owned non-profit research and development corporation. A Vita is enclosed.

As a council member I would like to work toward identifying more explicitly (1) the theoretical bases of the different applied and non-academic branches of anthropology, (2) the non-academic niches--both institutional and non-institutional--presently occupied by these anthropologists, and (3) the ways in which they have developed these niches. As a non-academic anthropologist I would also like to establish ties with the more conventional academic branches in order both to insure academic support of non-academic endeavors, and to insure that the experiences of the latter become taught to future generations of students. In this fashion, anthropology will be able to share with other social and behavioral sciences mutually-reinforcing ties between academic and non-academic sectors.

I would also, of course, like to continue working with colleagues in this association, to develop opportunities for employment and other educational work for other anthropologists, students, and other aspiring professionals who have considered anthropological perspectives and methods important.

Thank you, in advance, for considering my request. Should you require further information, please let me know.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark Schoepfle". The signature is fluid and cursive, written over a horizontal line.

# JAMES F. DOWNS

Mat 5, 1984

Dear Board:

OK..the motion to do a directory of members passed by seven to two. The majority voiced some concern that we were not attempting to develop practitioners. We are not. Couldn't afford to ..haven't defined practitioner enough etc. Simply a directory of people who have put up their money and joined NAPA. Perhaps it will help people get together, communicate etc. I've talked to Lehman and we can get it started fairly soon.

Our balloting for officers for the first full term can be conducted by mail along with all other elections in AAA. Savings of money and elimination of the burden of a separate count.

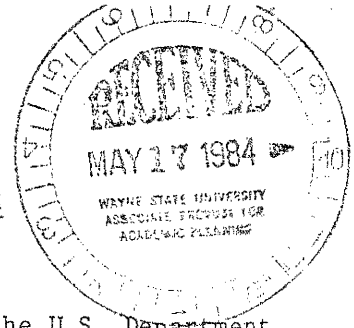
I have had some discussions with people who are engaged in various kinds of inter-cultural training or international programs. They would like a central registry to which they could turn for possible people to provide first hand information about different countries. I think the NAPA should initiate such a register. My own view it should be a NAPA service to all members of AAA, who if they have been in a foreign country within the past two years, could, if they wished go on a list which could be used as a referral. It could provide some income for anthropologists but more importantly expose anthropologists in more different environments. Again Ed Lehman tells me that the AAA office can maintain such a file with very little effort. I'd like to see us do it to permit NAPA to make some impact on the rest of anthropology and to see more anthropologists involved in inter-cultural training a field now filled with people who know very little about culture and often do more harm than good and who inevitably give us a bad name. I'd like very much to hear your thinking on this...should we or shouldn't we? What kind of a form should we develop? etc.

I have been doing some thinking about our proposed structure and am uncomfortable with the size of the board. Nine people is really one very large group to govern a body with only four hundred members and a budget of best \$10,000. It is difficult to communicate effectively with that many people. And, as time goes on I think that some system of cost reimbursement for meetings will have to be developed simply because many of us work in organizations which simply don't fund that sort of thing. And that will be expensive. Just a wild guess suggests that bringing nine people together once will cost roughly \$3200 which is a third of the total income per year. If we are going to conduct any real service activities I think the money should be spent on committees, paper, pencils and such stuff. I think a board consisting of Pres, Pres elect, secretary/treasurer and two members at large would be adequate. Would be more in line with what other units are doing and would be cheaper and more effective. PLEASE RESPOND TO THIS SOONEST. I am totally mindful that if we adopted this some of us would not be on the board next year..elections or not. Only solution to that is to consider what may be best in the long run and also that those of us who got out out in such a re-organization should have first shot at any major committee post.

Anyway those are some ideas. Respond please.

*Ralph... shall... deal with... meet - need... before... Berk...*

Keep on Practicing... we'll get it right eventually)



List of Candidates for At-Large Positions on the NAPA Board

BOB WULFF

Bob Wulff is currently an economic development officer at the U.S. Department of Housing and Urban Development; he works in the section which deals with action grants for urban redevelopment. Before going to Washington eight years ago, Wulff worked with a private consulting firm involved in urban and land use planning and was a faculty member at the University of South Florida. Wulff has extensive experience in practitioner and anthropological organizations. He developed the PRAXIS awards, the first national awards designed for practicing anthropologists; he is a past president of WAPA; he was one of the founding editors of Practicing Anthropology; he serves on AAA's Committee on Anthropology as a Profession; he has served as program chair for SfAA. "I feel that the principle emphasis in NAPA during its early stages of development should be to identify services that practitioners need from a professional organization and to work with AAA on delivering those services."

GEORGE ROTH

George Roth has worked for the past eight years as a cultural anthropologist in the Bureau of Indian Affairs at the Department of Interior in Washington, D.C. His work involves developing recommendations for or against federal recognition of previously unrecognized tribes. Roth earlier taught anthropology at San Bernadino, CA. He has worked for two years as the program chairman of his local practitioner organization, as a program committee member at SfAA, and as an adjunct faculty member with Northwestern University's program in Ethnology and Public Policy. "I would like to identify new and developing areas for the use of anthropology and work with NAPA to help practitioners become involved in them."

ROBERT W. WERGE

Robert W. Werge has worked for the past nine years as a practicing anthropologists with international agricultural development agencies. After studying at the University of Florida, he worked at an agricultural research institute (CIP) in Peru and has worked since 1979 at the US Department of Agriculture in Washington. An adjunct faculty member of the University of Maryland's Department of Agricultural Education and Extension, he has served for two years as editor of the WAPA newsletter and is currently on the governing board of NAPA. "I think that NAPA must provide a mechanism for assisting practitioners in developing jobs and new professional roles within the public and private sectors and to make AAA more responsive to the particular needs and contributions of employed and underemployed practitioners."

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WASHINGTON STATE UNIVERSITY

PULLMAN, WASHINGTON 99164-5044

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DEPARTMENT OF ANTHROPOLOGY  
Office: (509) 335-8556

LABORATORY OF ANTHROPOLOGY  
Office: (509) 335-2464

May 6, 1984


Ralph Bishop  
1430 Crain Street  
Evanston, IL 60202

Dear Ralph:

Please accept my apologies for not getting a reply to your March 23 letter a bit sooner. I have talked with Kirk Gray since the Applied meetings and we look forward to chairing a roundtable on "Practicing Anthropology in America: Reality or Pipe Dream."

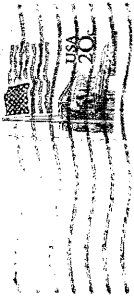
Also find enclosed my check for \$5.00 to be listed as a supporter of PA section of AAA.

Best regards,

  
Bill Millsap

cc:K. Gray

Bill Millisap



Ralph Bishop  
1430 Crain Street  
Evanston, IL

611 Millisap

Bill Millisap

DEPARTMENT OF ANTHROPOLOGY  
WASHINGTON STATE UNIVERSITY  
PULLMAN, WASHINGTON 99164



Ralph Bishop  
1430 Crain Street  
Evanston, IL 60202

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# Bookchoice

P.O. Box AA1497 Evanston, Ill. 60204 (312) 328-5557

May 8, 1984

Dear Reed,

I got your letter, and think that it would be good to let anyone you think could contribute to a discussion know that it is going to happen. When I get all the details I will be sending letters to all discussion facilitators giving time, place, etc, all couched in elegantly formal prose, suitable for funding.

We will be publicizing our program in the Bulletin, PA, etc., closer to the time of the meeting. We want to involve as many people as possible in these "professional strategy" sessions; we'll see how well the reception-discussion format works to do this.

The two backordered Judge Dees have come in and are on their way to you. Have you come across a new book called DR. ADDER yet? It's by someone named K.W. Jeter, and has the possible distinction of describing the most relentlessly horrid dystopia ever to appear in the history of SF. For starters, the hero leaves his job at a Phoenix ranch which produces huge and intelligent mutant chickens for food to deliver a weapon called a flashglove (which plugs into its owners nervous system, heightening his perceptions and vaporizing whoever it is used against) to the mysterious Doctor Adder, who is a super plastic surgeon specializing in amputations and sexual mutilations that enable prostitutes to live out their most depraved masochistic fantasies with suburbanites having complementary kinks. Then it starts to get nasty. Took ten years to find a publisher who would touch it. Afterword by Philip K. Dick. Definitely a benchmark, but I'm not sure what kind.

Regards,



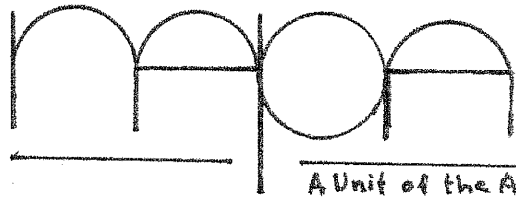
# National Association for the Practice of Anthropology

A Unit of the American Anthropological Association

R. Bishop

To: All members, NAPA Governing Council

Here is the sketch for a new logo for the Bulletin (above), and a proposed letterhead design (below). Although I don't think that printed stationery is a necessity at present, it may become so before long, so I would like comments or alternative suggestions, concerning the design so that printing can be expedited when we need to get it done.



The National Association for the Practice of Anthropology  
 1703 New Hampshire Ave, NW  
 Washington, DC 20009 (202) 232-8800  
 A Unit of the American Anthropological Association

*Handwritten note:*  
 R. Bishop  
 1/18/73  
 ST

the type studio<sup>LTD.</sup>

827 Chicago Ave., Evanston, IL 60202 / (312) 328-8244

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 stat \_\_\_\_\_ 5.00  
 type \_\_\_\_\_ 10.00

CUSTOMER SIGNATURE	PLEASE PAY TOTAL AMOUNT DUE FROM THIS INVOICE	45.00
DATE: 5/23	<input type="checkbox"/> CASH <input type="checkbox"/> CHECK NO. _____ <input checked="" type="checkbox"/> CHARGE	

## China Adds Compassion to Its Birth Control Drive

By CHRISTOPHER S. WREN

Special to The New York Times

PEKING, May 17 — When China began one of its periodic family planning drives early last year, the family planning officials of Shunyi County responded with a vengeance. Middle-aged women using intrauterine devices were told to undergo sterilization, the women were taken off oral contraceptives and fitted with IUD's. The IUD's were issued without much concern about sizing, so some women who switched became pregnant. Last year, according to medical workers, 629 women, or nearly 1 in 10 married women of childbearing age in Shunyi County, reportedly had abortions. The county, northeast of Peking, recorded 4 abortions for every 100 live births in 1983.

China has found that a stringent birth control policy is the only way that it can limit its population, now over one billion, and provide rising living standards. Last year China's population grew by 1.154 percent, which was well below the 1.73 percent growth rate reported for all of Asia last year.

### One Child Per Couple

The Chinese Government permits each couple a single child, though exceptions are made in some rural areas if the firstborn is a daughter, on the logic that a farmer needs a son to help work the land. Husband and wife have a duty to practice family planning under Article 49 of the 1982 Constitution. An unauthorized pregnancy usually means an abortion. If an extra child is born, the wife may be instructed to undergo sterilization.

The preoccupation with holding China's population to 1.2 billion by the year 2000 has left many officials with little sensitivity for the feelings of the women involved.

"The family planning people are pushing so fast to achieve their targets that they ignore what the women's health problems are," said Dr. Barbara Pillsbury, an American medical anthropologist, who is a director of the International Women's Health Coalition in Washington. "They don't pay much attention to the side effects of the IUD and the pill, or the psychological effects, or the effects of anemia during pregnancy."

The Peking Medical College is concerned about making birth control more compassionate, said Dr. Pillsbury, who spent 10 days as a guest of the college. She said the college wanted to set up a project in Shunyi County to better acquaint family planning officials, who are mostly men, with the needs of women, including personal



A Chinese family standing by a billboard in Peking. The sign, part of a program advocating single-child families, reads, "Daddy, Mommy and Me."

counseling, a wider choice of contraceptives and greater attention to potential side effects.

Dr. Pillsbury said Shunyi County, with a population of 477,000, was picked by the Peking Medical College for a pilot project because its birth rate was 1.9 percent last year. That was only slightly higher than China's 1983 birth rate of 1.86 percent. Natural growth is reached by subtracting the mortality rate — slightly over seven-tenths of 1 percent — from the birth rate.

### China May Invite U.S. Experts

Wang Shaonian, a Peking Medical College faculty member who studied in the United States, has proposed invit-

ing American experts of ethnic Chinese descent from Johns Hopkins University and the Centers for Disease Control in Atlanta to train 15 junior staff members at the Peking Medical College, Dr. Pillsbury said.

The United States experts would in turn fan out into Shunyi County to educate local planning cadres, as officials are called in China. Dr. Pillsbury said she was told the program would cost about \$233,000 over a three-year period.

"This is the first attempt to do this sort of thing," Dr. Pillsbury said. "They regard it as a pilot project. If it succeeds, they can hold it up as a model to the rest of China, and the family planning program would be influenced by what they have accomplished."

The State Family Planning Commission, which operates separately from the Ministry of Public Health, has set up a training course for family planning officials in Nanjing. The commission, which supervises the educational and administrative aspects of birth control, is preparing to offer its techni-

cal services, including contraceptives and abortions, putting it in competition with local clinics that operate under the Ministry of Public Health.

The project in Shunyi County would focus on improving the quality rather than quantity of birth control. "They want to make it more humane to reduce the rate of abortion," Dr. Pillsbury said. "They talked in general about women being pressured, about there not being any consideration of their wishes or feelings."

The Chinese Government has not released statistics on the number of abortions, which reflect the ineffectiveness of birth control measures. But a study of what Dr. Pillsbury called "a very large" sample of eligible married women in the western district of Peking in 1982 and 1983 showed that 44.7 percent of such women had at least one induced abortion.

In 1982 the district had 74 abortions per 100 live births. That meant that over 40 percent of all pregnancies were terminated by abortion, Dr. Pillsbury said. She said the situation was not considered unusual for China.

A major weakness of China's family planning is the ignorance or disinterest of some local officials entrusted with carrying it out, according to Dr. Pillsbury. Many local officials have been reassigned from other jobs, notably the agricultural communes that are now being dismantled, because there is no other work for them. Dr. Pillsbury who speaks Chinese, said she found them concerned about the statistical results of birth control.

"Family planning cadres don't have a high level of education," she said "and they don't have knowledge of women's or children's health."

Another Western health specialist agreed that "it's getting done by administrative cadres who have no understanding of family planning in its ethical issues."

### Reports of Pressure

There have been reports of women being cajoled into signing a single child pledge while they are still groggy from delivering their first child. Intrauterine devices, like the steel ring, a commonly used IUD in China, are reportedly forced on women who cannot tolerate them and experience side effects like nausea and bleeding.

Last September Qian Xinzhong, head of the State Family Planning Commission, denied Western news reports that women in China were being coerced into compliance. His commission's women were subjected only to persuasion and education.

In practice this may include extending "study sessions" under the badging of officials and neighbors, until a woman agrees to have her pregnancy terminated or be sterilized.

Last June Mr. Qian told the National People's Congress, China's nominal legislature, that of 110 million Chinese women using contraceptives, 54.1 million had been fitted with contraceptive coils and one-third were sterilized.



# American Museum of Natural History

May 23, 1984

Dr. Helen E. Fisher  
Associate, Dept. of Anth  
American Museum of Natural History  
(Office) 65 East 80th Street  
NYC NY 10021 Tel: (212) 744-9870

To the participants of the AAA symposium THE ANTHROPOLOGIST IN AMERICAN SOCIETY: PAST, PRESENT, AND FUTURE.

Steve Barnett, Ralph Bishop, Erve Chambers, Margaret Clark, Walter Dickie, Walter Goldschmidt, Marvin Harris, Jack Kelso, Jack Weatherford.

Dear Participants,

Members of the AAA Unit NAPA (The National Association for the Practice of Anthropology) have asked me to review this symposium with you and request your cooperation on several matters. So I have enclosed your abstracts (in the order in which you will speak) and wish to remind you of our objectives.

As you know NAPA members feel strongly that the time has come to encourage the use of anthropology in non-academic settings--not only because of our job crisis and because some of our students may wish to practice anthropology, but because anthropologists have a unique perspective and body of information that can be of use to society.

Our participation in the world community is over-do. And this symposium is an opportunity to advance that goal. It was designed to review the past contributions of anthropologists to American society, to examine the public image of our discipline, and to explore the uses of anthropology in non-academic fields today. So I appeal to you. Please address some aspect of the above topic directly in the body of your paper. Please prepare to speak for exactly 20 minutes or less. Please take care to illustrate ways in which anthropology can make a contribution to society.

NAPA members have asked me to introduce each of you (in less than a minute) prior to your presentation. I agree that this will make a more coherent program and I am eager to touch on some of your achievements. But to make my remarks effective, I need your vitae.

So I look forward to receiving your vitae.

And I thank you for participating with me and my co-chair, Walter Dickie, in a symposium that can effect change in anthropological attitudes and advance the understanding of our opportunities in and our responsibility to the "outside" world.

Best Wishes,

Helen Fisher

THE ANTHROPOLOGIST IN AMERICAN SOCIETY: PAST, PRESENT AND FUTURESymposium Proposal

FISHER, Helen (AMNH) Practicing and academic anthropologists from several subdisciplines will review past contributions of anthropologists to American society, examine public images of our discipline, and discuss the utility of anthropology in business, publishing, education, government, and health fields. Our objective is to explore the uses of anthropology and the non-academic employment opportunities for anthropologists in the world community today.

Participant abstracts (in the order in which you will speak)

BARNETT, Steve (Planmetrics Inc.) ANTHROPOLOGY AS A BUSINESS SYMBOL  
I will discuss how business decision-makers differentiate anthropology from other social sciences, what they expect from anthropological research, and how they use anthropological findings to develop and sell products and services. Business executives have an image of society and how it functions. These concepts are expressed as "scenarios" of the future and used to predict forthcoming social/economic trends. The roles of anthropology in these futurist scenario constructions illustrate the way business executives incorporate anthropological perceptions into their work.

WEATHERFORD, Jack McIver (Macalester) PRACTICING ANTHROPOLOGY: FROM POLITICS TO PROSTITUTION. The politicians in the United States Congress as well as the prostitutes and pornographers near the White House perform part of their work in public view yet must keep much of their behavior and culture secret. The diversity of such groups in complex societies presents new challenges for ethnographic methods and ideas. The analysis of these groups then brings anthropological work to the scrutiny of new audiences which may have an important impact on the way anthropology will be conducted in the future.

CHAMBERS, Erve (Maryland) FROM PRACTICALITY TO PRACTICE: PROFESSIONALISM IN THE USES OF ANTHROPOLOGY. Fifty-five years ago, while extolling the merits of a "practical" anthropology which could be applied to human problem solving, Bronislaw Malinowski posed an obvious but vital question. "If anthropology is of such great potential utility," he asked, "why has the anthropologist been little used and of little use?" Today the idea of a "practicing" anthropology heralds major shifts in our thinking about the uses of anthropology. Still, we remain bound in many other respects to a rhetoric and set of professional priorities which have barely changed.

KELSO, Jack (Colorado, Boulder) ANTHROPOLOGY AT WORK: SOME WAYS TO CONSIDER  
The purpose of this paper is to call attention to some ways of extending the influence of an anthropological perspective. The following possibilities are discussed: 1) establishing a summer university, 2) offering educational opportunities for families, 3) initiating seminars for the community, and 4) publishing an anthropology newsletter for students and the general public. In addition, attention is drawn to the Small Business Innovative Research Program. These suggestions are presented to stimulate criticism and further discussion of the role of anthropology in the present.

BISHOP, Ralph J (Bookchoice) STONES, BONES AND STRANGE TRIBES: THE ANTHROPOLOGIST IN THE AMERICAN POPULAR PRESS. Anthropologists often complain that the public image of their profession is distorted, and that non-anthropologists have little understanding of what anthropologists, compared with other professionals, actually do. This paper examines reports of anthropological work appearing in selected U.S. newspapers and magazines of national circulation during the last seven decades. Reports are analyzed to determine whether they form a valid basis for the complaints mentioned above.

HARRIS, Marvin (U. Florida) TRIAL BY CONGLOMERATE Publishing is a form of practicing anthropology. It requires a knowledge of at least three publishing subcultures: "trade", "college", and "mass paperback." In "trade" there is an ever present threat of publishing and perishing. Complex feedbacks govern the behavior of acquisition editors, agents, and authors. Conglomerates threaten to acquire or divest themselves of entire houses without prior notice. Trade book authors must be prepared to cope with a peculiarly intense form of Darwinian selection.

CLARK, M. Margaret (U. CAL, San Francisco) THE FUTURE OF ANTHROPOLOGY IN MEDICINE AND THE HEALTH SCIENCES. One anthropologist has described the field of human health and healing as one in which people attempt to influence directly the relationship between biology and culture. As such, it is a field uniquely fitted for anthropology, the science that studies precisely that relationship. Yet, biomedical technology has proceeded so rapidly that academic anthropology has not kept pace with the need for new conceptual and methodological development.

GOLDSCHMIDT, Walter (UCLA) FISSION IN ANTHROPOLOGY AND THE PRINCIPLE OF HOLISM. Increased specialization in modern academic pursuits has resulted in a narrowing focus of scholarship and created fission within anthropology. The split between biological and cultural approaches is the oldest and most serious. There is evidence that a second generation of fission within cultural anthropology is taking place. These tendencies run counter to the holistic character of anthropological thought, which is seen as the sine qua non of the discipline, and threatens the integrity of anthropology.

Discussants: Walter Dickie, Helen Fisher, and all participants.

Mr. Ralph D. Bisling  
1430 Crain Street  
Evanston, IL 60202

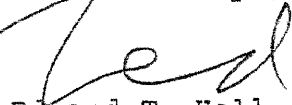
Dear Ralph:

Thank you for your letter of March 23rd, which arrived shortly after I had taken off for Japan and points west. I think that the example that you gave of responses to the imaginary tool kit is quite insightful and innovative. Do you have a reference to this study that I could follow up?

I would have really enjoyed talking to the Practicing Anthropology Unit at our AAA meeting in November. Perhaps we could arrange an informal meeting now that this one has been torpedoed. Such a pity. I spoke to Ed Lehman on the phone and, according to him, they really did try to straighten things out, but matters had gone too far.

I look forward to seeing you in November.

Best as always,



Edward T. Hall

BARBARA PILLSBURY, ANTHROPOLOGIST  
18057 COASTLINE DRIVE • MALIBU, CALIFORNIA 90265 • USA

May 24

Dear Ralph

I enclose some items  
that may be of use or  
interest.

Did you get paid yet  
for the first Bulletin?  
You should have been.  
Ed Lehman needs the  
receipts

Best wishes

Barbara





Dr. Ralph Bishop  
1430 Crain Street  
Evanston, IL 60202

June 5, 1992

Dear Ralph;

Enclosed please find a copy of the WAPA membership list. As you will note, several members of the Governing Council are not on the list (including you and I)! I wonder how many other important people are missing? The list was "lost" for a couple of weeks, because it was sent to the wrong office.

I have spoken once again with Jim Downs, and he promised to pressure Ed Lehman to cut your check. Please let me know if this has happened, since we need to send out another Bulletin as soon as we possibly can. Incidentally, Jim Downs told me a few days ago that he wasn't certain he wanted to run for President in this election. If that is the case, we may not have to run two slates for officers. I will keep you posted.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Marietta'.

Marietta L. Baba  
Assistant Provost

Ralph J. Bishop, Ph.D.  
1430 Crain Street  
Evanston, IL 60202  
(312) 328-5557

June 7, 1984

It is my pleasure, on behalf of the nominating committee of the National Association for the Practice of Anthropology, to ask you to consider allowing your name to be placed in nomination for the NAPA Governing Council.

As presently constituted, the Governing Council has four officers: President, President-elect, Secretary, and Treasurer; and five members-at-large. A copy of the pertinent articles of the Association's bylaws is enclosed.

If you wish to be nominated, either as member-at-large or for one of the offices, please indicate your preference and send a brief biography and a statement of the direction you would like to see NAPA take, to: Marietta Baba, Assistant Provost  
Wayne State University  
Detroit, MI 48202.

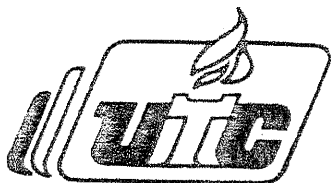
If you know of any other qualified individuals who might be interested in nomination, please send their names and addresses with your response to this letter, even if you are not interested in being nominated yourself. All materials must be in Dr. Baba's hands by Friday, June 22, 1984.

We wish to stress that since NAPA is a newly organized unit of the American Anthropological Association, there is much work ahead of the Governing Council. Membership on the council will require not only a significant committment of time, but also the likelihood of incurring certain expenses that may not be reimbursable by the Association. You will, however, as a council member or officer, have the opportunity to set the direction of an organization dedicated to "represent[ing] the practice of anthropology and the interests of practicing anthropologists within the American Anthropological Association, to other organizations, and to the general public, and to further[ing] the practice of anthropology as a profession."

Sincerely,

Ralph J. Bishop  
For the nominating  
committee

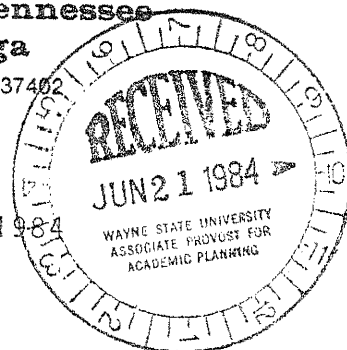
Consultant in Educational Anthropology: Research design and evaluation; school-community studies; in-service training on intercultural relations.



Department of Human Services

The University of Tennessee  
at Chattanooga

Chattanooga, Tennessee 37402



June 18, 1984

Dr. Marietta Baba,  
Assistant Provost  
Wayne State University  
Detroit, MI 48202

Dear Dr. Baba:


I am flattered and pleased to have been considered by the nominating committee of the National Association of Practicing Anthropology as a prospective member of the Governing Council. I believe at this time I could serve the association most effectively as a member at large.

I am fully committed to practicing anthropology, having worked most of my career in non-academic settings, and will gladly serve the association in any manner I may. The Council, of course, is in a position to make substantial contributions to defining and refining the role of practice in anthropology.

Please accept this letter as a statement of my willingness to run for the Council and work for its success. I am including a brief statement and profile for your use.

Thank you for your consideration.

Sincerely,

  
Ralph Anderson Ph.D.

Ralph Anderson

Ph.D. Anthropology

University of Wisconsin-Milwaukee

1976

I am currently teaching at the University of Tennessee-Chattanooga in the Department of Human Services Administration. I am also acting head of the UTC Center for Urban Applied Research.

My experience includes eight years of non-academic employment within the health field. For three years I worked as a senior planner in a regional health planning agency in Milwaukee. While working in health planning I participated in designing and implementing a statistical reporting system for area hospitals, and various specific utilization studies. I then accepted a position as Director of Planning and Evaluation with the Curative Rehabilitation Center of Milwaukee. I continued at Curative for five years and developed planning and evaluations systems for the agency. In each of these positions I frequently worked with physicians, administrators, and clinical staff, occasionally social scientists, rarely however another anthropologist.

## Candidate Statement

Emerging out of an extended period of dormancy, practicing anthropology has become alluring with its promise of new employment opportunities and job security. Unfortunately, workplace realities are not as optimistic. A challenge our discipline must accept concerns the skills and expertise we as anthropologists might offer, and as important, convincing administrators in many fields that they might benefit from this expertise. Furthermore, it is our responsibility to define our prospective contribution in concrete marketable ways.

Frequently discussions attempting to specify the value of traditional anthropology, when practiced outside academia, argue ambitiously for a holistic perspective and comparative methods as unifying forces within all areas of anthropology. While I agree with this contention, I also feel that it is critical for NAPA to take a lead in spelling out what holism and comparison mean with respect to program evaluation, social impact assessment, policy analysis, planning, and perhaps even clinical applications of anthropology.

These areas require skills which anthropologists have or can develop with additions to usual curriculum.

STATEMENT

THE TYPE STUDIO, LTD.  
827 CHICAGO AVE.  
EVANSTON, IL 60202

(312)326-TYPE or 808-8144  
DATE: 6/01/84

BODY CHOCCE  
FREDERICK BART  
EVANSTON, IL 60204  
ACCOUNT NUMBER 107

INVOICE NUMBER	DATE	DESCRIPTION	AMOUNT
10705	5/20/84	1000 ART KAPA BULLETIN	45.00
PLEASE PAY - TOTAL DUE			45.00

To: Practicing Anthropology Unit, American Anthropological Association

From: Ralph J. Bishop

Subject: Account of out-of-pocket expenses incurred while doing unit business.

Practicing Anthropology Unit BULLETIN:

1. Typesetting (logo)	\$ 15.00
2. Printing for 600 copies distributed	\$ 63.50
3. Postage for mailing 417 of above	<u>\$ 83.40</u>
Subtotal	161.90

Travel to and from Toronto as representative  
at AAA Meeting

1. Transportation to Chicago O'Hare Airport	\$ 19.00
2. Air fare, Chicago-Toronto-Chicago	\$188.16
3. Transportation to and from Toronto Airport	<u>\$ 9.60</u>
Subtotal	216.76*

Travel to and from Washington D.C. for steering  
committee meeting

1. Air Fare Chicago-Washington-Chicago	\$152.00
2. Lodging (1/2 double-room weekend rate at the River Inn, Washington D.C., 2 nts)	<u>\$ 54.00</u>
Subtotal	206.00

Long-distance telephone calls (re BULLETIN)

1/22/84-2/22/84 \$ 30.89

TOTAL OF EXPENSES FOR WHICH REIMBURSEMENT IS  
REQUESTED

\$615.55

\*Other funding has been found to cover four nights' lodging in Toronto, therefore that amount is not included. Neither is the \$120.00 I spent in meals, although I would certainly accept reimbursement of that expense as well.



PO Box 143  
Pinole, CA 94564  
June 11, 1984

Dr. Ralph J. Bishop  
1430 Crain Street  
Evanston, Il. 60202

Dear Dr. Bishop:

Many thanks for honoring me by asking to include my name on the slate of officers to be elected to the NAPA Governing Council. I must confess to considerable interest in the potential importance and the need for development of the newly formed NAPA. However, after due consideration, I have come to the conclusion that I really won't have sufficient time this year to dedicate to the organization. I will certainly be open to working as a officer at some future time.

With all good wishes in the important work you are doing.

Sincerely yours,

  
Joan Rubin





34TH FLOOR  
666 FIFTH AVENUE / NEW YORK, N.Y. 10103 / (212) 245-4200  
CHICAGO / NEW YORK / SAN FRANCISCO

STEVE BARNETT  
Vice President  
Cultural Analysis Group

June 11, 1984

Ms. Marietta Baba, Assistant Provost  
Wayne State University  
5980 Cass Avenue  
Detroit, MI 48202



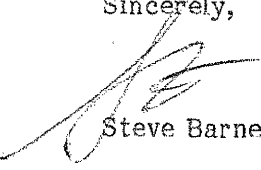
Dear Ms. Baba:

Ralph Bishop has invited me to place my name for nomination to the NAPA Governing Council. I would like to do so for the position of member-at-large.

Enclosed please find a brief biographical statement and a statement on NAPA's direction.

Please keep me informed of the next steps.

Sincerely,



Steve Barnett

cc: Dr. R. J. Bishop

## BIOGRAPHICAL STATEMENT - STEVE BARNETT

I am currently a Vice President at Planmetrics, Inc. in New York, and founder of their Cultural Analysis Group. We do research on all aspects of American society for government, interest groups, and private sector clients. I have also done extensive fieldwork in South India. I have taught at Princeton, Brown, and M.I.T., and received my Ph.D. from the University of Chicago in 1970. Publications include Ideology and Everyday Life (with M. Silverman), University of Michigan Press, 1970; and Concepts of Person: Kinship, Caste, and Marriage in India (edited with A. Ostor and L. Fruzzetti), Harvard University Press, 1982, and many articles on India and the United States. My work at Planmetrics has been written up in the Wall Street Journal, and I have appeared on National Public Radio and CBS Morning News.

## STATEMENT OF NAPA'S DIRECTION - STEVE BARNETT

NAPA has two immediate tasks; creating a stimulating organization, and not alienating those anthropologists with no academic affiliation. As a non-academic anthropologist, I would try to represent their interests, both in terms of developing programs that would enhance the professional development of non-academic anthropologists, and creating networks for joint ventures and job possibilities. NAPA must be able to answer the question, "Why bother to join - what's in it for me?" I would also like to see NAPA become a legitimating group that acts to proselytize on behalf of anthropological methods and insights for public policy and corporate decision-making. Personally, I am bored with bureaucratically sluggish meetings and will try to expedite NAPA's concrete programs.



WAYNE STATE UNIVERSITY

COLLEGE OF LIBERAL ARTS

DETROIT, MICHIGAN 48202

DEPARTMENT OF ANTHROPOLOGY

12 July 1984

Dear Colleague:

We thank you for informing us of your interest in Business and Industrial Anthropology.

Although it has taken a bit of time, we are enclosing the promised mailing list of Business and Industrial anthropologists in the United States. Incorporated into our list are names of individuals affiliated with the Network for the Ethnographic Study of Science, Technology and Organization (NESSTO, PO Box 11442, Stanford, CA 94305).

As indicated in earlier correspondence, we at Wayne State University are preparing to teach a lower level Business and Industrial anthropology course this coming academic year, and in preparation for this course, we have managed to compile some rather diverse syllabi and course materials from a variety of sources. If you would be interested in receiving a copy of these materials for the cost of duplication and mailing, please send \$3.00 to either one of us. We expect to be able to mail these materials to you within 4-6 weeks.

For the upcoming AAA meeting in Denver, we are planning to host once again, a reception for Business and Industrial anthropologists so that we can informally discuss topics of mutual interest. If you wish to be apprised of our plans for the reception, please RSVP to 313-577-2935 as soon as possible.

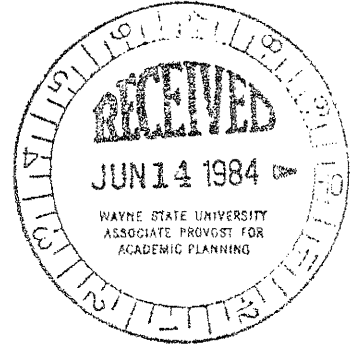
Sincerely,

Handwritten signature of Mark L. Weiss.

Mark L. Weiss  
Chair

Handwritten signature of Marietta L. Baba.

Marietta L. Baba  
Assistant Provost



Meta,

Caught another one.

PAMELA LINDSAY AMOSS Pamela Lindsay Amoss is currently working as a consultant for a small firm in Seattle, Washington which she founded with a psychologist. The firm works in the development and evaluation of social programs, primarily with the elderly. Before becoming a consultant, she taught at the University of Washington. Her areas of academic specialization were north-west coast Indians and the Middle East. "NAPA needs to find ways of serving practitioners by 1) developing the image of anthropology among the professions, 2) demonstrating the relevance of anthropology to policy and programs and 3) making practitioners aware of available opportunities in the private and public sectors."

*You might want to check out this person with the U of W - I've talked with her several times & I like the way she articulates practitioner concerns.*

*Also she's from the north west -*

A handwritten signature in cursive, appearing to be "P. Amoss".

Barry R. Bainton

5127 W. Aster  
Glendale, Arizona  
85304

Dr. Ralph J. Bishop  
1430 Crain Street  
Evanston, IL 60202

19 June 1984

Dear Dr. Bishop:

Thank you for your letter of June 7th inviting me to enter my name as a nominee for the Governing Council of the National Association for the Practice of Anthropology. I am very honored to be asked. I would be very happy to accept the nomination for a position as member-at-large. Under different circumstance I would like to enter my name for the Presidency, however; at this time, I am completing my Master of International Management degree here at the American Graduate School of International Management. And my employment plans thereafter are, to say the least at this time, up in the air. Therefore, I do not believe I will have the time and resources available to perform the duties of President. I am, however, very deeply committed to the goals and ideals of NAPA and would do everything possible as a member-at-large to promote these.

I am enclosing copies of the materials I am sending to Dr. Baba for your information and files. Thank you again for this opportunity.

Yours truly,

*Barry R. Bainton*

Barry R. Bainton. Ph.D.

cc. Marietta Baba  
encl. 4

P.S. After August 12th my address will be 6811 N. Cassim Pl. Tucson, AZ.  
85704 unless something else comes up in the meantime.

*Susan Scott-Stevens*  
*Consulting Anthropologist*  
*P.O. Box 3263*  
*Boulder, Colorado 80307*  
*(303) 444-7120*



June 19, 1984

Dr. Marietta Baba, Assistant Provost  
Wayne State University  
Detroit, MI 48202

Dear Dr. Baba:

It was with some surprise that I read Ralph Bishop's letter requesting that my name be entered into nomination as a candidate for the Governing Council of the National Association for the Practice of Anthropology (NAPA). Please go ahead and submit my name as a candidate for one of the five members-at-large. I have enclosed for your information the most recent copy of my vitae, as well as a statement reflecting my views on the state of anthropology as a profession today, and the ways in which I perceive NAPA can assist practicing anthropologists.

Honesty compels me to add that while I will be attending the annual meeting of the AAA this fall in Denver, (where I will be delivering a paper), I hope to be in Indonesia for the first six to eight months of 1985, doing the fieldwork for my dissertation. (My topic is the problems encountered by foreign consultants and counterparts involved in the transfer of technical knowledge in development projects.) Consequently, while I will be able to be reached by mail, I would not be able to attend any meetings of NAPA that might be scheduled for the first half of the year. Nonetheless, I would be delighted to serve on the Council if I am elected, and would do my best to participate as fully as I am capable of for the remainder of the term of office.

Ever since my first work in the field on the Navajo Reservation, when I first perceived the tremendous applicability of anthropological knowledge and precepts to the problems of the workaday world, I have been an ardent advocate of anthropology as a profession. Certainly it involves a good deal more than stroll-in down blue lagoons with one's informant discussing exotic rituals and customs. It would be a great opportunity for me to be able to work with other anthropologists who are as equally concerned with practicing anthropology.

I look forward with pleasure to meeting you and the other members of NAPA's Steering Committee this fall.

Sincerely yours,

*Susan Scott-Stevens*  
Susan Scott-Stevens

Enclosures

SUSAN SCOTT-STEVENS

Development Anthropologist  
P.O. Box 3263  
Boulder, Colorado 80307  
U.S. A.  
(303) 444-7120

Intensive experience and education in various aspects of development anthropology including:

HUMAN RESOURCES	SUPERVISION
PROBLEM SOLVING	FIELD WORK
RESEARCH	DEVELOPMENT PROJECTS
ANALYSIS (SYSTEMS)	SOCIO-ECONOMIC IMPACT STATEMENTS
CROSS-CULTURAL COMMUNICATION	INTERCULTURAL LABOR RELATIONS

EXPERIENCE

Graduate Research Assistant. Project Director, Dr. Elizabeth Moen. Growth Impact Group. Institute of Behavioral Science, University of Colorado, Boulder. Ethnographic interviewing in a small community targeted for energy development related growth. Meeker, Colorado. 1981.

Consultant. PRC/Engineering Consultants, Int'l., Denver, Colorado. In charge of socio-economic survey of pilot demonstration farms and introduction of new technology. Final report included recommendations for Lower Citanduy River Basin. Banjar, Indonesia. 1980.

Consultant. United Nuclear Corp., Division of Mining and Milling. Church Rock Operation, Gallup, New Mexico. Advisor to management on various aspects of a multi-cultural labor situation and Navajo-Anglo relations. 1980..

Consultant. PRC/Engineering Consultants, Int'l. Denver, Colorado. In charge of socio-cultural study influencing and contributing to the environmental impact of proposed water development project(s). Semarang, Indonesia. 1979.

Applied Anthropologist/Researcher. Independent research at Black Mesa, AZ (Peabody Coal Co. mining operations). Field work; participant observation, in-depth interviewing, literature research. (1977-1979).

Graduate Research Assistant. Dr. A. P. Olson, University of Denver, Denver, Colorado. Coordinator, researcher, typist. Contract archaeology. (1976-1977)

APPLIED ACHIEVEMENTS

Identified and mediated sensitive political, religious and cultural problems pertinent to development projects resulting in substantial savings in money, time, and project location. (\$7 million project)



APPLIED ACHIEVEMENTS (cont'd)

Negotiated labor policy statement between private industry and Native American Tribe resulting in enhanced communication, and lease negotiation. (\$3 million project)

Drafted guidelines and recommendations for domestic cross-cultural training program resulting in management training programs, facilitating the possibility of other projects in the region.

Supervised, researched analyzed and wrote socio-economic impact statements for major dam constructions and agricultural development projects overseas.

Developed guidelines for increased productivity and morale, job training, management-labor relations, and stabilization of work force in a multi-cultural work situation.

Counselled technical supervisory personnel in effective intercultural relations.

Produced guidelines for handling negotiations and arbitration for cross-cultural labor relations, e.g. strikes. (Multi-million dollar coal mine on Navajo Reservation)

EDUCATION

Present: Ph.D. candidate, University of Colorado, Boulder. Anthropology  
M.A. Anthropology (cultural). University of Denver. 1979  
B.A. History. University of Colorado. 1972.

PROFESSIONAL SOCIETIES

American Anthropological Association; Practicing Anthropology Unit;  
Society for Applied Anthropology. Southwestern Anthropological Society;  
American Ethnological Society. American Association for the Advancement of  
Science.

PERSONAL

Married

Good Health

PAPERS AND PUBLICATIONS

INTERCULTURAL COMMUNICATION AT AN ARIZONA COAL MINE: A Model for Cross-Cultural Communication. Paper presented at the Fifth International Conference on Culture and Communication. Philadelphia, PA. March, 1983

APPLIED ANTHROPOLOGY AS A BUFFERING ROLE: Consultants and Local Professionals. Paper presented at the High Plains Regional Section of the Society for Applied Anthropology. Denver, CO February, 1982

INTEGRATION AND ASSIMILATION: Chapter report for Growth Impact Group. Institute of Behavioral Science, University of Colorado. May, 1982.

MIGRANT MINERS: Labor and Management Problem. Paper presented at the High Plains Regional Section of the Society for Applied Anthropology, Boulder, CO February, 1981.

APPENDIX G: SOCIAL AND ENVIRONMENTAL ASPECTS: Directorate General of Water Resources Development, Ministry of Public Works, Republic of Indonesia. Jratunseluna Basin Updated Development Plan. May, 1980, by PRC Engineering Consultants, Inc. Englewood, Colorado, U.S.A. Semarang, Indonesia.

SOCIAL ECONOMIC ASPECTS: Langensari and Padringan Pilot Demonstration Farms, with Recommendations and Guidelines for Citanduy Basin and North Lakbok Technical Irrigation Systems. Final Report. Directorate General of Water Resources Development Ministry of Public Works. Republic of Indonesia. Submitted to Prc Engineering Consultants, Inc. Englewood, Colorado, U.S.A. Banjar, Indonesia. September, 1980.

LABOR RELATIONS AT AN ARIZONA COAL MINE: An Applied Study of Intercultural Communication in the Journal of the Colorado Wyoming Academy of Sciences, Vol. XI, No. 1, April, 1979.

THE NAVAJO AND PEABODY COAL COMPANY: A Case Study of Communication in An Intercultural Labor Relationship. M.A. Thesis. August, 1979.

## STATEMENT FOR NATIONAL ASSOCIATION FOR THE PRACTICE OF ANTHROPOLOGY

Anthropology has long been recognized as a scientific tradition with a venerable history. Anthropology as a profession however, has been stereotyped for too long as a career taken up only by eccentrics or exotic deviants; with its interests and concerns as having little or no relevance to the "real" world. This stereotype unfortunately is shared by people both within and without the discipline.

Businessmen, administrators in government, and policy-makers alike rarely know of the differences among and between anthropologists, and anthropologists themselves have done little to make them aware that differences exist. Caught up in the stereotypes and objectives of anthropologists from the early decades of this century, all too many anthropologists are unaware of the very "real world" contributions other anthropologists have made, and are continuing to make in all of the anthropological fields of interest.

The traditional job market for anthropologists, academia, is becoming more and more limited. More and more anthropologists find themselves looking for work outside of academia and finding that even if employers know who and what they are, they do not know what anthropologists can do. Furthermore, anthropologists themselves are frequently unaware of how their basic anthropological skills can be applied outside of academia. Even then, they often find themselves unprepared for some of the demands and contingencies of working outside of the conventional ivory towers.

Anthropology then, as both a discipline and a profession, is faced with a number of problematic issues. Anthropologists must make themselves and the applicability of the discipline more visible to the world of work. In short, anthropologists have before them a marketing problem of substantial proportions. Moreover, as more and more anthropologists find work outside academia, new standards and criteria must be formulated and decided upon within the profession, and within the institutions which claim to train "applied anthropologists" least the discipline, its practitioners, and its clients suffer.

To that end, the National Association for the Practice of Anthropology (NAPA), as a newly organized unit of the American Anthropological Association, is in position to uniquely influence and shape the course of practicing anthropologists. It can stimulate a greater interest in anthropology as a profession; provide assistance to people who have chosen anthropology as a profession; and to those people and institutions who are training a new generation of anthropologists. It can provide guidelines and recommendations as to the elements of that training, as well as to the general public by providing a greater awareness of the different types of anthropology and its relevance to the problems of the "working" world.

NAPA cannot achieve these objectives through an exclusionary or elitist stance; that is by denigrating other professional anthropological associations, or by competing with them for members. It can, however, use its position within the American Anthropological Association (AAA) to best advantage, so that it can indeed "...represent the practice of anthropology and the interests of practicing anthropologists within the American Anthropological Association, to other organizations, and to the general public, and to further the practice of anthropology as a profession."

~~AAA~~

CURRICULUM VITAE

NAME	Gordon Mark Schoepfle
PLACE OF BIRTH	St. Louis, Missouri
DATE OF BIRTH	February 25, 1946
HEALTH STATUS	Excellent. Weight 150 lb Height 5'9"
UNDERGRADUATE DEGREE	BA, Anthropology, University of California, Berkeley, June 1968
GRADUATE DEGREES	Ph.D., Anthropology, Northwestern University, August 1977

EMPLOYMENT EXPERIENCE

1. SEPTEMBER 1981 - PRESENT: Principal Investigator, Navajo Biomedical Research Project in Navajo Alcohol and Substance Abuse. Navajo Community College - Shiprock. Project is intended to describe Navajo views of drinking careers, drinking strategies, and varieties of drinking. Tasks include training of Navajo researchers in cognitive interview and analysis techniques. Also write-up of ethnographic study reports, assistance in routine administrative tasks, and writing proposals for further research and development. (Position 1/2 - time)
2. APRIL 1983 - PRESENT: Bilingual/Bicultural Education Curriculum Developer for the Navajo Academy, under Title VII. Tasks include the writing of a book on modern Navajo political, economic, educational and religious affairs for use at the secondary educational level by Navajo students. Tasks also include further proposal writing, cultural orientation of the staff, and educational planning. (Position 1/2 - time)
- SUMMER 1981, 1982, 1983: Adjunct Professor, Northwestern University Summer Field school in Ethnography. Tasks include lecturing students on cognitive ethnographic methodologies, and individualized instruction and supervision of student projects. (Position 1/2 - time)
- OCTOBER 1980 - SEPTEMBER 1981: Director, Research Project "A Study of Traditional Navajo Land Use in Modern Ecological and Economic Contexts," Navajo Community College - Shiprock Campus. Project was funded by a grant from the National Science Foundation Program in Appropriate Technology. Pro-