

NOVEMBER 2018

NAPA Notes



NAPA
National Association
for the Practice of Anthropology

Greetings NAPA! Welcome to the November 2018 edition of NAPA Notes.

I'm excited to see many of you at the AAAs in a few days. The Governing Council has been busy helping with the planning of NAPA activities for the AAA Annual Meetings in San Jose, CA. Ellen Puccia, Program Chair, and her committee have put together an exciting program of sessions and panels. Elgin Klugh, Workshops Chair, has helped coordinate seven NAPA-sponsored workshops (see pg. 4).

In addition to NAPA sessions and workshops, there will be special events – such as the **Careers EXPO** on Friday, November 16th, an event organized by Cathleen Crain that brings more than 60 practicing anthropologists to meet with conference attendees. Please join us for our **NAPA Networking Social** on Saturday, November 17th at 8:00 pm at the Mosaic Restaurant in the Four Points Sheraton (211 S 1st St). This networking event is open to all – students of applied anthropology, faculty teaching applied anthropology, and early, mid-, and late-career professional anthropologists. This event features an informal reception with light hors d'oeuvres and discussions with practicing and applied anthropologists, who will help students and new professionals consider their career options and develop their networks. Practicing anthropologists – we need you! We need you to network with those seeking advice and share your wisdom. Drop me a line if you are able to help out with this event. lisa.henry@unt.edu Find more details about NAPA sessions and events throughout the pages of this newsletter and on the AAA [website](#).

Volunteers are always needed for instant mentoring opportunities and for staffing the NAPA table. Also, we are always looking for volunteers to join NAPA committees and help NAPA function smoothly overall. Be sure to let our Volunteer Committee Chair, [Wendy Hathaway](#), know if you can help with the meeting or would like to work on a committee (see our website for a [list of possible committees](#)).

We've been focused this fall on making NAPA visible during the upcoming meetings. During the Careers EXPO and the Networking Social, we will have a NAPA information table covered with promotional items. The idea is to flood the meetings with images of NAPA – on bags, t-shirts, and other items. Membership is important – the more members we have, the stronger we are. The stronger we are, the more we can do *for* each other and *with* each other.



Lisa Henry, Ph.D.
NAPA President

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Letter from the President, *continued*

We had an amazing turnout for our first NAPA webinar. We reached about 60 people. Melissa Vogel, Professor of Anthropology and Director of the Business Anthropology Program at Clemson University, presented a webinar on **Charting your Course: Developing a Personal Strategic Plan**. We have an upcoming webinar scheduled for December (details to follow). If you are interested in hosting a webinar about any topic related to practicing and applied anthropology, please contact Lisa Henry at lisa.henry@unt.edu.

As this will be my last newsletter as NAPA president, I want to say thank you for allowing me to lead this organization for the past 2 years. I am faculty at the University of North Texas where we have a strong applied master's program. My colleagues and I are passionate about educating the future of applied anthropology. Connected to that passion is an appreciation for all that you do to enhance our field, to further our field, to shape our field. Thank you for allowing me to learn from you all so that I can share that knowledge with my students. This experience has been amazing. I hope you enjoy this edition of *NAPA Notes*. There are many more announcements, so keep reading!

Regards,
Lisa Henry, PhD
NAPA President

MEET INCOMING PRESIDENT-ELECT: Cathleen Crain

Cathleen Crain is a senior professional anthropologist and an active member of NAPA, AAA, and the Washington Association of Professional Anthropologists since the 1980s. She is one of the two founding partners in LTG Associates, Inc., the oldest anthropologically-based consulting firm in North America. She is also a professor (professional track) in the Department of Anthropology, University of Maryland, College Park. As a 35 year professional social scientist, Ms. Crain has worked with ethnic, vulnerable, and hard-to-reach populations domestically and internationally on issues of access, appropriateness, and quality of health and human services. Ms. Crain specializes in working with donor and policymaking organizations and connecting their priorities to those of the populations to be served.



Ms. Crain has designed, conducted, monitored, and evaluated policy and interventions on issues such as HIV/AIDS, intimate partner violence, childhood obesity and health, geriatric services, substance abuse, sexually transmitted diseases, tuberculosis, capacity building, and other topics. Ms. Crain has co-led LTG teams that have been recognized six times by the Praxis Awards for "outstanding achievement in translating anthropological knowledge into action."

Prior to the founding of LTG, Ms. Crain was director of refugee and immigrant-focused programs in the San Francisco Bay Area and New York. She directed a research and advocacy program in a large jail system and was core part of the treatment design team and the resident anthropologist/therapist for a regional alcohol treatment and education center. Ms. Crain holds a B.A. (Honors) and an M.A. from McMaster University in Canada.

***A Warm Welcome to:
Joshua Liggett as our new Communications Committee Chair***



On The Horizon....

NAPA-OT Field School Celebrating its 10th Anniversary Session!

The NAPA-OT Field School Guatemala celebrates its tenth anniversary during the upcoming 2019 summer session. Our founding was spearheaded by anthropologist Gelya Frank and occupational therapist Nancie Furgang, with the goal of creating a transdisciplinary training opportunity across anthropology, occupational therapy, and global health. Our program focuses on health and occupation as human rights and explores the notion of social justice within the complex context of Guatemala. Over our ten years, we have developed a strong community-engaged model through which we develop research and practice projects for our student teams in close collaboration with our local partners in Antigua, Guatemala.



Our 2019 program will include projects on: 1) pediatric nutrition: social and occupational outcomes of undernourished children; 2) health provider perspectives: interrelationships of the public, private, and philanthropic sectors within the Guatemalan health system; and 3) surgical missions: critical humanitarianism. Students from diverse related disciplines and experiences levels from advanced undergraduates through working professionals are encouraged to apply! **To learn more, visit us at napaotguatemala.org**

Rachel Hall-Clifford



SfAA 79th Annual Meeting Hilton Portland Downtown Portland, OR March 19-23, 2019

The 78th annual SfAA Meeting puts forth “**Sustainable Futures**” to meet the needs of the present without compromising the abilities of future generations to meet their own needs. The meeting and topics will highlight the ways in which anthropologists and other applied social scientists address the most pressing issues of our times.

See the Newest NAPA Section in Anthropology News

Check out [this article](#) by Briana Nichols about Motherhood in the Field

The **Annals of Anthropological Practice** welcomes manuscripts on a variety of practicing/applied topics; see [here](#) for more information



NAPA-Sponsored AAA Workshops

The 2018 NAPA-Sponsored workshops provide professional development opportunities in the areas of User Experience Research, Design Anthropology, Consumer Research, and Consulting in Organizational Culture and Change. Workshop leaders will guide participants through marketable applications of anthropology that are useful for clients in various Tech and Social enterprises. Don't miss your opportunity to advance your skills and to explore how you can provide innovative solutions through your practice of anthropology.

Elgin Klugh
NAPA Workshop Chair

Workshop Details			
Time	Title	Presenter(s)	Organizer(s)
11/14/2018 1:00 – 5:00pm	Anthropologists in Tech: Making the Transition from Academia to UX Research	Louise Beryl (Columbia University) and Jennie Doberne (Design Research, Dropbox)	Emily McDonald (University of California, San Francisco)
11/15/2018 8:00am – 12:00pm	Consulting in Organizational Culture and Change	Jo Aiken (NASA/ University College, London) and Keith Kellersohn (Adjunct Lecturer, Salisbury University)	Elizabeth Briody (Cultural Keys LLC) and Ken Erickson (University of South Carolina)
11/15/2018 1:00pm – 3:00pm	Reimagining the Customer: An Anthropological Framework for Design and Innovation in Business and Social Enterprise	Mike Youngblood (The Youngblood Group) and Benjamin Chelsuk (American Board of Internal Medicine)	
11/15/2018 1:00pm – 5:00pm	Doing Consumer Research and Collaborating with Clients	Timothy Malefyt (Fordham University)	Maryann McCabe (University of Rochester)
11/15/2018 2:00pm – 6:00pm	Design Anthropology: Ethnographic Approaches to Innovation	Tamara Hale (Workday) and Matthew Bernius (Cornell University) and Daniel Ginsberg (AAA)	Tamara Hale
11/16/2018 1:00pm – 5:00pm	Design Thinking: An Interactive Application of Anthropology	Kevin Newton	
11/17/2018 1:00pm – 3:00pm	Anthropology and Tech: How to Use Anthropology in Tech Fields (start-ups, advertising, human design thinking)	Yaya Ren (PreeMe+You)	

For All Applied Sessions

Courtesy of Barbara Rylko-Bauer, see a compiled list of [all applied sessions](#)



Conference Guide: AAA

NAPA/AAA Careers Expo in San Jose!

Friday November 16th 11-4 pm - Main Exhibit Hall

Each year since 2005, NAPA and the AAA have sponsored the very popular Careers Expo at the annual meeting. The Expo provides an opportunity for students and new/emerging professional anthropologists to broaden their understanding of the exciting, creative opportunities for anthropologists. Faculty looking to provide current careers information have found the Expo a great resource.

The Expo features professional and practicing anthropologists who highlight the creative ways that anthropologists use their skills highlighting some of the many paths open to professional anthropologists. This year the Expo will host more than 50 professional anthropologists whose career paths have led them to such organizations as:

**Intel ● Google ● Chase ● Square ● LTG ● Fjord ● Institute for Community Research
Beta Consulting ● CDC ● Career Partners International ● Veterans Administration ● Uber ● Cultural
Keys ● Avance ● Archaeological Resources Technology ● New Knowledge Organization ● Nuance
Communications ● Catchword Naming ● Salesforce ● Partnow Consulting ● Advantpage ● And More!**



Come and meet with professional anthropologists to discuss career paths and get personal guidance. Expo attendees can also receive personal mentoring advice. Campus to Careers feature senior individuals who know both sides of the equation and can provide practical advice on making the jump. NAPA hosts an instant mentoring table staffed by professional anthropologists ready to answer career questions. A resume table is a very popular stop providing instant feedback and ways of strengthening a resume to move into a professional world.



**Don't Miss the ...
NAPA Business Meeting
Friday November 16th 7:45-9 pm**

...See You There, NAPA!