



American
Museum of
Natural
History

*Hiya - Also enclosed is my recent letter
to Meta.*

August 13, 1985

Helen Fisher
65 East 80th Street
NYC NY 10021

*Love
me.*

Dear Ralph,

I am writing to up-date us on our progress on activities of the NAPA Publications Committee.

There are now two publications series designed by NAPA: Special publications of the NAPA BULLETIN and a series of longer pamphlets produced in conjunction with the AAA as NAPA SPECIAL PUBLICATIONS.

NAPA BULLETIN

The forthcoming issues of the NAPA Bulletin will each be a special publication designed to discuss a specific aspect of practicing anthropology.

These are to be published as frequently as possible but no specific schedule has been set.

The first issue is to be on BUSINESS ANTHROPOLOGY, written by Meta Baba, with the tentative publishing date of Dec. 1985.

No editor of this series has been established to my knowledge. I feel it is appropriate if you remain Editor. But I am eager to play some role. Let's discuss.

A group of these special Bulletin issues would make a nice single publication produced in conjunction with the AAA. A tentative title could be PRACTICING ANTHROPOLOGY: A Handbook. Reprint of the Bulletin issues in this collection of issues would expand the impact of each bulletin issue; it might also entice colleagues to write NAPA Bulletin issues. Let's discuss.

Other suggested NAPA Bulletin issues include:

Developing a Consulting Practice (Pillsbury Ed? Bainton ed?)
Technical Assistance Manual for Local Practitioner Groups (Wulff, Wer)
Setting up an MA in Practicing Anthropology (Pillsbury ? Trotter?)
What You Need to Know about the Law
Negotiating Contracts with the Government
How to write a proposal
How to publish in "popular" Magazines
Anthropology and the Media
Update on Africa, Etc...
New Opportunities in the Health Sciences, Etc...
Getting a Job Outside the Academy; An Update
Autobiographies by anthropological practitioners in different fields
Career paths in Practicing Anthropology
Skills you need to Practice Anthropology and How to Get Them

PLEASE ADD TO THIS LIST ALL PARTICIPANTS AND PUBLICATION IDEAS

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

NAPA SERIES OF SPECIAL PUBLICATIONS

This second NAPA Publications Series will be composed of longer pamphlet-length publications. Each will have a single editor and several contributors which are solicited by the editor. Each will be published in softcover by the AAA.

Ralph and Helen will serve as Series Editors in charge of all aspects of each publication including:

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

setting up a peer review system

sending completed manuscripts out for peer review

overseeing the printing of each publication by the AAA

publicizing NAPA publications outside the AAA

overseeing all financial arrangements involving NAPA Special Publication

The Editor of each publication is responsible for all other aspects of his/her publication. this includes:

submission of initial material including 1) a 1-3 page synopsis of the pamphlet discussing scope, contents, importance and market of the book, 2) a list of contributors, including who they are and what they do 3) tentative chapter titles and a paragraph about the contents of each chapter and 4) tentative timetable for publication.

writing introduction and conclusion

soliciting and overseeing all contributors

editing complete manuscript prior to submission to Helen and Ralph

revising as directed by peer review committee and co-editors of this series.

AAA policy requires that all manuscripts considered for publication be submitted in complete form. It is the duty of Helen and Ralph to see that all NAPA submissions are of top quality so that acceptance is not an issue.

After publication, Ralph and Helen will oversee the sales of these volumes to students of practicing anthropology, professors of practicing and applied anthropology, anthropological practitioners, and those who employ practicing anthropologists. We will also try to call each book to the attention of editors of newspapers and professional and lay publications who may wish to review or reprint parts of each book.

Publications which Helen and Ralph have solicited include:

ETHICS IN PRACTICING ANTHROPOLOGY; Tentatively to be edited by Ralph Bishop, Joan Cassell and Margaret Boone

BUSINESS ANTHROPOLOGY edited by Meta Baba. synopsis due Sept. 15

HOLISTIC ANTHROPOLOGY, Editor Larry Van Horn, Synopsis due Sept. 15

ANTHROPOLOGISTS IN ENVIRONMENTAL PLANNING Richard Lerner has been approached by Ralph, no word yet.

Other NAPA publications:

AAA Symposia in practicing anthropology

(I have discussed publications with David Howell, Laura Klein. Both are eager to discuss potential publications this fall.)

other business:

I wrote Ed Knop, Editor of High Plains Applied Anthropologist. Letter attached.

Al Ryan, Ross Labs, Columbus Ohio has expressed interest in being a member of the Publications Committee. letter attached.

Ralph has initiated communication with Judith Appelbaum, principal in a firm called Sensible Solutions which works with authors and publishers to bring books to their maximum market. Ralph and I plan to solicit her advice in the future.

DIRECTORY OF NAPA MEMBERS

As we all know, Max Drake has sent out his NAPA survey of members. It includes information for the NAPA Directory. Ralph and Max plan to compile the directory together. Tentative publishing date: Dec. 1985.

NAPA EDITOR ON THE EDITORIAL BOARD OF AMERICAN ANTHROPOLOGIST

I think we should continue to pursue this and prepare to ask for an NAPA Editor to the AA at the next opportunity.

ADVERTISING

We need to advertise our series and special Bulletin issues in WAPA, SFAA and elsewhere to solicit contributors.

PEER REVIEW

We need to set up this committee

This letter is a review of our progress. I thought I would write it down to sort it out.

Very Best,



CC Barbara Pillsbury ~~XXXXXXXXXX~~

napa

national
association for
the practice of
anthropology

Oct. 11, 1985

Helen Fisher
NAPA Publications committee
65 East 80th Street
NYC NY 10021

Robert Trotter, Chair
Dept. of Anthropology
NORTHERN ARIZONA UNIVERSITY

Dear Bob,

Another letter. And this one is just as important. It is written to confirm our recent conversation in which you agreed to write a special issue of our NAPA Bulletin on How to Revamp a Department of Anthropology to include a degree in Practicing Anthropology.

This is a promotion piece and a short How-to.

It should be an overview of how to revamp a department. How to begin. The courses that should be included. The skills these courses will teach. The kinds of employment a student of your curriculum can expect to get. Syllabuses for professors who will teach these courses. And why departments should include a curriculum in practicing anthropology. Because it is a big topic, you might consider giving an overview of several aspects of revamping a department and then concentrate on one aspect you know well or wish to discuss.

Think in terms of writing about 15 pages. This will reduce to a 6-page Bulletin, be printed by the AAA, distributed free to NAPA members and sold to everyone else.

My hope is that you will be able to write this fairly soon and that we can offer it to our members by early spring.

Please call me with your ideas. We can discuss deadlines and topics then.

Thank you, Bob, for your energy, spirit and hard work on behalf of NAPA.

Call anytime.

Very BEst,



Helen Fisher
NAPA Publications Committee
(212) 744-9870 or (212) 925-6621

napa

national
association for
the practice of
anthropology

October 12, 1985

Helen Fisher, NAPA Publications
65 East 80th Street
NYC NY 10021

Dr. Laura Klein
Dept. of Anthropology
Pacific Lutheran University

Dear Laura,

I am delighted that you are eager to edit a special NAPA/AAA publication on the opportunities anthropologists have and the contributions they can make in the travel industry. Ralph Bishop, my co-chair on the NAPA Publications Committee, and I are particularly eager to see you begin so I am writing to confirm our recent conversation and give you the NAPA guidelines.

As you know, your book will be one in a series published by the AAA. You are the editor. It will be your job to design the contents of the publication, invite colleagues to write specific chapters and edit their submissions. You will probably also want to write the introduction and conclusion. You may want to write a chapter too.

You will first need to submit to us the following:

- 1) A 1-3 page synopsis discussing what this book will be about, who will buy it and why it is important.
- 2) a list of participants.
- 3) A list of chapters each participant will write (with tentative chapter titles.
- 4) A paragraph to a page discussing the contents of each chapter.

Length is no problem. But the book must be useful, comprehensive, logical and clear. Please tell you contributors to write plain American which cats and dogs can read.

Ralph and I will do whatever we can to help you with this publication. We are happy to contact your contributors with a formal note of enthusiasm. We can play the ogre about deadlines. And we will do our best to promote your book within the AAA and to any other suitable forum.

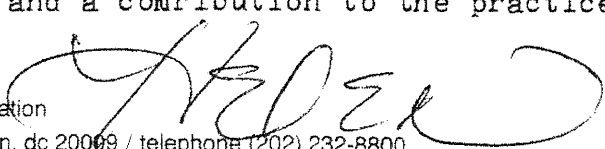
When all aspects of the publication are complete and satisfactory to you and to us, Ralph and I will submit the manuscript to the AAA for their consideration. As you probably know, they are eager to publish NAPA material and we will submit a manuscript of the quality they can't refuse.

I believe in deadlines. So I will take the liberty of calling you to see about your progress if I haven't heard from you by November 15th.

We look forward to working with you on what promises to be an interesting publication and a contribution to the practice of anthropology.

Very Best Wishes,

a unit of the american anthropological association
1703 new hampshire avenue, nw / washington, dc 20009 / telephone (202) 232-8800



napa

national
association for
the practice of
anthropology

November 4, 1985

Dear Ralph,

I want to personally thank you for running for the position of NAPA secretary. As you know from Helen, this is a very important position — and it would be good to have you back on the Governing Council.

Thank you too for your work this year on publications. I do hope all goes well in your new position there and look forward to seeing you at the NAPA annual meeting (Dec. 6, 5.30-7, followed by cash bar reception)

Best wishes!

Barbara



November 6, 1985

Dr. Helen Fisher
Department of Anthropology
American Museum of Natural History
65 East 80th Street
New York, NY 10021

Dear Helen:

I am very pleased to transmit for your review and comment the first draft version of NAPA's future "special publication" on business anthropology. As we agreed at our Spring Governing Council meeting, this paper attempts to define the field of business anthropology in broad terms, and to identify various subfields and interest areas that are relevant to business anthropology research and practice in the United States. Also, as you requested, the paper includes consideration of the current status of anthropological practice in business, and makes recommendations for improving the academic preparation of future business anthropologists.

As I indicated to you during our telephone conversation on Saturday, the paper is incomplete with respect to data on current anthropological employment in business. Since I do not yet have preliminary data from the NAPA survey, portions of the text which make reference to that survey certainly will have to be modified. I very much would support inclusion of some survey data in this paper, if that is possible given the schedule for analysis of survey results. By copy of this letter, I am asking Max Drake his opinion on this matter.

I would like to get input on the draft from a number of people, and so by copy of this letter I also am requesting that Barbara Pillsbury, Ed Lehman and Ralph Bishop review and comment on the enclosed document. If everyone thinks it advisable, we might circulate the draft to a wider circle of reviewers before the next iteration. However, I am happy to do whatever you think appropriate.

I hope your work in Paris was successful. I shall be in Europe myself between November 17 and December 1, so please try to give me a call as soon as possible and let me know how (and whether) I should prepare the document for further review. Talk to you soon.

Very sincerely,

A handwritten signature in cursive script that reads "Meta Baba". The signature is written in dark ink and is positioned above the typed name.

Meta Baba

cc: R. Bishop ✓
M. Drake
E. Lehman
B. Pillsbury

November 15, 1985

TO: Ralph Bishop
Barbara Pillsbury
Edward Lehman
FROM: Helen Fisher

I am out of NAPA stationary, thus this note is on regular paper.

Enclosed is the letter I have sent to 10 reviewers of Meta Baba's article for our Bulletin. You are receiving xeroxed copies. The reviewers received copies on NAPA stationary.

The reviewers are: Frederick Richardson
Leonard Sayles
Louis Cimino
J. Cynthia Weber
Conrad Arensberg
Eliot Chapple
Walter Dickie
Ken Ehrensall
John Sherry
Helen Schwartzman
Herbert Applebaum

I would appreciate any comments you have on this procedure and on Meta's submission by December 15th.

Big rush,

Best,



Helen Fisher

napa

national
association for
the practice of
anthropology

November 15, 1985

Helen Fisher, Co-Chair
NAPA Publications Committee
65 East 80th Street
New York City, NY 10021

Dear Dr.

I am pleased to announce to you that the National Association for the Practice of Anthropology has just launched a series of special issues of the NAPA Bulletin. Each issue is designed to define or explain a specific field of anthropological practice; each should be of use to students wishing to enter this field, to professors eager to teach courses in this field, and to laymen and colleagues interested in this field.

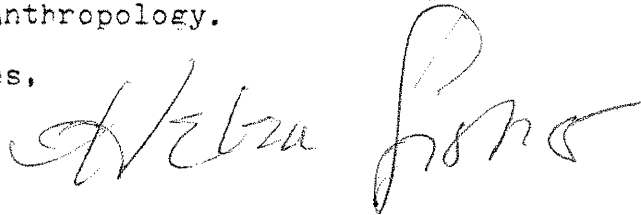
Marietta Baba has written a NAPA Bulletin issue on BUSINESS ANTHROPOLOGY. And I have taken the liberty of enclosing a preliminary draft of this issue because I, and my co-editor of the NAPA Publications Committee, Ralph Bishop, need your help.

We would be grateful if you could comment on this manuscript. Does it correctly define the present status of BUSINESS ANTHROPOLOGY? How do you suggest we improve it to be more applicable to the needs of students, professors, laymen and colleagues in BUSINESS ANTHROPOLOGY? Is it of the quality necessary to be published by the AAA, distributed to NAPA members and sold to individuals outside of NAPA?

NAPA officers and members are particularly eager to make our new organization an effective arm of the AAA and an important facilitator in the growing national movement of Practicing Anthropology. So we would appreciate receiving your comments by December 15th.

Thank you so much for your contribution to this NAPA Bulletin issue, to NAPA and to anthropological practice--a vital aspect of the future of Anthropology.

Best Wishes,



Helen Fisher
Co-Chair, NAPA Publications Committee

Lawrence Franklin Van Horn, Ph.D. November 16, 1985
Cultural Anthropologist

4777 South Oak Court
Littleton, Colorado 80127 U.S.A.
(303) 978-0784

Dear Helen,

The idea for our NAPA volume is to provide ten case histories that illustrate ANTHROPOLOGY IN PRACTICE, our tentative title. In so doing, each contributor will be emphasizing how anthropology, for better or worse (hopefully the former), has had some influence or impact on the actual lives of people touched by a particular project.

A holistic methodology is to be stressed, showing a broad, anthropological point of view, which considers many variables and their cultural integration. The focus of our volume is to show the relevance of a holistic, anthropological view to projects at hand.

It will be demonstrated in our work that a wavy-disciplined approach, while useful, is not the same thing as an anthropological point of view that considers how all the variables, and in what order, may be crucial to the lifeway of a given group or that group's aspirations for change.

I have another project due at work on November 22. I shall write you on November 23 with more details about our contributors and their specific case histories.

Best regards,
Larry

NAPA NATIONAL ASSOCIATION FOR THE PRACTICE OF ANTHROPOLOGY
A Unit of the American Anthropological Association

MEMORANDUM

TO: Helen, Ralph
FROM: Barbara
DATE: November 25, 1985
SUBJECT: Publications and Directory

Dear Helen and Ralph,

Thanks for your efforts on behalf of the directory! Although we will not have it distributed by the annual meeting, we can tell people it will be NAPA's Christmas gift at the end of this our first real operational year. Ed Lehman says it will go out about mid December.

Ed made some very useful comments in a conversation today about NAPA's 1985 budget (overspent by about \$3000) and what we should be thinking about for 1986. Those that concern the directory I've outlined on the enclosed. I typed it up in a way that might be useful for collecting in one place generic decisions that you make about the publication series.

Ed also discussed the fact that we will have to look very critically at what we publish. One goal is to make money for NAPA on the publications. At least we should not go deeply in debt with them. There is always a trade-off between what the organization takes in from members dues and what it can generate from services that people pay for (including publications). Some publications will make money, some break even, others lose. This is all very complex--things we have not talked much about in the process of trying to get some activities going. I am going to ask Ed to meet with us at the governing council meeting to advise us on such matters.

Thanks again for your good work! I look forward to discussing this and related matters with you.

Best wishes,

Barbara

For personal correspondence:
18057 Coastline Drive, Malibu California 90265 213 459-5937

P.S. Hope all is well with you & that you'll be at the meetings in Washington! If so, we'd like you & Helen to

to outline spec. pub. plans at the NAPA Bus. Mtg. Thank you!

NAPA PUBLICATIONS SERIES

Items that follow are set forth as general principles to guide NAPA as it begins to get its publications program started. This is preliminary and is to be added to and changed as needed. It is not binding but has as its purpose recording in one place decisions that have been taken about NAPA's publications.

Cost

Standard procedures for most organizations are to give certain publications free to members at the time of first publication. Thereafter, new members pay a "members cost" for their copies. At any time, any member who wants additional copies pays this members cost for the copies requested.

This would say that NAPA should mail the Directory free to all people who are members at the time of its publication. It is scheduled to go out in mid-December, 1985. This means that all people who join NAPA in 1986 will pay a members' cost for it. The AAA has proposed \$4.50 to members and \$6.00 for non-members.

Short publications (e.g., Meta's overview on Business Anthropology) would also go in this category.

Longer publications (e.g., Meta's edited volume) would not be sent free but would be available at a members' cost and a non-members' cost.

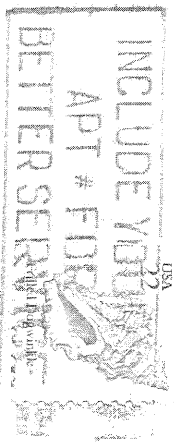


American
Museum of
Natural
History

*HELEN FISHER
65 E 82 ST
NY NY 10021*

*Dr. Ralph J. Bishop
1430 Crain Street
Evanston ILLINOIS*

60302



Central Park West at 79th Street, New York, New York 10024-5192, U.S.A.

Lawrence Franklin Van Horn, Ph.D. November 30, 1985
Cultural Anthropologist

4777 South Oak Court
Littleton, Colorado 80127 U.S.A.
(303) 978-0784

Dear Helen,

We're not as far along as you would like, but please have faith in the evolution of our manuscript. Enclosed is my latest communication to the contributors. Also, I've enclosed the names of the contributors and their mailing addresses on 3" x 5" slips. Including me, we have ten. I'll be in touch with you again in December.

OVER →

Just a thought, perhaps
of irony: You got your
degree in Colorado, and now
live and work in New York.

I got my degree in New York
(City University of New York), and now live
and work in Colorado.

Very best regards,
Larry

Lawrence Franklin Van Horn, Ph.D.
Cultural Anthropologist

November 26, 1985

4777 South Oak Court
Littleton, Colorado 80127 U.S.A.
(505) 978-0784 (home)
(303) 236-8610 (office)

I am writing to ask you to start preparing your chapter for our NAPA (National Association for the Practice of Anthropology) volume, the tentative title of which is ANTHROPOLOGY IN PRACTICE. The idea is to provide a case history that will illustrate how an anthropological project has had some influence on the actual lives of people. You should tell how you used a holistic methodology in your research, and how your approach is indicative of an anthropological point of view.

What this means is that you will show how you identified the variables in your research problem, and how these variables might be related or connected to one another. A hallmark of the anthropologist is the search for cultural integration and other types of holism such as those covering relationships between culture and biology and culture and ecology. While all of these, no doubt, will not be relevant to your project, please stress a broad, integrated approach in your work.

What prompted this volume is a remark by Elizabeth Watts in a recent book review:

There are only occasional lapses into "bad anthropology" (an unfortunate tendency that plagues the discipline, perhaps because of its emphasis on a synthetic, holistic approach). Bad anthropology consists of throwing out speculative and tenuous examples of supposed relationships with no attempt to follow through with a demonstration of whether such relationships actually exist (Watts 1985: 23).

Bad anthropology, of course, is to be avoided. Does bad anthropology plague our discipline, and, if so, is the "emphasis on a synthetic, holistic approach" the cause? Our volume will not presume to answer these questions. It can, however, be a good example of holistic anthropology to show that such an approach is alive and well, and not an anachronism in an age of specialization. Our volume should further show that a holistic approach is pertinent to the practice of anthropology, which is why it is being sponsored by NAPA.

I have informed Helen Fisher, NAPA series editor, of our intentions, and will keep her posted about our progress. In about a month, I shall contact you again.

Keep in mind that you should submit a biographical sketch along with your chapter: degrees, subjects in which you earned them, and the schools. Please give a brief statement of your employment history, and discuss how your present position permits you to do applied projects that are examples of how anthropology is practiced. The volume will

contain a section on contributors. Also, I may use some of this information in the introduction, tentatively titled "A Holistic Approach and the Practice of Anthropology."

If you have any questions, please do not hesitate to call or write. You have my commitment that, if for some reason NAPA should decide not to publish our work, I shall spare no effort to find a suitable publisher.

Best wishes,



Larry Van Horn

Reference Cited

Watts, Elizabeth

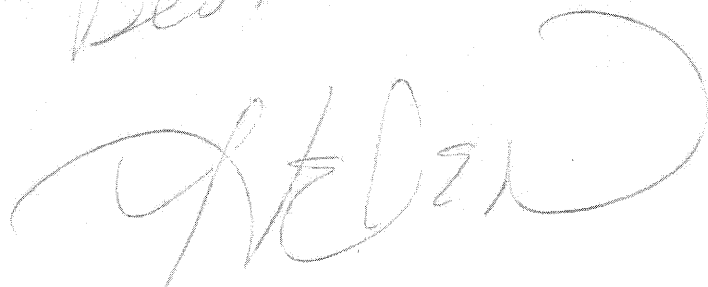
1985 Review: The Biocultural Basis of Health: Expanding Views of Medical Anthropology. By Lorna G. Moore, Peter W. Van Arsdale, Jo Ann E. Glittenberg, and Robert A. Aldrich (St. Louis: C. V. Mosby, 1980). High Plains Applied Anthropologist 5:22-24.

Here it is Ralph I hope it isn't too late. I was dreadfully held up last week with out-of-town commitments.

I have decided to go to the SFAA meeting too. Let's talk before that.

And, of course, edit freely on this.

Best



P.S. I made no mention of the AAA 1984 program because I figured Meta Baba would be doing that.

O.K? H.

Editorial

This is the first general publication of the newly formed Practicing Anthropology Unit of the American Anthropological Association. We hope that there will be many more.

Copies of the Bulletin are being sent to all those who responded to a September, 1983 letter proposing a national association of practicing anthropologists, ~~and~~ to all those who handed in their names and addresses at the unit's November organizational meeting. ^{to all those who also} Copies ~~are~~ ^{will} also be distributed at the Annual Meeting of the Society for Applied Anthropology.

A number of issues of interest to practicing and non-academic anthropologists have been raised in this bulletin. We ask for your response to these issues, and invite you to raise questions or suggest topics for discussion in future bulletins.

Please address editorial correspondence and contributions to:

Ralph Bishop, Editor
P. O. Box AA1497
Evanston, IL 60204

*Statement of purpose & ability increasing
our interest to begin to establish communication*

P.A.U. 1:1

(If received in time: Commentary by Bill Partridge on Regional
and special-interest associations).

###

Steering Committee Members & Responsibilities

Meta Baba
Assistant Provost
Wayne State University
Detroit, MI 48202
313/577 - 2047
~~P.A.U.~~ 1984 Program Committee AAA

Ralph Bishop (consultant)
1430 Crain Street
Evanston, IL 60202
312/328-5557
~~P.A.U.~~ Bulletin Editor
University Research Corporation
James F. Downs (~~U.S. Naval Academy~~)
3605 Quesada St. NW
Washington, DC 20005
202/244-8969
AAA Executive Board.

PA ~~Directory Project.~~

Max Drake
Department of Sociology & Anthropology
Southeast Missouri State University
Cape Girardeau, MO 63701
314/651-2543
AAA ~~P.A.U.~~ 1984 Program Committee

PAU Helen E. Fisher (consultant)
65 E. 80th Street
New York, NY 10021
~~Interorganizational Liaison~~ *Revis*
Bulletin editorial committee

Kirk Gray (Howland Associates)
1948 Kirby Road
McLean, VA 21101
~~Interorganizational Liaison~~

PA Barbara Pillsbury (consultant)
18057 Coastline Drive
Malibu, CA 90265
213/459-5937
AAA Executive Board
~~PAU~~ Steering Committee Co-ordinator

PA Helen B. Schwartzman
Department of Anthropology
Northwestern University
Evanston, IL 60201
312/492-5402
AAA Executive Board
~~PAU~~ Steering Committee Co-ordinator

Robert Werge (U.S. Dept. of Agriculture)
4324 Underwood
Hyattsville, MD 20782
Home 301/864-2209
Cfc. 202/447-3533

PAU ~~PAU~~ 1984 Program Editor

###

Organizational Liaison Report
Interorganizational Update

Helen Fisher

As interorganizational liaison for the Practicing Anthropology Unit, I wish to report on my activities since our highly successful meeting in Chicago in November 1983.

The January issue of the Anthropology Newsletter printed a summary of our Chicago meetings. In December I contacted Erve Chambers, Editor of Practicing Anthropology, who agreed to reprint the report in a forthcoming issue. Kirk Gray, past editor of WAPA (Washington Association of Practicing Anthropology) agreed to do the same.

I am pleased to report that each editor met my request with enthusiasm, and encouraged further communication with our unit.

One other significant event has occurred. The Executive Board of the Society for Applied Anthropology has invited all members of the PAU Steering Committee to present information about the unit at a round-table discussion Thursday, March 15, at the SfAA annual meeting in Toronto.

Due to prior obligations, many of us will be unable to attend, but Ralph Bishop, and I will participate. As your representatives, we welcome your comments, but need them prior to March 14.

###

Kirk Gray

[Faint handwritten notes and signatures, including "Erve Chambers" and "Kirk Gray"]

P.A.U. Bulletin Board

changed careers, ~~for any of several reasons.~~ Since the Practicing Anthropology Unit is concerned with the needs of ^{all} anthropologists active outside the traditional spheres of the discipline, we would like to make contact with as many of these anthropologists ~~or former anthropologists~~ as we can.

Bulletin readers can help, either by telling former classmates and ^{Names of Plus} colleagues about this unit, or providing us with names and addresses of people who might be interested in hearing from us.

###

Unit Name

The by-laws of the American Anthropological Association provide for an organization consisting of units, of which there are four classifications: Divisions, Sections, Branches, and Interest Groups. Divisions, Sections, and Interest Groups are functionally based; ^{Pract.} Branches are regionally based (e.g. SWAA, OAS).

Among functionally-based units, the proper designation depends on a unit's minimum membership over a three year period. Divisions require 1000 members, sections require 250 members, and interest groups require 100 members. ^{Pract.}

The by-laws further state: "A Unit remains autonomous in all matters within its field that are not reserved to the Association, inimical to Association interests, or prohibited by law."

We have received a suggestion that the unit retain ~~as its name~~ ^{The National Association of Practicing Anthropologists} "The National Association of Practicing Anthropologists" with perhaps the addition of "A ~~unit/section/division of the American Anthropological Association.~~"

Any comments?

###

1984 Preliminary Program outline

Robert Werge, Meta Baba, & Max Drake

The Practicing Anthropology unit presently is authorized to schedule five sessions at the 1984 AAA Annual Meeting in Denver, and may submit as many additional session proposals as we deem appropriate. We present here seven topic areas that have come up in discussion with approximately 25 practitioners.

We feel that not all of these topic areas need to be ~~in the traditional sense of papers read to an audience.~~ dealt with in the traditional sense of papers read to an audience. ~~that is, formal sessions are~~ That is, formal sessions are not necessary in all cases; some could be presented as luncheon discussions, roundtables, or in the context of a divisional meeting.

The topics we have so far are (1) an overview of the diverse roles played by practicing anthropologists (perhaps in contrast to the narrow public image of the anthropologist); (2) the goals and objectives of the Practicing Anthropology Unit itself; (3) a review of ways and means of organizing regional networks of practicing anthropologists, and some of the functions of these networks; (4) reports on progress in the field of "industrial" anthropology (i.e. the use of anthropological techniques in the study of modern work organizations; (5) reports on the development of "business" anthropology (especially the use of anthropological techniques in the management of international and domestic business organizations; (6) a review of anthropological practice in large, public sector bureaucracies, and (7) reports on the teaching of subjects that strengthen the position of practicing anthropology (e.g. syllabi, reading lists, and techniques used to teach business anthropology, anthropological methods, etc.).

Here, in more detail, are descriptions of the proposed sessions.

---insert Werge/Baba materials appended to Baba letter of

2/8, + Drake description + (suitably edited)

(7) Teaching anthropological practice. (Joint session with Council on Anthropology & Education?)

This session will address two related issues: How can ~~graduate~~ students in anthropology be trained to apply their discipline in non-academic careers, and how can ~~non-anthropologists~~ ^{other professionals} be trained to incorporate anthropological methods and perspectives in their own careers, should they so desire? That is how can anthropology be incorporated into teacher-training, & training of social workers, management students, et.al. ?

We welcome contributors to these sessions, ideas for additional sessions, and suggestions for session facilitators. Time is of the essence, however--the deadline for all program submissions for the 1984 annual meeting is April 1, 1984!

###

Handwritten notes:
1. ...
2. ...

PRACTICING ANTHROPOLOGY IN PUBLIC AND PRIVATE ORGANIZATIONS

This session will examine the anthropologist's role as researcher, manager, analyst, program evaluator, policy framer, operations analyst, and coordinator in large public or private organizations/bureaucracies. Presentations will analyze the unique skills of anthropologists as they cope with a variety of organizational, operational, evaluation and policy problems. Discussions will focus on the transferability ~~of~~ of academic skills to the organizational setting and problems of ethics, analysis, writing and presenting oneself.

The session will feature short presentations and exchange of ideas. Thus we will solicit suggestions for making academic training more responsive to the needs of practicing anthropology.

Facilitators:

Max Drake, Southeast Missouri State University

Ann Drake, STEP-UP Inc.

Hal Nelson, Washington State Department of Social and Health Services

Ralph - Nice talking with you - Thanks for the call + reminding me of the Bureau. Would appreciate contributions to next session. The stated contact me soon - December session is Apr. 1
Piaf

INDUSTRIAL ETHNOGRAPHY: ANTHROPOLOGICAL INVESTIGATION OF MODERN WORK ORGANIZATIONS

The startling success of Japanese manufacturing firms in U.S. consumer markets has drawn national attention to the role of sociocultural factors in the operation of American business. Management science literature now treats "business culture" as a critical variable in predicting corporate growth, and consultants are advising top managers to assess the impact of their business history, philosophy, value system and social structure on bottom line returns. At the same time, qualitative ethnographic techniques are being "rediscovered" as valuable tools in the exploration of complex social phenomena including the structure and behavior of business and industrial organizations. Anthropologists have an important role to play in supporting economic growth and furthering our knowledge of complex societies by exploring the interpenetration of cultural and business systems. This session encompasses a broad range of topics related to the anthropological study of business and work organizations. The principle objectives of this session are to present new data regarding the impact of cultural factors on business and work operations, and to consider the methods and techniques used by anthropologists in their study of the business world. Special emphasis will be placed upon the integration of qualitative and quantitative research methodologies (i.e. "triangulation") in the investigation of private sector organizations. General topics that may be included in this session are: the role of business culture in corporate growth and development; organizational symbolism; employee-owned corporations; and the use of anthropological techniques to solve business management problems.

Suggested Co-Chairs: Meta Baba, Wayne State University
 Henry Tosi, Academy of Management

BUSINESS ANTHROPOLOGY: INTERNATIONAL AND DOMESTIC

Increasing competition between foreign and domestic manufacturers, the expansion of export trade activities by U.S. business firms, and domestic market segmentation in ethnically diverse regions of the United States are creating new opportunities for anthropologists in the business world. Professional anthropologists are being sought, both as consultants and as regular full-time personnel, to assist business establishments in the penetration and development of foreign markets, in the management of multinational operations, and in the creation of marketing strategies aimed at specific ethnic populations in the United States. Business firms may also use anthropological expertise in strategic analysis of, and response to, broad cultural and international trends which effect corporate activities (e.g. consumerism, foreign direct investment in U.S. business, the growing international division of labor, etc.). The objective of this session is to explore the diverse roles played by anthropologists in the commercial sector, with a special emphasis upon the contributions of anthropology in support of international business expansion and diversification. Topics that may be covered in this session include: intercultural management, the anthropology of marketing, the transition of businesses from domestic to foreign operations, transcultural business training programs; and the consumer movement.

Suggested Co-Chairs John Sherry, University of Florida
 Jo Rainie Rodgers, Cultural Research Associates

napa

national
association for
the practice of
anthropology

January 10, 1986

Dear Ralph,

Terribly rush. I haven't even had a moment to read your letter. Perhaps today.

Enclosed are three more comments from reviewers about Meta's article on BUSINESS ANTHROPOLOGY. I wanted to get them to you and her as soon as possible.

Also enclosed is Bob Trotter's proposal for a book. I will try to get back to him as soon as possible. Let me know what you think.

I can't get to doing anything about Meta's reviews or her piece until the first week of February. Perhaps you could go through it and provide her with your comments?

Talk soon. Just Swamped here. Great seeing you in D.C.

Happy New Year !!!

Love

Sis

HELEN FISHER

napa

national
association for
the practice of
anthropology

January 20, 1986

Dear Ralph,

Thanks for your letter and your good ideas.

I think the idea of asking Barbara to write her recent AAA speech as an article for the Bulletin is a supremely grand idea. Will you invite her for us, give her a deadline and oversee this?

We are getting bogged down with the Meta piece. I think you should give her your comments as soon as you can. So will I. But I know I can't turn to this matter until mid February. My own business is in a crisis and I must attend to it. Do you want to call her and tell her your comments are soon coming? Can you do this now? Can you carry our ball for a bit while I recoup?

I am excited about the Bob Trotter book. I have to call him today about a different matter (my speaking at his school) so I will voice my feelings. I have no immediate comments for him except to proceed. But I will tell him that if you have comments you will send them along as soon as possible.

Don't you think we should have him also write an article for the bulletin. In fact, I think this was your initial plan: first an article, then a book. So I will ask him to go ahead with that article.

My business is in chaos. My lecture agency disbanded. My professional article was refused at Current Anthropology. I am behind on a popular article. And I am in a poor position at THE TODAY SHOW because I didn't pay enough attention. Right now I need your help. Thanks for any of the above that you can do.

love

Heleen

HELEEN FISHER



Dr. Ralph Bishop
Vicksburg Cultural Heritage Project
All Saints' Episcopal School
2717 Confederate Avenue
Vicksburg, MS 39180

January 28, 1986

Dear Ralph:

Thanks very much for your kind letter of January 22. I appreciate both your professional courtesy in responding to my telephone call so quickly, and also the friendship evidenced in your words of encouragement. I believe that anonymous review of manuscripts in the future will prevent the kind of difficulty we experienced during this round. Nonetheless, I do not look upon the experience as a loss, but as an interesting learning process (i.e. why we need anonymous reviews!)

I also want to thank you for your summary comments regarding the substance of the reviews. I think you are right -- part of my approach worked, and part did not work. I have studied the reviews carefully, and I now have a more balanced judgment regarding what should be kept, what thrown out, and what added. In general, I agree with you that the employment-oriented approach did not work, and should be removed as a focus of the document. I also agree that the paper did not reflect the actual experiences of practicing anthropologists -- a serious weakness.

As you suggest, I would like to re-structure the paper to focus on what business anthropologists are actually doing in the real world. If you agree with this approach, I will gather fresh data on this subject from a series of telephone interviews that I will conduct over the course of the next month. I intend to interview about 20 business anthropologists (including those in business schools as John Sherry suggests) in an effort to explain how they got where they are, what they do, how they reflect back on their education, and what advice they would give to would-be business practitioners. From the interviews I will synthesize some "micro-cases" of anthropological business practice, and use these as a substitute for the existing employment sections of the paper. I would not begin the paper with the hiring of a GM anthropologist, as several reviewers seemed to object to this approach. Instead, I would use the GM anthropologist as one of the "micro-cases". Further, I would beef up the discussion of anthropology's theoretical contributions to the field by added some more references to past classical work by anthropological researchers (especially the Hawthorne Plant experiments).

I will need a couple of months to implement this plan, and I think I could submit a revised manuscript to you by or around the end of April. Please let me know if the approach I have outlined is satisfactory. If so, I will begin immediately with the interview work.

Ralph, I just want to say in closing that I respect both you and Helen for your dedication to our cause of modernizing anthropology for the 21st century. We all knew that it would be a difficult job, and those difficulties come from outside our profession, within our profession, and within ourselves as well. I have learned that working in a new field is a very risky business, and that you are bound to get shot at in the process. I also have learned that those with thin skin probably should get off the firing line. I'm committed to going ahead with this if you are -- if you have the patience, I have the courage -- and we will iterate this piece until I get it right!

Thanks very much for your encouragement and support. Hope to hear from you soon.

Warm regards,

A handwritten signature in cursive script that reads "Meta Baba".

Meta Baba

cc: Helen Fisher

napa

national
association for
the practice of
anthropology

February 10, 1986

HELEN FISHER

Dear R^Alph,

Enclosed are my comments to Meta. We, you and I, actually agree perfectly. Our comments are exactly the same. I am glad for that.

Also enclosed are my comments to Bob Trotter. I left my copy of his synopsis, etc, with Barbara over the weekend (I had to go to L.A.) for her comments. She is the third member of our publications committee, as we discussed in D.C., I think. She will return them to me. I think you should respond to him as soon as possible. I also wrote Bob answering the questions he has asked us about publications procedures. I had to call Ed Lehman about that.

I asked Ed Lehman about reprinting Barbara's speech at the recent convention, as we discussed, as a Bulletin. Lehman told me that he wouldn't know if Goldschmidt was going to produce a book of all those speeches until May. So we will have to wait until May to know if Barbara's speech will be published in a book by Goldschmidt. Lehman advised us against printing the speech twice, as a NAPA Bulletin, as well as an AAA book by Goldschmidt. He implied; Can't we produce material that isn't printed elsewhere. I see the logic of that. And I told Barbara about my discussion with Ed.

I told Lehman about Bob Trotter's book and asked him about publishing procedures. Answers are in the covering letter to Trotter.

I wrote a letter to Larry Van Horn about his possible book publication. Enclosed. Larry's proposal is with Barbara who wanted to see it and promised to return it immediately. It is a rather unorderly presentation of small slips of paper. I will send it along to you as soon as I receive it from Barbara.

I had no discussion with Lehman about Meta's piece. But I did tell him that I was unwilling to be overridden (not a word) by reviewers. That I am not always terribly impressed by reviewers comments and I felt that you and I had the right to ignore those we felt were irrelevant. His voice lowered. And he agreed to let us have our way. THIS IS CONFIDENTIAL.

We need more publications, NAPA Bulletins and NAPA Books. Help, Help. I have a couple more book ideas in the works, no NAPA Bulletin Publications. I am working on a flier now that will be a good mailer. We should send it along to all sorts of people with a request for their ideas and submissions. I will write that today and put a draft into the mail for your comment. Then we make a final, xerox plenty of copies and send it out

~~a unit of the association for the practice of anthropology.~~

1703 new hampshire avenue, nw / washington, dc 20009 / telephone (202) 232-8800

Ralph - I gave BOON current proposal to D.V. for her comments. too.

February 10, 1986

Helen Fisher, Co-Chair
NAPA Publications
65 East 80th Street
NYC NY 10021

Thank

Dear Bob,

Thank you for your letter, prospectus, chapter outline and list of participants for your forthcoming book with NAPA A GUIDE FOR THE DEVELOPMENT OF APPLIED ANTHROPOLOGY PROGRAMS.

If NAPA publishes your book through the AAA, which we are planning to do, it will have to go through the peer review process. This can take as little as three weeks, as much as several months. I think we can rush it through very easily, moreover, Ralph and I can override inappropriate comments by reviewers.

June through September is the period of heaviest type-setting activity at the AAA. During the summer months they print a great deal of AAA materials. So I am told that manuscripts take about two months to print at any other time of the year. This shouldn't stop us though. If we are ready to print in June, we will go ahead.

Most manuscripts are submitted to the AAA as double-spaced manuscript copy on standard typing paper. Floppy disks are suitable for submission only if "formatting is agreed upon". The AAA is unequipped to convert one format into another. You may want to discuss this directly with Ed Lehman, but let me know first so that I can verify that direct communication is appropriate.

Ralph and I are willing to edit any time you are ready. I feel you should edit all copy first and give us a manuscript that you have edited and are pleased with. Here are some very preliminary comments of mine, written in haste on a plane last week:

INTRODUCTION: I am pleased that you arranged your topics functionally rather than topically. This approach is sophisticated; it may be more difficult to but I think its added breadth will help sales and apply to more people. Great Job.

RETROSPECTIVE: I would love to see Barry expand his remarks to decades prior to 1965--if even in the most cursory fashion. Is this unrealistic?

III TYPES OF PROGRAMS. Very important chapter, covers a lot.

IV THE FOUR FIELD APPROACH: I am glad this chapter will focus on practitioners. I have very little patience for the moral issue of "should we/shouldn't we expand" out from the traditional four field approach" In fact: We are and we will. I hope we can avoid soul searching here; presumably our readers passed that stage when they bought the book.

V UNDERGRADUATE PROGRAMS: Very very very important to me. Make this chapter a knock-out so that we can reprint it everywhere.

All others very interesting and important. I an't read XVI however. The xerox is unreadable.

XIII CONCLUSION: I do encourage you to write a conclusion even if it is short. I like books that wrap up and tell me--once again--what happened. A lot of people read conclusions first, too, then buy the book. And such a chapter would make a nice article for reprint elsewhere.

What chapter did you have in mind for Meta? I think I can help you encourage her to write it if you like.

Before Christmas we discussed the possibility of having you write a 15 page (double spaced manuscript pages) article for the NAPA Bulletin as a preliminary report on your forthcoming book. Can you still write this piece? Would it be appropriate for use this summary article, or some version of it, as the conclusion to your book too?

We need NAPA Bulletin articles and yours would set a nice stage for your book. Let's discuss this at your earliest convenience.

Congratulations, Bob, on a great forthcoming book. I am already so proud of it. And it is a pleasure to work with you.

Very Best Wishes,

Helen Fisher

cc Ralph Bishop