

CANDIDATES (Continued)

Governing Council to full strength.

Pamela Lindsay Amoss. Pamela Amoss is currently working as a consultant for a small firm in Seattle, Washington, which she founded with a psychologist. The firm develops and evaluates social programs, mainly for the elderly. Before becoming a consultant she taught anthropology at the University of Washington.

"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 public and private sectors."

Ralph Anderson. Ralph Anderson teaches at the University of Tennessee-Chattanooga in the Department of Human Services Administration and is acting head of the UTC Center for Urban Applied Research. He previously worked as senior planner in a regional health planning agency in Milwaukee, Wisconsin, and was Director of Planning and Evaluation at the Curative Rehabilitation Center of Milwaukee.

"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. 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."

Barry R. Bainton. Barry R. Bainton has recently completed his studies and been awarded a Master of International Management Degree from the American School of International Management. Previously he was Deputy Executive Director of the Consortium for International Development, managing contracts with a total value in excess of \$50 million. Dr. Bainton has been a member of the Society for Applied Anthropology's Committee for an Anthropology of the Future, and has served as a career counselor at the AAA annual meetings.

"For more than a decade I have fought, in my own way within the profession, for the full recognition of the legitimacy and value of the practitioner. A second concern is the lack of a clear definition of anthropological input into practical and policy issues. Finally, anthropology is the only discipline I am aware of where 'professional applied training programs' are being designed and promoted by non-practitioners. I will work to involve practitioners and academic anthropologists in a dialogue to develop curriculum and training ideas to better prepare students for the world of practice."

Steve Barnett. Steve Barnett is currently a vice president at Planmetrics, Inc., a New York-based research and consulting firm, and is founder of their Cultural Analysis Group. Clients include government, special interest groups, and private firms. Before joining Planmetrics, he taught at Princeton, Brown, and M.I.T.

"NAPA has two immediate tasks: creating a stimulating organization and not alienating those anthropologists with no academic affiliation. I will try to represent their interests, both in terms of developing programs for professional development, and in 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."

Patricia Mariella. Patricia Mariella currently works for the Inter Tribal Council of Arizona as a research analyst. She is a member of the Freeway Relocation Hardship Review Commission of the city of Phoenix, and has worked as a consultant to tribal governments, impact assessment firms, and adult education firms.

"NAPA needs to move rapidly to address specific needs of professional anthropologists, including establishment of a federal personnel category for anthropologist, and development of professional standards for anthropologists working in various fields. As a new organization, NAPA needs to actively encourage and facilitate participation from all professional anthropologists, and to solicit continued direction from its developing membership."

George Roth. George Roth has worked for the last eight years as a cultural anthropologist in the Bureau of Indian Affairs. His work involves developing recommendations for or against federal recognition of previously unrecognized tribes. Roth earlier taught anthropology at San Bernardino, California. 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 Ethnography 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."

Susan Scott-Stevens. Susan Scott-Stevens is a development consultant now completing work towards her Ph.D. at the University of Colorado. She has worked in the Southwestern United States and in Indonesia. Her dissertation research is an investigation into the problems encountered by foreign consultants and counterparts involved in the transfer of technical knowledge in development projects.

(Continued on Page 8)

"NAPA can stimulate a greater interest in anthropology as a profession; provide assistance to people who have chosen anthropology as a profession; and provide assistance to those people and institutions that are training a new generation of anthropologists. It cannot achieve these objectives through an exclusionary or elitist stance, but can use its position within the American Anthropological Association to great advantage in pursuing them."

Bob Wulff. Bob Wulff is currently an economic development officer at the U.S. Department of Housing and Urban Development, working in the section which deals with action grants for urban redevelopment. He has extensive experience in practitioner and anthropological organizations. He developed the PRAXIS awards; 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 Professional; 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."

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BULLETIN BOARD

MARGARET MEAD AWARD

Nominees for the 1985 Margaret Mead Award are being sought until December 1.

The Margaret Mead Award, jointly presented by the American Anthropological Association and the Society for Applied Anthropology, is awarded to a younger scholar for a particular accomplishment, such as a book, monograph, film, or service, which interprets anthropological data and principles in ways that make them meaningful to a broadly concerned public. The nominee must be under 40 years of age,

or have received the Ph.D. after January 1st, 1975. The award will exemplify skills in broadening the impact of science--skills for which the late Margaret Mead was widely admired. Previous award recipients have included Sue Estroff, Ruthann Knudson, Nancy Scheper-Hughes, and Mary Elmendorf.

To be considered, applications must include: 1) the nominee's curriculum vitae; 2) a letter of recommendation, describing the nominee's accomplishment; and 3) other supporting material documenting the nominee's impact on relevant publics. Nominees are judged by the supporting material, using the following criteria in order of importance: a) intellectual quality; b) clarity; c) depth of impact; and d) breadth of impact.

The award will be presented at the 1985 AAA Meeting. The recipient will be selected by the 1985 Margaret Mead Award Committee, consisting of Barbara Pillsbury (Chair), Michael Agar, Madeleine Leininger, and Will Sibley.

Please send nominations and four copies of supporting material to Barbara Pillsbury, Chairperson, Margaret Mead Award Committee, c/o Society for Applied Anthropology, 1001 Connecticut Ave. NW, Suite 800, Washington, D.C. 20036. Supporting material will not be returned unless specifically requested. Submissions arriving after December 1, 1984 will not be considered.

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GOVERNING COUNCIL ACTION

Over the summer, the NAPA Governing Council voted 1) to reduce its numbers from 9 to 7 members; 2) to establish a file of expert consultants familiar with conditions in foreign countries, by area of expertise; 3) to hold election for permanent officers and council members, distributing ballots through the September issue of the NAPA BULLETIN.

National Association for the Practice of Anthropology
American Anthropological Association
1703 New Hampshire Avenue, N.W.
Washington, D.C. 20009

On starting a Business

This is the first in a series of articles on the business aspects of anthropological practice. Future articles by active practitioners will deal with operating a practice. Here we will discuss the decision to start a practice or other business.

Being one's own boss is a powerful and seductive notion. The entrepreneur or independent professional has no superior to report to; no dean, no C.E.O. The self-employed are masters of their own fate, subject of course to federal, state, and local laws, regulations, and taxes; competition and other market factors; and the demands of their clients, customers, and creditors.

Starting a business is not much different from doing fieldwork in an unfamiliar culture. Regardless of how much homework you've done, when you get to the field, you're likely to discover that things aren't quite the way the books described them, and that you know a lot less than you thought you did about what's going on. Eventually, though, you'll learn how things are done, and if you pay attention, you'll ~~learn how to do a lot of them yourself. Under the right circumstances, in~~ business, ~~xxxxxxxxxxxx~~ you'll learn enough to survive in the bush on your own.

On your own is the key here, because the only support system you'll have is the one you put together for yourself. With that in mind, here are some things to consider if you're considering setting up your own shop.

I. ARE YOU GOOD ENOUGH?

Do you have something useful to offer?

Who else is offering similar products or services?

Can you compete with them on quality and price?

Can you sell? If you can't, find a partner who can, or forget about working for yourself. People have to know you're around, and know ~~xxxx~~ what you can do for them, and know that you're the right one to do it for them. Who's going to convince them if you can't?

II. CAN YOU HANDLE THE PRESSURE?

~~xx~~
~~xx~~

6 Are you willing to give up vacations and weekends for the foreseeable future?

7 Can you travel long distances at short notice?

8 *How much stress can you live with?*

- 5 Are you prepared to live hand-to-mouth until you become successful?
- 2 How much stress can your family life take? *Is your spouse?*
- 3 How ~~much~~ ^{much} are you willing to risk financially to get started? *what are you taking?*
- 4 Are you willing to put in a minimum of two to three years to get off the ground?

III. CAN YOU MAKE A LIVING AT WHAT YOU WANT TO DO?

It may be a great idea, but will it make money?

Who are your potential clients or customers, and how much can they spend on your product or service?

U.S. Business and political conditions change ~~every~~ continually. What effect will policy shifts and economic changes have on your business?

Realistically, how much do you think you can make doing this? No you can't, at least not at first.

How much do you think it will cost just to get people to do business with you? It pays to advertise, but it costs.

How much will it cost to run your office? Did you count the paper-clips? Lightbulbs? Trash bags? The roof leaking and making Applesause out of your computer? Figure out everything that could possibly cost you money, and then tack on about thirty percent to cover all the things you didn't think of.

Now, how much money do you need to live on?

How much of that will have to come from your business?

What happens if the money that's supposed to come from your business doesn't come in as soon or as abundantly as you thought it would?

If you find these questions daunting, perhaps self-employment is not for you. If you are undismayed and enthusiastic after going through this list, then go for it and good luck.. That's something else you'll need.

Albert, Kenneth J. How to Pick the Right Small Business Opportunity. McGraw-Hill 1977 (paperback 1980)

NATIONAL ASSOCIATION FOR THE PRACTICE OF ANTHROPOLOGY

*May not a
P.D. subser
tract? On
work for another
anthropologist
as an employer.*

The National Association for the Practice of Anthropology (NAPA) is a membership organization established through the American Anthropological Association to serve the needs of practicing anthropologists. By "practicing anthropologist" is understood anthropologists who work for organizations, institutions, or clients that are not anthropologists. "Practicing anthropologist" means, especially, full-time practitioners. However, it also includes part-time practitioners (usually academically-based anthropologists who work for non-anthropologist clients on a part-time basis).

NAPA's general purpose, as stated in its by-laws, is: "to 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."

More specific goals of NAPA include the following:

- * to help practicing anthropologists develop and refine the substantive skills sought by non-anthropologist clients (e.g., in social analysis and impact assessment, communications, policy analysis, management and administration, and in project and program design, implementation, and evaluation);
- * to help practicing anthropologists develop and refine the practical skills needed to market their services and to work effectively with non-anthropologists (e.g., proposal development, contract negotiation, legal aspects of building a practice, working on teams);
- * to take a lead in steps to legitimize anthropology as a practice (e.g., establishment of a federal personnel category for "anthropologist" and, when and if appropriate, certification);
- * to provide a means of quick communication among practicing anthropologists about:
 - employment opportunities,
 - how to establish and build a practice,
 - ethical issues and possible solutions,
 - ongoing projects and programs, and
 - outcomes of work undertaken;
- * to produce a regularly updated Directory of Practicing Anthropologists;

FEBRUARY 14, 1985
2145 Park Ave
La Crosse, WI, 54601

Dear Ralph

I received your letter with the minutes of the last MAPA meeting in Denver and it sounds like the organization is finally formed. I also liked your idea about networking to a regional meeting at some time in the future. I would attend such a meeting.

The reason I am writing, to get some information from you about the upcoming Applied meetings or conference in Washington D.C. sometime this spring. Let me know by post if you have any information. ALSO, what are the addresses of MAPA, where can it may be captoled. I'll see you when I see you

Sincerely
Vally Fournaker

BARBARA PILLSBURY, PhD, Anthropologist
18057 Coastline Drive, Malibu California 90265, USA

MEMORANDUM

TO: NAPA Governing Council and Committees *Ralph*
DATE: February 21, 1985
SUBJECT: "Program Statement" and "Strategic Plans" for NAPA

Program Statement. Enclosed is a draft I have prepared of what some of us have been calling the "program statement" for NAPA. This is intended to be a descriptive statement that we use to tell both members and potential members what NAPA is all about. Most immediately, Max Drake (chair, membership committee) will use it to make up a membership form (brochure?) that we can all have on hand to give interested people. Helen Fisher may also decide to publish this in an upcoming AN. In drafting it, I tried to give the impression that there's a lot already going on, without being too specific so that people say we're not delivering.

Please review this and return it to me with any and all changes you can think of that would make it a better statement of what we're up to.

Strategic plans. If you are a committee head, please remember that you are to be sending me your "strategic plan" by March 15.* Ideally, this should include: 1) a description of things you will undertake in 1985; 2) a description of things you will undertake in the slightly longer-range (such as the next two or three years); and 3) a budget for these activities.

Do this in whatever way seems best to you. But be sure to do it! I'll review these and then call or write with comments, as necessary, so that we can have some good plans to discuss at the spring meeting of the Governing Council on April 13.

Thank you for your efforts! We have a great and exciting opportunity to make NAPA a superb and useful organization. Please try your best to put NAPA up high on your priority list and take the time to make a good contribution.

*Please help Helen out on this for the Publications Committee, since the Bulletin must fit into that overall picture.

And I hope all goes well for you all with your new precious baby!

Best wishes!

Barbara



national
association for
the practice of
anthropology

Ralph Bishop Co-Chair
Helen Fisher, Co-Chair
NAPA Publications Committee

H.

AN INVITATION TO WRITE FOR NAPA

THE NAPA BULLETIN:

Publishes reports (15 ^{will} double spaced pages or less) and short news pieces

IS THIS TRUE? OF META'S TOO? →

WRITE on your field of practicing anthropology:

- TOPICS may include:
- What you do
 - The skills you use
 - The history of your field
 - How students should prepare to enter your field
 - Lists of and comments on important books and articles in your field
 - How you built a non-academic career
 - What you have learned about anthropology in the workplace

WRITE technical instructional reports:

- How to set up a consulting practice
- How to publish in popular magazines
- What you need to know about the law
- Any other aspect of your business relevant to NAPA members

WRITE shorter news pieces:

- A recent field experience
- A recent speech
- A recent paper
- Commentary on a recent event
- A new theory
- A progress report
- An ethical dilemma
- A tax tip
- A book review
- A new method of problem solving
- An innovative style of practice
- A new career opportunity
- New networks
- Recent activities in a local practitioner organization
- Job finding strategies
- Available jobs
- New appointments
- Relevant fiction or poetry
- Announcements

NAPA SPECIAL PUBLICATIONS:

^{Book-length}
Longer NAPA publications composed of chapters by different authors dealing with a specific ^{branch} aspect of practice

EDIT a book on your field of anthropological practice:

- ^{plan} Design the chapters of your publication
- Invite colleagues to write each chapter of your publication
- Submit a 1-3 page ^{abstract} synopsis discussing what the book is about, along with your list of chapters and invited ^{authors} participants and a paragraph explaining the contents of each chapter
- Oversee the writing of all chapters
- Write the introduction and conclusion to the book
- Edit your book for style and content in consultation with members of the NAPA Publications Committee.

Please call or send publication suggestions to:

Ralph Bishop
All Saints Episcopal School
Confederate Ave
Vicksburg, MS 39180

Helen Fisher
65 East 80th Street
New York City, NY 10021
(212) 744-9870 / (212) 925-6621

Ralph - I drafted this as a letter to send out to get manuscripts - use or throw

Feb. 28, 1985

ANTHROPOLOGY NEWSLETTER: April Issue

UNIT NEWS

NAPA UNIT

Contributing Editor:

Helen Fisher, Secretary

*Hi Ralph,
Various aspects
of the bulletin have
been cannibalized
to get this out
I am sorry
Love
H.*

TRADITIONAL HEALERS AND BIRTH ATTENDANTS GET SUPPORT FROM WHO

Barbara Pillsbury, President of NAPA, has just returned from New Delhi, India, where she participated in a World Health Organization consultation titled: "Approaches for Policy Development on Traditional Health Practitioners, Including Traditional Birth Attendants". Barbara was one of eight "expert advisors" appointed to this consultation and the only advisor from the United States. She reports that the panel of "expert advisors", together with representatives of involved United Nations agencies, resolved that traditional health practitioners must be recognized as an important, and in some countries essential, health manpower resource for primary health care programs. The group also recommended that WHO urge governments of developing countries to rescind whatever prohibitive or restrictive legislation regarding traditional healers and birth attendants that may currently exist in their countries. A report on this New Delhi consultation will be available to the public from WHO later this year. If you need further information, you may contact Barbara at 213-459-5937.

^{ed}
PLUGGING IN

Robert Trotter, Co-Chair of the NAPA Electronics Communication Committee has researched the possibility of setting up a computer-based communication system for NAPA members. He reports that NAPA should design our own computer-based communication system rather than subscribe to a commercial one for several reasons. A customized system on a commercial service such as the Source could cost as much

as \$5,000 to set up and user fees would be additional. One manufacturer has offered NAPA discounts on ^{(the necessary} computer equipment and software. Moreover, Bob feels we may be able to get a company to donate the computer. Bob has volunteered to run this system and he feels we can be "plugged in" within six months.

Our computer system can offer two basic services: a bulletin board and electronic mail. The bulletin board service lists items of interest to users and individuals can obtain access to all items or only those categories of direct interest. Equally important, certain parts of the bulletin board can be restricted to holders of special access codes. So with this system, NAPA could have some messages available to the general public, while others could be available only to NAPA members. The electronic mail system directs messages to specific individuals or groups of individuals. Each participant would have a "mail box" on his computer terminal to receive messages and an access code to respond. With this system several NAPA members could correspond simultaneously and instantly.

Bob needs to know what kinds of services NAPA members need and would be willing to pay for. So a questionnaire has been circulated through our NAPA bulletin. However, for those who are not members of NAPA but are interested in joining and using this NAPA communication system, we would appreciate your comments and answers to the following questions: 1) What type(s) of computer do you have access to and where? 2) Do you have access to a modem? 2a) If yes, what baud rate (300, 1200, both)? 3) What kind of information and service do you want to see on the system? (Job bank? Grants and Contracts Bulletin Board? Co-operation column? newsletter? conversations on topical issues? mailboxes? instant polls? finder file for temporary and forwarding addresses? other programs?) 4) Would the existence of a system in-

corporating these features influence you favorably toward obtaining a computer and modem? Please send your responses to Bob Trotter, Administration 324A, Pan American U., Edinburg, TX 78539

NAPA BULLETIN EDITORIAL POLICY

Ralph Bishop, Editor of our NAPA Bulletin, writes "The bulletin is meant to be a useful tool for practicing anthropologists. As a Quarterly publication, it is not well suited for rapidly aging news items, although events that occur close to the issue deadlines will be reported and are welcome. But we are particularly interested in articles and commentary relating to practical problems faced by anthropological practitioners. Examples include practice or small-business management advice based on practical experience; financial and tax tips for practitioners, case histories of successful (and unsuccessful) projects; information on techniques of marketing, public relations, and proposal writing; material on professional development; travel tips; ~~and~~ reviews of books and journals of special interest to NAPA members. Please send your correspondence to Ralph J. Bishop, Editor, NAPA Bulletin, Box AA 1497, Evanston, IL 60204

1430 Crain Street
Evanston, IL 60202

March 4, 1985

Walter Funmaker
2145 Park Ave.
LaCrosse, WI 54601

Dear Wally,


Sorry to be so long in answering your letter of February 14. I had to take some time off to get the house ready for the new baby (Russell, born 2/26/85) and am just now trying to clear off my desk a little.

The SfAA meeting is in Washington DC next week. The dates are March 13-17 at the Washington Plaza Hotel.

Membership correspondence for NAPA goes to the American Anthropological Association, 1703 New Hampshire Ave., NW, Washington, DC 20009; editorial correspondence goes to me at the above address.

I am putting together a panel on ethical issues in anthropological practice for the December AAA meeting. If you have any interest in this, or could recommend someone who does, please let me know as soon as possible.

Sincerely



Ralph Bishop

March 4, 1985

TO: Helen Fisher, publications chairman; Barbara Pillsbury; Meta Baba

FROM: Ralph Bishop

RE: Proposed publication program for NAPA, 1985-1990.

1985: 1. Publish BULLETIN in accordance with editorial policy statement put forth in Vol 2 #1. Appropriate contributions for the BULLETIN can be solicited through the Anthro Newsletter. My argument is that time sensitive news items should be published in AN and that features of special interest to practitioners be limited in most cases to the BULLETIN, if only because NAPA offer its members something they can only obtain by joining, and that they all can use regularly.

2. Publish the final version of the NAPA program statement as a membership brochure, and distribute it in whatever way the membership committee and governing council deem appropriate.

3. Record promising NAPA sessions at the AAA annual meeting for future transcription and publication. Sessions presenting case histories of problems or procedures in practice are probably the most pertinent for this purpose.

1986-1990: Establish an ongoing series of handbooks for practitioners. these should be short (125 pp maximum) vademecums, easily transportable, and each on a separate topic likely to emerge as a difficulty in designing or carrying out a project. Together, they would form a comprehensive handbook of anthropological practice. Appropriate subjects might include ethics, management, working with different kinds of clients, and marketing. To insure uniformity, the series should have a general editor, who would be responsible for searching out editors for each volume. The volume editors would be recognized as knowledgeable in their fields, and would work with the general editor to obtain appropriate contributions. Material might be drawn from symposia, collected reprints, and original contributions. (I am willing to act as general editor for such a series).

BUDGET: A 1985 budget for the BULLETIN has been proposed. It may be appropriate to devote some of the funds earmarked for a larger-than-normal issue of the BULLETIN toward other publications. The cost and pricing of a series of booklets is a matter for further study.

IT'S A BOY!

Russell Glen Bishop, born February 26
You'll get the official
announcement later

April 1, 1985

TO: Barbara Pillsbury, NAPA President; Meta Baba, President-Elect;
Helen Fisher, Publications Chair; Mark Schoepfle, Treasurer.

FROM: Ralph Bishop

SUBJECT: 1. NAPA BULLETIN: Editor's report. 2. Program committee expenses.

1. Volume 2, Number 1 of the NAPA BULLETIN was shipped to Washington, D.C. for mailing under the AAA's third-class permit on February 20, 1985, and mailed from Washington on either the 25th or 26th. In all, 671 copies were distributed. A summary of editorial expenses, exclusive of mailing from Washington, is attached, as is a letter from Ed Lehman to me transmitting reimbursement of \$258.52.

I would like to bring to your attention the following items for consideration.

1. The governing council should be aware that full distribution of the BULLETIN via bulk mail can take up to seven weeks.
 2. I suggest that the BULLETIN be published in accordance with the policy proposed in the latest issue, or not at all. There should in any case be minimal overlap with the unit news in the Anthropology Newsletter. The primary advantage of publishing the BULLETIN is that it is a service available only to members.
 3. I have received payment for one advertisement to be run in the next issue. I am holding the check (for \$15.00) until closer to the publication date.
 4. Ed Lehman has suggested to me in connection with the proposed budget for the BULLETIN that the cost of any special mailing intended to recruit new members be charged to membership. This seems reasonable and I concur. So doing would cause a reduction of approximately \$540.00 in the BULLETIN budget and an identical increase in the membership budget.
2. The program committee needs a line item in the budget. Putting together an invited session is not cheap. I would recommend \$100.00 for each invited session; \$15.00 for each non-anthropologist invited on a waiver, so that we can at least buy them a decent lunch on the day they are expected to perform; and enough to cover the tickets for participants in luncheon roundtables. (Note: my current phone bill lists \$94.80 in long distance calls made to arrange the invited session on ethics.).

If you need to get in touch with me during the governing council meeting on April 13, I will be home after 11:30 a.m. E.S.T. The number is (312) 491-9146.



American Museum of Natural History

May 2, 1985

Dear Ralph,

I am delighted we will be working together--probably for years.

Enclosed is a copy of the WAPA questionnaire that they send to those to be entered in the directory, a copy of the questionnaire that Max has designed, and a page from the NESSTO directory that you probably have.

I have called Bob Wulff and asked his secretary to tell him to send a copy of the WAPA Directory directly to you and to me also.

Consensus of opinion was that we should use the WAPA Directory as our guide. Fine with me. Let's see what it looks like first.

I will call you about three days after I receive my copy of the WAPA directory and we can arrange for a time to get our act together. Then we write Max and insert our questions.

get advice from QC, then we

You have the NAPA list of members. Max will need that.

I am so glad to hear about your job. Commuter marriages can work.

Talk soon. Best,

Helen Fisher

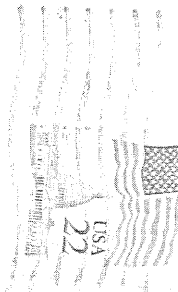
PS Just got a letter from Barbara. She suggests we get the WAPA directory from Bob, decide if we want to use it as a model, then "write up what we propose, and then send that to the Governing Council members saying that ^{you} welcome suggestions by x data, after which ^{you} will proceed." good, eh? L.

PSS I wrote Meta and expressed our delight that she will be editing a volume on BUSINESS ANTHROPOLOGY for our forthcoming NAPA Special Publications series. I told her we would make it a best-seller--which we will.

I also said we would be back in touch soon.

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

Ralph Bishop, Editor
~~1430 Grain Street~~
~~Evanston IL 60202~~
All Saints School
Conferate Avenue
Wesleyburg MS 39180



Ralph J. Bishop

Educational Resources

1430 Crain Street Evanston, Illinois 60202 (312) ⁴⁹¹⁻⁹¹⁴⁶~~328-5557~~

May 7, 1985

Dear Helen,

Thanks for your letter and the directory material. The WAPA questionnaire looks good; we need something that will incorporate the experience of those members who have academic appointments (full or part-time) and practice part or full-time. Max's material addresses the question, but I think might use some modification. Has he mentioned to you the idea of putting the directory information questionnaire in a separate section from the general questionnaire, so that those who wish to be listed need not feel compelled to answer all questions? There is some merit to this, I think.

In consideration of possible wider circulation of some of the publications in the NAPA series than PAA is likely to give them, it might be worthwhile for us to take a look at what a correspondent of mine, Judith Appelbaum, has to offer.

Judith is a former contributing editor of PUBLISHERS WEEKLY, and has also written, with Nancy Evans, a very successful book on getting books published and promoted. She has been, for a number of years, a principal in a firm called Sensible Solutions, Inc., which works with authors, publishers, distributors, and media to bring books to their maximum market--that at least is the claim. Since her office (14 E. 75th St., 861-3693) is just a hop, step, and jump from your place, it shouldn't be hard for you to make connections, should you be so inclined. I have taken the liberty of giving her your name and address, in connection with the series, in case she feels inclined to seek us out. I think your experience as an author, etc. may put you in a position to evaluate the potential of her services.

Yours,





May 14, 1985

Helen Fisher
65 East 80th Street
New York, NY 10021

Dear Helen:

Thanks very much for your letter of May 2. I agree that the meeting in Washington was productive. Barbara and I have been in regular contact, trying hard to keep on top of things. Of course, the organization is so new that it is difficult to anticipate every contingency, but so far we appear to be making progress.

As we discussed in Washington, I would be interested in editing a special NAPA/AAA publication on Business Anthropology. I believe that such a publication could be quite influential in stimulating the development of linkages between the academic and practitioner communities, and could serve as a resource to academic departments in strengthening applied anthropology programs. However, before I make a commitment to edit the volume, there are a number of issues that must be addressed.

First, my concept for the volume would be to develop a review of the entire field of anthropological applications in business, including international business, marketing to ethnic groups, industrial ethnography, anthropology of work, corporate culture and symbolism . . . the whole area. I would like the volume to include both historical overviews showing the contributions of anthropologists in each area, and to summarize the state-of-the-art in each field as well. In addition, I envision a special section on emerging issues and trends in the field, such as anthropological ethics in business and new training needs for business anthropologists.

Second, with respect to potential markets, I would like the book to target two constituent groups. I believe that the book would be useful in encouraging students and faculty in academic departments to consider business as a legitimate field for the application of anthropological knowledge and techniques. Also, the book should be useful to practitioners, both as a frame of reference for their own work, and as a call to "return" to the profession with their intellectual and practical contributions.

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Helen Fisher - p. 2
May 14, 1985

Thirdly, I would like the publication to be first rate, and so it would take some time to organize properly. Hopefully, we would be able to get some "name" contributors to write original pieces for this book, which I would synthesize and integrate with an overview chapter and introductory pieces for each section. What sort of time line did you have in mind for this project? I am committed currently to produce a book chapter during the summer, but conceivably could get to work on such a publication during the fall. I could use the December AAA Meetings as an opportunity to round up some contributors.

These are my initial ideas about the structure, content and time-frame for a Business Anthropology publication. I very much would like to hear your suggestions regarding the book, its objectives and structure. I am not wedded to any of the ideas set forth above, but I am primed for the "general survey" approach, since I use that approach in my Business Anthropology course. Please let me know what you think. By copy of this letter, I am also requesting input from Barbara Pillsbury and other individuals interested in the field of Business Anthropology.

With regard to your comments on SUCCESS Magazine, I have enclosed here for your review a reprint of my paper (co-authored with Bernard Zeigler, a computer scientist) on punctuated equilibria and organizational evolution. The paper has received attention from developmental psychologists who think that the "peripheral" personality may be a critical component in social change. In fact, this paper emerged from a Max Planck Institute conference on human development and social change held in Berlin during 1982. As you will note in reviewing the paper, we discuss the application of a punctuated equilibria model of culture change to understanding business and economic development. If you think the editor of SUCCESS would be interested in something along these lines, let me know, and perhaps we can come up with an article.

One final note on the NAPA Nominating Committee. In case Jo Rainie Rodgers has not had an opportunity to contact you, I want you to know that you have been nominated for an at-large seat on the Governing Council (for elections that will be held this Fall). We will need from you a short biographical sketch and a candidacy statement. Please send these materials to me as soon as possible.

I am looking forward to hearing from you in the very near future.

Sincerely,



Meta Baba
President-Elect, NAPA

cc: B. Pillsbury
E. Lehman
J. Rodgers

May 24, 1985

Helen Fisher,, Co-Chair
NAPA Publications Committee

NAPA PUBLICATIONS COMMITTEE: Responsibilities of the chairs:

The NAPA Publications Committee is co-chaired by Helen Fisher and Ralph Bishop. At this time it has one member, Al Ryan. Duties include

Establishing and overseeing a NAPA series of publications that includes all aspects of practicing anthropology, that conforms to AAA and NAPA standards, and that is published by the AAA. This will include:

Soliciting publications from individuals qualified to write on specific areas of practicing anthropology.

Setting up procedures and deadlines for each publication.

Overseeing the progress of each publication on a regular basis.

Editing the final copy of each publication.

Overseeing the printing of each publication by the AAA.

Publicizing NAPA publications outside of the AAA.

Setting up a peer review system for the NAPA publication series.

Sending publications out for peer review prior to publication.

Producing a Directory of NAPA Members and updating it bi-annually.

Re-instituting the NAPA Bulletin when appropriate.

Overseeing all financial arrangements associated with the NAPA Publications Committee.

Communicating all pertinent information regarding NAPA publications and activities of the NAPA Publications Committee to NAPA officers and all other appropriate persons.



American Museum of Natural History

May 25, 1985

Helen Fisher, Co-Chair
NAPA Publications Committee

Ralph Bishop, Co-Chair
NAPA Publications Committee

Dear Ralph,

As you know, we are co-chairs of the NAPA Publications Committee. And I am convinced that we have an important job and a wonderful opportunity to make a contribution to Anthropology and to society. I am excited about it and about working with you. Lets make our job and our publications a knock-out.

Enclosed are several things.

NAPA Publications Committee: Responsibilities of the chairs:
I wrote this in great haste before leaving NYC and sent it directly to Meta in order to meet the May 31 deadline. On my copy I wrote her a note saying that I would send you a copy and that you would add your comments and send them directly to her. Please let me know what I have overlooked.

A letter from Al Ryan His name was on a list circulated last December at the AAA meetings in Denver during our NAPA Business Meeting. He expressed interest in being a member of the Publications Committee. I am delighted. I will send him material on our progress soon and ask him which aspect of our responsibilities he wishes to participate in. If you would like to contact him instead, fine with me.

Page 4 of the minutes of the recent Governing Council Meeting which includes all discussion of the Publications Committee. As you will see, there are several motions and they all have to do with us. Motion #24 regards the return of monies to the Anthropology of Work Review and an explanation. This seems to be your job. I will leave it to you.

Motion 26 says that you will take responsibility for the Directory of NAPA Members. Do you want that job? If not, we can do it together, as we have begun to do. Either way if fine with me.

Motion 27 regards the publication on ethics. And here we need some further discussion. Do we want to split up duties, you overseeing some publications, me overseeing others, both of us ultimately reading all copy and making all decisions together? I am for this plan. I find it difficult to write group letters. So I propose to you that you oversee the publication on ethics. That would mean that you call Joan Cassell, design the format, oversee the procedures and deadlines, etc. Let me know how you feel about this tactic. (I would like to contribute to this publication but that is way down the road. And you may not want my contribution)

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American Museum of Natural History

May 26, 1985

Dr. Helen Fisher, Associate
Dept. of Anthropology, AMNH
(Office) 65 East 80th Street
NYC NY 10021

Mr. Ed Lehman, Executive Director
American Anthropological Association

Dear Ed,

As you know, Ralph Bishop and I are launching a series of NAPA publications on all aspects of practicing anthropology. We hope to sell these books and pamphlets to students wishing to make a career in practicing anthropology, to professors who want to teach courses in practicing anthropology, to individual anthropological practitioners, and to laymen in all fields who wish to employ practicing anthropologists.

Each publication will be designed--in cooperation with Ralph and me--and written by one or more practitioners who are specialists in the area concerned, reviewed by a peer review committee and edited by Ralph and me. Ralph and I will oversee all stages of each publication. We hope to have these manuscripts published by the AAA and sold through the AAA.

Because you share our interest in developing NAPA, and know just about everything about everything, I have taken the liberty of sending you several things I have recently written. Each has at least one question.

The NAPA Publications Committee: Responsibilities of the Chairs I wrote rapidly and sent directly to Meta to meet a deadline. Have I overlooked any important responsibilities of the Publications Committee Chairs?

My letter to Ralph (enclosed) informs him of several things and proposes our initial strategies. I am eager to hear your response to any part of this letter, but I am particularly concerned with Page 2, bottom, regarding editorial procedures. Contemporary trade book and text book houses require the author to submit an outline and one or two sample chapters before a manuscript is considered for publication. I outlined a somewhat different format for NAPA submissions. What does the AAA require an author/editor submit in order to be considered for publication? What do you think Ralph and I should require our authors/editors to submit in order to be considered for publication in the NAPA series? Who is the AAA Publications editor? Do we need to contact her/him? Once a NAPA publication project is accepted, what are AAA publishing procedures, costs and deadlines. How do you suggest we proceed? I am grateful for any advice and information you have on NAPA publications ventures.

The enclosed list of strategic plans of the NAPA Publications Committee lists several proposed topics for NAPA publication as well as some possible topics for publication. We welcome any ideas you have regarding specific NAPA publications or participants in publications.



American Museum of Natural History

July 12, 1985

Helen Fisher, Associate
Dept. of Anth, AMNH
(Office) 65 East 80th Street
NYC NY 10021

Larry Van Horn
National Park Service

Dear Larry,

Thanks for the great conversation. We have just begun; I still am not sure quite what you do.

I am writing to outline some of our conversation. For your book in the NAPA Publication Series on Practicing Anthropology you will first need to submit to me several things: 1-3 page synopsis discussing what this book will be about, who will buy it, and why it is important; A list of the participants; the chapters each participant will write; and a paragraph or page discussing the contents of each chapter. You are the editor. You will probably want to write the introduction and the conclusion, you may also wish to write a chapter. It will be your responsibility to edit all of the chapters before submitting them to us. Because Ralph and I will work to sell this volume to students of practicing anthropology and professors who teach courses in practicing anthropology, as well as to practicing anthropologists and employers of practicing anthropologists, it is important that you and your contributors stress how they do their work, what the problems are, what skills they use, how they learned these skills, what the pitfalls are, where they have failed as well as where they have succeeded.

I also forgot to mention that these chapters are not expected to be original, theoretical pieces. General summaries of past work in the area, how they do their jobs, how they got their jobs, the impact of their holistic approaches, and the results of projects are all important. No new research is necessary. They simply have to sit down and write out what they do, how they got there, and how it works. The only hard part is getting them to sit down and begin. Then it should take each less than two weeks.

I hope to work with you as you proceed. If you wish me to contact your contributors with a formal note of enthusiasm, I will be happy to. I will also play the ogre about deadlines, if you like. Please let me know how Ralph and I can help your project. We are here to help you put out a fine book on holistic anthropology. (we need a "working title". Can you send me a list of title possibilities this week. Don't labor over it, just write a few and put them in the mail.) I look forward to seeing the synopsis, the chapter titles, the list of contributors and the synopsis of each chapter by September 15th. Perhaps we could get the first draft of the entire manuscript by Jan. 15, 1986.

Ah, yes, and please tell your contributors to write plain American which cats and dogs can read. We aren't looking for Earnest Hemmingway, but it must be clear.

Very Best Wishes,

Central Park West at 79th Street New York, New York 10024, U.S.A. Telephone (212) 873-1300

Ralph J. Bishop

Educational Resources

1430 Crain Street Evanston, Illinois 60202 (312) ~~328-5557~~
491-9146

July 16, 1985

Dr. Richard N. Lerner
Corps of Engineers, San Francisco
211 Main Street
San Francisco, CA 94105

Dear Dr. Lerner:

Helen Fisher and I have been discussing possibilities for the new National Association for the Practice of Anthropology publication series, and would like you to consider editing a volume based on the 1985 AAA sessions on environmental planning.

Should you decide to accept, please send me the following:

1. A statement outlining the scope, content, importance, and market of the book.
2. A list of potential contributors, including who they are, what they do, and what they will be writing about.
3. A timetable for putting the book together.

We are interested in publishing material that reflects or reports significant work by practicing anthropologists, and that will be useful to non-anthropologically trained professionals. So this session that you are working up fits right into the program.

My address after September 1, 1985 will be:

Ralph J. Bishop
Scholar In Residence
All Saints Episcopal School
Vicksburg, MS 39180

I hope to here from you soon.

Sincerely,


Ralph J. Bishop



American Museum of Natural History

August 5, 1985

Helen Fisher,
c/o McAllister
86 Beach Street,
Cohasset, MA 02025
(617) 383-0407

Dear Ralph,

Did you know that the NAPA Bulletin has been rejuvenated? Yup. And you are the editor, at least, there was no discussion that you wouldn't be the editor.

It has metamorphosed as ~~an~~ a special publication, with each issue focusing on a selected aspect of anthropological practice. The first issue is to be on BUSINESS ANTHROPOLOGY and will be written by Meta. And hopefully published around the time of the annual meeting in December.

Barbara told me about it when I was writing my entry into the AN, (due August 1). I believe it was Ed Lehman's idea for some quick publications. I think it's a first-rate idea. Something fast. Something for our members. Something that doesn't duplicate the AN entry. And each issue I think we should expand into a larger volume for our other series of NAPA special publications. You had better contact Meta and Barbara for more details.

I am writing from a shack. It's a round-trip two mile walk to the xerox which is presently broken. So I can't xerox my AN Sept. entry for you. It is rather important. I say a lot of what has happened over the past few months. So please read it with care in September when you get it.

I have not yet had time to take stock of your recent letter and the state of our publications series. I will write a long letter when I get organized.

In the meantime, I am writing now for a specific reason. Barbara suggested that I include a few paragraphs on some of us who have recently changed jobs, for the October issue of the AN. Could you send to me--at the above address--one, or two or three paragraphs on your new job. Make it less than a page. And make sure it gets to me by August 25th. If you can't write it for some reason, please let me know so that I can fill the space in another way.

I am behind on everything. Let's talk soon.

In haste, with guests coming and swamped, besides. Alas.

LOVE TO ALL THE BISHOPS BIG AND SMALL.



American Museum of Natural History

August 13, 1985

Helen Fisher
C/O McAllister
86 Beach Street
Cohasset, MA 02025
(617) 383-0407 until Sept. 7.

Dr. Meta Baba
President-Elect NAPA

Dear Meta,

I really enjoyed our chat in New York. Lets do it again soon.

Ralph and I are delighted that you are going to edit a special NAPA/AAA publication on BUSINESS ANTHROPOLOGY. So I am writing to confirm our recent conversation, review your proposal and give you the NAPA guidelines so you can begin.

A general survey of Business Anthropology that reviews the entire field is most appropriate. We agree with you that it should include 1) historical overviews showing the contributions of anthropologists in each field, 2) summaries of the state-of-the-art in each field and 3) a special section on emerging issues and trends in business anthropology. These were your ideas. Please feel free to develop them as you see fit.

As we discussed, you will need to submit to me the following:

- 1) 1-3 page synopsis discussing what this book will be about, why it is important to publish it, and who will buy it.
- 2) A list of contributors
- 3) Tentative chapter titles and a paragraph about each chapter. (These can be written by you or by your contributors.)

You are the editor. You will probably want to write an introduction and conclusion to the publication. (You may wish to write a single overview chapter instead.) You may also wish to write introductory sections to each chapter or section of the book. And you may want to include a chapter of your own.

Chapters need not be theoretical; summaries are welcome.

The writing must be clear.

It will be your responsibility to edit all chapters before submitting them to me. When all aspects of the publication are complete and satisfactory to both of us, we will submit the manuscript to the AAA for their consideration. As you know, they are eager to publish NAPA material and we will submit a manuscript of the quality they can't refuse.

After publication, Ralph and I will work hard to sell this volume to students of practicing anthropology, professors who teach Business Anthropology, anthropological practitioners and those who employ practicing anthropologists. I hope also to call this book to the

attention of editors of newspapers, and professional and popular magazines who may wish to review it or reprint parts of it.

I believe we established September 15th as a suitable deadline for you to submit to me the initial synopsis, ~~and~~ list of contributors *and* ~~with~~ chapter paragraphs.

We appreciate your contribution, Meta, and we will do our best to make it a great success.

Very Best Wishes,

Helen Fisher