



NEWS

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Letter from the President

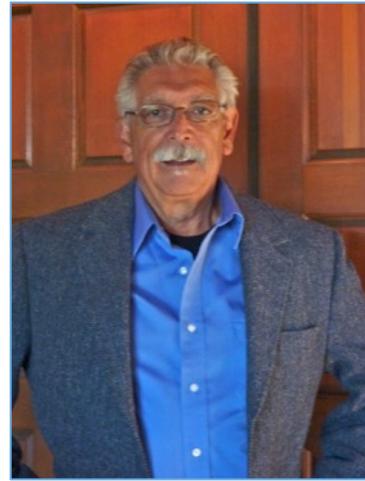
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SFAA President's Column

The Next Hurrah: Pittsburg 2015 and 75 years of Applied Anthropology

Looking back over these last few years, I still find it difficult to believe I have been the President of the SfAA. I owe this privilege to a legacy that includes not only members of the Society, my colleagues and mentors in Anthropology, but the community from which I came. My extended family settled in the community of Lemon Grove, CA. near the U.S. Mexico Border. Both men and women worked in the citrus orchards and packinghouses. Many of my relatives worked in the local rock quarry as miners. Like other Americans they survived the Great Depression. But in 1930 as immigrants and first generation Mexican Americans, they organized for their children's rights as U.S. Citizens, winning the first school desegregation court case in the history of the United States. In 1933 they formed one of the first Labor Unions in Southern California: La Unión Mexicana de Campesinos y Obreros del Condado de San Diego. This struggle was part of a broader movement throughout the Southwest, in which Mexican immigrant communities along with African Americans and citizens of all backgrounds, challenged segregation, unfair labor practices and the status quo. This history and the legacy of the Lemon Grove community have influenced my career in anthropology. My personal history as well as my training and work as an anthropologist have steered the trajectory I have taken as SfAA President.



I entered graduate school with a passion for applied anthropology and discovered the SfAA. The work of the founders and contemporary heroes and heroines of the field inspired me. I had the fortune to actually meet Margaret Mead and work with Conrad Arensberg. Other applied anthropologists such as Ward H. Goodenough, Lambros Comitas, Bea Medicine, John Young, George Bond, Carlos Velez-Ibañez, and a host of others personally encouraged me. I feel privileged to be in the company of current SfAA members who use their knowledge, skills and passion to challenge the practical problems of the world. Like many of you, I found not only encouragement and insight in the SfAA, but friendship and camaraderie. This is one of the many virtues of our society.

When I took office, I recall a former president telling me that the presidency is a very short stint, and, as Presidents we can't get grand ideas accomplished. But as in all of our efforts, we continue to take the steps that move us over the hurdles. As mem-

bers of the SfAA community we all play a part in this drama. We share our work through sessions at our annual meetings, engage the world and are ethically committed to taking a stand for the greater good and the communities and people with whom we work.

The Society has come a long way since 1940, when the founders moved to include practical issues such as industrial anthropology into the field. They would have been amazed at the current work of our members, and of the society itself. Each year the annual meeting celebrates the legacy of those founders but also the work of our members. Not long ago, I received an email from a disgruntled member who had attended one of our recent annual meetings. In the message the member accused the society of “ancestor worship” and the writer summarily withdrew membership and any future connection to the society. Although unfortunate, there is, as others have noted, some truth in this reasoning. We do celebrate that initial handful of founders who sought to resolve human problems with anthropological know-how. It may look like ancestor worship, but today our meetings revolve around the over 3000 members who are engaged in social change and justice throughout the world.

As we move forward into the future and beyond our 75th Annual Meeting in Pittsburg, the Society is strong and financially stable. Our stability comes from the consistency and hard work of many volunteers: past presidents, our board, committees, members and devoted donors. Importantly, students have played an important role in the Society. Tom May and the SfAA office, (Melissa Cope, Trish Colvin and Neil Hahn), have been at the Society’s helm through many a storm, and their efforts have been critical to our continued success. The society has indeed changed but our structure and foundation is strong. We have moved (slowly) from the central congregation of early founders and instrumental society members to a vast association of anthropologists and social scientists that tackle the issues of our time and world. The Society is no longer a handful of anthropologists but a viable body of active members concerned (might I say impassioned) with the cause of social justice and equality, of empowering those with whom we work and collaborate. This ethic makes us who we are, and keeps us coming back. It has fostered the connections and collaborations of our members. This is a process that is recreated at each of our meetings and this coming year celebrated by the 75th commemoration of the Society’s founding.

As stable as we are, the organizational strength of the society has yet to be fully tapped. Where initially we were but a few seeking to engage anthropology outside of the discipline, we now boast the expertise of a broad membership that is working in the complex arena of social change and justice throughout the world. Individual members and SfAA groups are actively involved in current issues, crises and problems. This is illustrated by our topical interest groups and committees: Fracking, Gender-bound Violence, First Nations, Grassroots Development, Cultural Heritage, Risk and Disasters, Business, Human Rights and Social Justice and Public Policy to name a few. This also includes our “traditional” work in Medical Anthropology and Sociology, Food and Agriculture, Political Ecology, Immigration, Development, the U.S-Mexico Border and a variety of other crucially important topics. The sum of our

parts is a staggering expertise and experience that is perhaps unmatched in the world of social science.

In honoring the legacy of our founders and current members, the Society is not only continuing a focus on the public good. The Society for Applied Anthropology has stepped into the global arena as an organization, a needed trajectory. Our new nametag “a world wide organization for social change” tells it all. The membership has set this “world wide” strategy in motion. Beginning with our Institutional Memberships to attract and collaborate with International Associations and Universities, we have implemented new processes to engage our colleagues around the world. Such collaboration is imperative in the current crisis facing people everywhere. The Board has recently voted to join the World Council of Anthropological Associations (<http://www.wcaanet.org/index.shtml>.) This membership provides the SfAA with access to a wide variety of anthropological associations and the opportunity to work with the International Union of Ethnological and Anthropological Sciences (IUAES). This invitation came directly from Dr. Faye Harrison, an SfAA fellow and IUAES President. An immediate goal is establishing SfAA representation through our SfAA members who participate in international meetings.

As I reported in past columns, we have begun to establish “interim meetings” to begin closer collaboration and involvement with our colleagues in other areas of the world. Last September’s meeting *Cultura y Comunidad* in Ensenada, Mexico brought members of primary Mexican Anthropological and Social Science institutions together with SfAA members in a conference dedicated to applied anthropology in the U.S. Mexico-border zone. In addition to sound discussion and collaboration, one result is the submission of conference papers for a special edition of *Human Organization*. The goal here is to begin cross-border and international discussions on Public Policy and the Issues of the Border, as well as to bring international authors and potential members to the SfAA. The “interim meeting” is a strategy aimed at small groups of social scientists from SfAA and national institutions to discuss, collaborate and share actions and ideas. Our incoming President, Kathleen Musante, has begun outlining an interim meeting for her tenure, a move that will help integrate this process into SfAA organizational strategy. In this vein, we have already begun planning for our 2016 International Annual Meeting to be held in Vancouver. The society has been in communication with The Canadian Association of Cultural and Social Anthropologists, as well as institutions in the Vancouver region. The board recently created an International Task Force to continue the overall “world-wide” strategy. This is an exciting time loaded with daunting challenges, but the society and our members are at the forefront of this movement.

My career, as well as that of other anthropologists has been greatly influenced by the imbalance of ethnic representation in our professional organizations and academic departments. There is still much work to be done especially in recruiting and supporting diverse and non-traditional members to the society. Bea Medicine, Tony Paredes, Michael Kearney, Delmos Jones, Robert Hackenberg and others, to whom we pay tribute with awards, were especially concerned with the need for increased

diversity and representation. We have the opportunity to not only work with various professional organizations and community groups but to encourage their participation and collaboration with the SfAA.

Having served on the Board as a member and now as exiting president, I realize that much of the work we do concerns maintaining the society, working the details of committees, meetings, budgets, and membership, publications, and communication. In addition to maintenance and providing services the society needs to continue to focus as an organization. The international thrust, new collaborations, stronger attempts to diversify, and empowering those with whom we work, will continue to be our challenge. Our upcoming 75th Anniversary Meeting reminds us of our history and current trajectory as an effective vehicle for social change.

As I exit the presidency, I am especially grateful to our membership, to the dedicated individuals who serve on the board, on committees, and go the extra mile. To our new members, and especially to those students entering the field, I encourage you to take a stand, and as you engage the SfAA, to push the organization into the world that you will be tending. We face domestic issues fraught with inequality, racism, and poverty as well as global issues that demand unified and consistent dedication to change. This I believe is the calling of the Society.

Activities and Decisions of the Board of Directors

Fall 2014 Board Meeting Recap

Jason L. Simms
Editor

The fall 2014 Board meeting, held in conjunction with the AAA meetings in Washington, D.C., was as always a productive event. I want to take this opportunity to recap some of the discussions and decisions made.

- **Several members commented that the Board should do a better job of incorporating Gen X, Gen Y, and Millennial perspectives into the philanthropic directions of the society.** Doing so could extend the reach of SfAA and open up fresh avenues of collaboration and partnership with new groups and agencies.
- **We gave significant time to considering SfAA joining other international and cognate organizations.** There is a need to capitalize on those relationships to align with our updated tagline “A Worldwide Organization for the Applied Social Sciences.” What is less clear, however, is how

we can institutionalize those critical relationships. One suggestion is to increase activities of members worldwide reaching out and representing SfAA at meetings, events, etc., almost as a type of ambassadorship. In addition, **we created an International Task Force to guide these initiatives.**

- Concurrent with this, **there is an increasing desire from the Board – and recognition of a desire from members – to reconstitute a stronger and more regular schedule of international meetings.** While cost remains a steep concern, many members believe that international meetings are among the best and provide rare opportunities to meet with global colleagues, groups, organizations, communities, and so forth.
- In addition, we asked: **how can the Board better assess the pulse of the membership?** Specifically, we wondered this in relation to public policy matters, and we considered what a public policy initiative might look like – or even should look like. How, we wondered, can we leverage the expertise and interests of our members on time-sensitive issues? To this end, **we decided to hold a space at our meetings for a Critical Conversation session,** which would host a discussion or round table on a current issue of great importance or attention (e.g., the fallout from Ferguson).

As always, we welcome your feedback on these or any other issues.

Annual Meetings

When in Pittsburgh for the SfAA 75th Annual Meeting

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The SfAA 75th Anniversary meeting is fast approaching. Interest in the conference has been robust and enthusiastic. The SfAA's 2015 meetings will be large and will address a very diverse array of global problems. The conference will offer more than 290 paper sessions, panels, posters, and roundtables, upward of 25 business and special interest group meetings, special events and plenary sessions, and a variety of exciting tours and professional workshops. Four kindred professional associations will join the SfAA as co-sponsors of the Annual Meeting: the Political Ecology Society, the Council on Nursing and Anthropology, Culture and Agriculture, and the Society for Anthropological Sciences. At this writing, our registrants represent 24 countries and the United States – a testimony to the broad appeal of the Society for Ap-

plied Anthropology as a Worldwide Organization for the Applied Social Sciences, and to the unique allure of the city of Pittsburgh.

The complete conference program is available online, and I discussed highlights of the program in the previous column. As we are nearing the conference, I would like to take this opportunity and highlight some of the extra-curricular activities the meetings offer.

Tuesday, **March 24**, will be "**Pittsburgh Day.**" This day's panels and other activities will focus on topics related to Pittsburgh and vicinity. We invite the general public and conference goers to attend all the events of that day free of charge. President Elect **Kathleen Musante** led the preparations for Pittsburgh Day. She will chair a plenary session on Pittsburgh's history and future that will address the city's incredible transformation from a rustbelt city of dirty rivers, awful air pollution, and falling economy into a clean, pleasant center of medical research and services, higher education, and high tech industries that also enjoys vibrant art, music, and food scenes. The day will also feature interesting panels on health challenges in the city and in southern Pennsylvania, the interconnection of art and community development, and panels on community-engaged research in the city. Southwestern Pennsylvania is still the hub of extensive coal mining network, including the largest underground coal mine in the United States, and is also the locus of an extensive shale gas fracking operation. **Kirk Jalbert**, with help from **Jeanne Simonelli**, organized a number of truly unique panels of scientists and activists to discuss the extraction industries, reclamation, fracking-related health hazards, and cleanups in Western Pennsylvania. The day will culminate with a special screening of the film **Triple Divide** - arguably the best documentary on fracking - on Tuesday evening.

Pittsburgh is a reinvented city. During the past three decades Pittsburgh went from being 'steal city' to 'hip city.' A couple of years ago the National Geographic Travel listed Pittsburgh as one of the world's 20 must-see destinations! Indeed with its three rivers, beautiful green hills, numerous bridges, pleasant and clean downtown, bicycle routes, microbreweries, local bistros, distinctive neighborhoods, community gardens, and vibrant art scene Pittsburgh has something for every visitor. We offer a number of exciting and informative tours during the course of the conference that explore the unique heritage and transformation of Pittsburgh and vicinity.

A Rivers of Steel tour will concentrate on Pittsburgh's Steel Heritage. From 1875 to 1980, Pittsburgh and Southwestern Pennsylvania were the center of the steel-making industry in the United States. Nowadays, the Rivers of Steel National Heritage organization preserves, interprets, and manages the historic, cultural, and natural resources related to the steel industries that once dominated the Pittsburgh landscape and its history. The Rivers of Steel Tour will include a visit to the Rivers of Steel Museum, Carrie Blast Furnace, and to the Carpatho-Rusyn Cultural Center. The tour will provide an opportunity to learn more about the work in the mills, the people, and the culture of the region. The tour will also offer the opportunity to sample home-made pierogis, the iconic regional dish.

Fracking in the Coal Field is a tour led by members of the Center for Coalfield Justice and will focus on their efforts to halt mining and fracking destruction to their communities. This region has the most extensive longwall mines and horizontal drilling in the world. This timely tour will explore all of the elements of this huge energy extraction effort – a massive coal preparation plant, a huge gas processing facility, shale gas drilling wells, toxic coal refuse disposal areas, and coal beltways.

There will also be exciting tour to the Carnegie Natural History Museum Collections. The section on anthropology of the museum houses over 100,000 ethnological and historical specimens, as well as 1.5 million archaeological artifacts. A separate tour to the Alcoa Hall of American Indians at the Carnegie Museum, one of the main attractions of the Carnegie Museums, will be guided by a collection manager who has held a pivotal role in the organization of the exhibit and the display of the artifacts. The Hall features a comprehensive display documenting the relationship of Native Americans to the natural world, as well as important current topics pertaining to urbanization and to Native Americans in contemporary society.

A tour to the Falk School of Sustainability on the Chatham University's Eden Hall Campus will provide for first-hand opportunity to learn about the program's long-range sustainable practices, including permaculture, greenhouses, mushroom production, research labs, and composting. We will also provide an opportunity for a guided visit to the Greater Pittsburgh Community Food Bank and the Braddock Community Oven. The Food Bank maintains a 94,000 square foot LEED certified warehouse and distributes over two million pounds of food each month in an eleven-county area. It has also established and sponsors related services and advocates for policies which promote food security. This tour will also include a visit to nearby Braddock to explore the innovative ways in which this community is responding to a declining population and economy. One of these efforts is the Braddock Community Oven where you will observe that the process of food production also includes a commitment to community engagement and a jobs-training program.

A tour of the Nationality Rooms at the University of Pittsburgh will provide for another unique outing. The center of the University of Pittsburgh is the 42-story Cathedral of Learning, the tallest building used for educational purposes in the Western Hemisphere. Within the building, 29 distinct "nationality rooms" occupy two floors of the building. The Nationality Rooms were conceived as a way to form a bridge between the University and the different ethnic communities in the Pittsburgh area. Each room celebrates a different culture. Each was designed, financed, and maintained by a local committee from that ethnic community. Most of the Nationality Rooms are functioning classrooms.

A tour to the Mattress Factory and Urban Revitalization will provide a glimpse into Pittsburgh's Renaissance, art scene, and hipness. The "Mattress Factory" is a contemporary art establishment with an active education, residency, and installation program. It is also the hub for an extensive community revitalization effort on Pittsburgh's North Side and an example of how arts endeavors can have positive affect on the economic revival of a formerly declining community. The neighborhood around the Mattress Factory has a distinctive funky feel to it. Walking around the neighborhood's narrow back alleys and area streets is akin to visiting an outdoors urban museum: lots of beautifully redeveloped small houses and oodles of art on homes.

Our conference hotel, the historic Omni William Penn Hotel is located in the center of the City. It is an elegant and beautiful building that has been completely restored.

While downtown Pittsburgh is very walkable (about 20 minutes from one end to another) you can also use the Pittsburgh Light Rail (commonly known as The T) for free within downtown area. For the best views of Pittsburgh go up the Duquesne Incline to Mount Washington. The hotel's location will enable you to conveniently explore the city and experience the transformation. You will be within about a mile from the historic Mexican War Streets area of Pittsburgh's North Side Neighborhood that features lots of beautifully restored row houses, community gardens, and tree lined streets. You can easily get to the area on your own on and visit the Andy Warhol Museum (<http://www.warhol.org/>), the Mattress Factory (<http://www.mattress.org/>), and Randyland - Randy Gibson purchased his 1501 Arch Street, Pittsburgh house in 1995 in an area neighborhood that at that time was rough and dilapidated. With tips and savings from his job as a waiter he cleaned up the house and has turned this formally abandoned house into a visually funky cacophony of wild imagination, shapes, and color (<http://randy.land/gallery>).



My unprofessional photo of art on area homes



My cell phone photo of Randyland

While in Pittsburgh, walk through the historic Strip District, the parallel thoroughfares of Penn Avenue and Smallman Street (roughly between 16th and 26th Streets). The area has transformed from a factory district into a sprawling neighborhood marketplace with international food kiosks that serve Middle Eastern kebabs, Italian sausages, Greek baklavas, and Polish pierogis. After sampling the sounds, aromas, and food on the Strip, take a break with a cup of coffee at La Prima Espresso. You may also want to take a short bus ride to Oakland and breathe in the palatable energy emanating from the University of Pittsburgh and the nearby the renowned Carnegie Museum of Art and Carnegie Natural History Museum with their impressive collections that range from fine arts and

fossils, to dinosaurs and minerals. Before returning to the conference hotel

grab a bite at the Conflict Kitchen (<http://conflictkitchen.org/>) that serves foods from countries with which the United States is in conflict and do not miss sampling Dave and Andy's outstanding homemade ice-cream located nearby on Atwood Street.

This is just a glimpse into the extra-curricular offerings during the 2015 SfAA in Pittsburgh. For complete information on the conference program go to the SfAA website section dedicated to the annual meeting. I sincerely hope that you enjoy the conference program and your visit to beautiful Pittsburgh.

See you in Pittsburgh.

Ready, Set, PODCAST!

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The 75th Annual Society for Applied Anthropology Meeting in Pittsburgh promises to be a catalyst for rich exchange, compelling insight, and future collaborations. The Podcast Team is thrilled to be a part of the event for the ninth year in a row! We will be audio recording twenty SfAA sessions during the conference that were selected via popular vote. All podcasts will be made available free to the public at SfAAPodcasts.net and added to our current archive of over 100 sessions since 2007.

2015 Podcasting Sessions
2015 Michael Kearney Lecture
2015 SfAA Awards Ceremony
Anthropology as a Profession: Qualitative Data's Role in a Quantitative World (Kevin Newton, Chair)
Bridging the Gap: Translating Anthropology into Health and Health Services Research (Penelope Morrison, Chair)
Community Engagement in Our Contemporary Foodscapes: the Power of Ethnography (Ashante Reese, Chair)
Ebola: Applied Social Science (Peter Kunstadter, Alba Amaya-Burns, and Allan Burns, Chairs)
Environment and Extraction: Liabilities, Resistance, Legislation, and Inequality (Alexander Ervin, Chair)
Food, Society, and Environment in Contemporary Ethnography (Ryan Adams, Chair)
Gender, Culture and Health (Gloria Gadsden, Chair)
Gendered Perspectives in Public Anthropology (Christa Craven, Chair)
Moving Organizations into the Foreground, Part 1: Theory and Practice in Anthropology and Part 2: Case Studies and Discussion (Elizabeth Briody and Tara Eaton, Chairs)

2015 Podcasting Sessions
My Experience in Grad School: A Round-Table Discussion on Learning Applied Anthropology (Molly Shade, Chair)
Reconsidering Migrant Health: Anthropologists in Conversation with Public Health Paradigms (Sarah Horton, William L. Alexander, Emilia Guevara, and Thurka Sangaramoorthy, Chairs)
Researcher and Community Engagement - The Politics of Doing Research (Adam Haviland and Meenakshi Narayan, Chairs)
Social Anthropology + Social Marketing = Social Change (Linda Whiteford and Dana Ketcher, Chairs)
Translating Ethnography into Intervention (Stephen Schensul, Jean Schensul, and Marie Brault, Chairs)
Using Ethnography to Understand How Policies Reproduce Social Inequality (Susan Hyatt and Wendy Vogt, Chairs)
Why Forbes Magazine Is Wrong: Communicating the Value of Anthropology, Parts 1&2 (Rylan Higgins, Chair)

This year's podcasted sessions reflect the applied anthropology's shared interests in health services, disease, community engagement, social change and intervention, as well as policy, marketing and organizational employment. We encourage you to consider all the ways in which the Podcast Project can assist you in your personal, professional and academic endeavors! Here are a few that we endorse:

Reference Materials

One of the central benefits of the Podcast Project is its continuing effort to archive some of the prominent presentations at the SfAA conference. We encourage these podcasts to be used as reference material - for publications, educational supplements, or conversation platforms. The Podcast Project is a valuable implement to add to your anthropological toolkit.

Online and Continuing Education

The Podcast Project is also an important resource for those unable to attend the annual conference. In an ideal world, the entire SfAA community would gather together each year to share our stories and maintain our disciplinary bonds. However, annual meetings can be costly and time-consuming. For those unable to physically attend, the Podcast Project offers a solution. You can listen to twenty new sessions each year from your house, car, or gym!

Conference Highlights

The SfAA community selects the podcasted sessions via a listserv and social media distributed survey, called the SfAA Podcast Project Session Selection

Survey that went out a few month ago. Using the preliminary program as a base, we solicit votes and tally the most favored panels and roundtables. The top twenty are then audio recorded once formally consented. In this way, the Podcast Project is an exhibition of the year's most popular sessions and archives content as it relates to current interests in the field or world events.

We are also excited to announce that this summer we will debut a new SfAA website-based Podcast platform. A one-stop shop for all of your applied anthropology podcast needs with the wonderful support of the SfAA Board and the especially helpful efforts of Rey Villanueva. Finding what SfAA session you'd like to listen to will be easier than ever. And don't forget - the Podcast Project provides all material for free!

We are Angela Ramer - Chair, Molly Shade - Co-Chair, Shane Pahl - Interactive Media Coordinator, John Sarmiento - Communication Coordinator, and Heather Roth - Interactive Media Associate. We look forward to seeing you in Pittsburgh!

Commentaries

Law of the Jungle: Paul Barrett Talks About the "Texaco Case" in Ecuador

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Last September, Paul Barrett published *Law of the Jungle*, his analysis of the so-called Texaco Case (*María Aguinda y otros vs. Chevron Corp.*) as it unfolded over 20 years in U.S. and Ecuador courts. Barrett, assistant managing editor and senior writer at *Bloomberg Businessweek*, holds a law degree from Harvard and often writes about complex litigation and business issues. He will discuss his book and answer questions at the SfAA annual meeting in Pittsburgh this year.*

In 2011, an Ecuadorian court awarded plaintiffs living in the country's Amazonian rainforest nearly \$8.5 billion for damages allegedly caused by Texaco while it operated there between 1972 and 1990. The lawsuit, first filed in New York in 1993, was eventually refiled in Ecuador ten years later. The plaintiffs' legal team was headed by Steven Donziger, a former journalist who gradu-



Robert Wasserstrom

ated from Harvard Law School. Chevron was named in the Ecuador suit because it bought Texaco in 2001. Last March, Donziger was found liable in U.S. federal court for violating civil provisions of the Racketeering Influenced and Corrupt Organizations Act (known as RICO) – specifically, for falsifying evidence and committing fraud in the *Aguinda* lawsuit. He is appealing the verdict against him.

Anthropologists and other social scientists have watched the case closely because it raises thorny questions about oil development in the Amazon and its impact on indigenous people. Five ethnic groups, ranging in population from a few hundred to



Paul M. Barrett

several thousand, lived near Texaco's operations, along with *mestizo* settlers who started arriving around 1964. No one denies that environmental damage took place: Texaco agreed to clean up 162 waste pits and 67 spill areas. But Texaco took responsibility for only a third of these sites because it owned one-third of the joint venture that had pumped Ecuador's oil. The other 62.5% belonged to its majority partner: the Ecuadorian government, through its state oil company, now called Petroecuador. In

1990, as Texaco's operating contract was ending, Petroecuador took over all of the joint venture's oilfields. In 1998, the government certified that Texaco had met its clean-up goals and released it from further obligations. Meanwhile, Petroecuador has almost totally ignored its part of the remediation agreement.

In a recent interview, Barrett explained why he wrote the book and what it teaches us about litigation as a tool for affirming human rights. His goal, he said, was not to identify heroes and villains; it was "an attempt to find out what really happened" in a "long, sad story about the side effects of industrialization in a poor, rural society." As he looked deeper, he hit a Gordian knot of public policy issues that, for want of a better solution, "became a lawsuit."

Donziger started out as a junior member of the U.S. legal team assembled in 1993 by Cristobal Bonifaz, an Ecuadorian-born lawyer living in Massachusetts. From the outset, Bonifaz decided to focus on the "deep pocket" in this case: Texaco. In 1996, Barrett writes (p. 63), "he promised the Ecuadorian government in writing never to seek damages from Ecuador or Petroecuador." This bargain, Barrett says, had grave long-term consequences, because it "effectively absolved the Ecuadorian state of blame for ecological damage that the country's leaders, at a minimum, had tolerated." Perhaps more than tolerated: over 20 years, according to its own records, the government received more than 90 percent of the revenue from Texaco's oil operations (around \$26 billion). "Bonifaz's motive for letting Ecuador off the hook could not have been more transparent: He sought a colossal payout from Texaco and he wanted to focus judicial and public animus solely on the wealthy American company" (p. 64). As a former journalist, Donziger took on the role of "scripting a lawsuit" (his term). Henceforth, it would be fought on two fronts: in the courts and in the media.

But Bonifaz had little appetite to pursue the case in Ecuador once U.S. courts declined to accept jurisdiction. Donziger now took the lead – financed by Kohn, Swift and Graf, a Philadelphia-based litigation firm hoping to share in any future pay-out. With his own team of Ecuadorian lawyers, he refiled the case in Lago Agrio, the Amazonian oil town where Texaco’s operations had been based. Efforts to reach a settlement failed. From Ecuador, *Aguinda* spawned other proceedings in Europe, the U.S., Canada, Argentina and Brazil. Due to the irregularities raised at Donziger’s RICO trial last year, the \$8.5 billion damage award remains uncollectable. I won’t spoil the story: everyone should read Barrett’s book.

In our recent conversation, I asked Barrett to describe the main issues that are at stake in this convoluted saga (disclosure: I was an expert witness in the Ecuador trial). The story, he said, is not about innocent victims vs. the evils of commerce. Oil development in Ecuador brought tremendous benefits, but it also brought environmental damage and exacerbated certain social problems. For him, the primary legal question comes down to this: How do the court systems in two countries apportion responsibility? Who cleaned up what? After so many years, judges now face a moving target: Petroecuador continued to use many of the same waste pits after it took over from Texaco in 1990. How much new pollution did it add? Then there is the disturbing fact that Donziger and his Ecuadorian associates lobbied Petroecuador to defer its clean-up – to preserve the disturbing visuals for international media. And finally, there is the \$8.5 billion figure itself: Petroecuador’s own estimates for remediation add up to a small fraction of that eye-popping number. Is *Aguinda* about cleaning up the rainforest or just about the money? As time went on, Barrett pointed out, such questions became “more and more difficult to answer.”

Soon after *Aguinda* was refiled in Ecuador, Chevron realized that it wouldn’t win the case there. It made few public statements about the proceedings and prepared for its day in court elsewhere. Donziger took a different approach. His “greatest genius,” Barrett argues, was his ability to “shape the emotional story,” to turn complex legal and environmental issues into a “simple moralistic story with strong heroes and villains.” As the issues became more complex, the story itself seemed simpler for many people because, as Barrett puts it, “they already knew the narrative.” This narrative was constructed around an appealing theme: Oil development brought only misery for Ecuadorians while earning vast profits for international companies that wantonly polluted the rainforest. Over the next dozen years, Donziger organized an international media campaign – on *60 Minutes*, in the print and a feature-length documentary film, on the Web – to reinforce one clear message: The *Aguinda* case “was about industrial greed versus Third World poverty and virtue.” Without question, he won the “battle of messages”: as Barrett puts it, “many people don’t need another word.”

Eventually, though, the facts caught up with him. Donziger’s media strategy – particularly his open discussion of legal strategy with documentary cameras rolling – cost him the right to keep attorney-client communications secret. Using a provision of U.S. law, Chevron was able to review film outtakes, emails, and internal documents, which became the basis of its RICO complaint. The documents showed how

Donziger, in his own words, “went over to the dark side”: his case fell apart as expert witnesses retracted their testimony and allies abandoned him. Eventually, he was forced to raise money by selling shares in any future pay-out to hedge-fund investors. According to Barrett, it’s unclear how much would be left over for the families on whose behalf the suit was filed.

Texaco and Chevron also made significant mistakes. They failed to settle the case early on and severely miscalculated the result of trying it in Ecuador. During judicial proceedings in Lago Agrio, Chevron’s lawyers lived on a nearby army base, which suggested improper relations with military authorities. As Barrett put it, “they didn’t understand the briar patch or how it was evolving” in the post-Texaco era. And of course, Texaco’s environmental practices in the 1970s and 1980s raised major questions, even if Petroecuador turned out to be worse.

Ultimately, Barrett focuses on a broader lesson: how Donziger’s misconduct “drew a cloud of doubt over ambitious transnational human-rights suits more generally.” As Donziger “became increasingly detached from facts on the ground in Ecuador,” Barrett told me, he cut corners and hyped evidence that his own experts had retracted. He pulled out all the stops to demonize Chevron and the oil industry, pressed Ecuadorian prosecutors to bring criminal charges against the company’s lawyers, threatened and blackmailed judges. These tactics might be acceptable in street theater or political campaigns, Barrett suggests, but not in a legal process designed to apportion responsibility and redress harm – to seek justice. And Donziger accepted Bonifaz’s cynical decision to excuse the government from protecting the rainforest or its residents – or even use part of its \$26 billion in oil revenues to provide clean water and basic health care.

In the end, Donziger’s “guerrilla warfare” campaign turned into a corruption of the law. “He believed his foe violated those limitations, so he could violate them, too. He went further and further, until he drew the skeptical attention of the U.S. judiciary thousands of miles away. He alienated his closest comrades and lost his ethical bearings. The poignancy of his clients’ misfortune could not save him” (p. 250). And by losing his bearings, he has failed poor people in the Ecuadorian Amazon, who so far have received nothing at all. It’s like a Greek tragedy, Barrett concludes: Donziger’s outsized ambition allowed Petroecuador to avoid cleaning up its mess, and now those people have to live with it.

*Barrett’s presentation, entitled “Law of the Jungle: Decoding the Texaco Lawsuit in Ecuador’s Amazon,” will take place in a panel on “The Moral Economy of Human Rights Research in Guatemala and Ecuador.” The panel is scheduled for Thursday, March 26, 3:30 pm - 5:20 pm, in Conference Room B. Discussants: David Stoll (Middlebury College) and Robert Wasserstrom (Terra Group).

History of SfAA and Applied Social Sciences

Beyond 75: Making New History and Understanding the Past

John van Willigen

It is usually reported that the first meeting of the Society was in Cambridge, Massachusetts in 1941. This meeting is not very well documented and its nature is disputed. In any case it was small. In a 1980 interview Frederick L. W. Richardson reported “It was just one big long table. I think were about thirty people.” Some of the attendees were Eliot Chapple, George Peter Murdock, Carleton Coon, Laura Thompson and Ted Lockard, as well as Richardson. In a 1978 interview, Conrad Arensberg said “Our first big public meeting was in Washington [in 1942], though we may have had an organization meeting in Cambridge.” While Arensberg’s dismissal of the first meeting as organizational may be true, Richardson recalled talking about his research on community resettlement in the coal industry there. The selection of the 1942 Washington meeting site related to war time travel difficulties and the fact that many of the key participants were working for the Federal Government in Washington during the war. While the executive committee [now called the Board] did meet, there were no more annual meetings until after the war.

The content of Washington meeting was guided by a preliminary announcement of the program in Volume 1, Number 3 of the journal which focused on communication of “methods and results” across the “several fields which deal in whole or in part with human relations.” This was termed a “stock-taking.” There was concern about how different disciplines would be made more efficient by sharing methods and that the need to do this was made more important because of “the emergency.”

As the Society’s Secretary-Treasurer until the 1950s, F. L. W. Richardson had considerable experience with doing the meeting arrangements for the Society. He said, “I remember when they first came I collected the fees. I did all the mechanics of paying for the meals and all that. I ended up after several years being the expert, you might say, on how to run a meeting. Our meetings were highly successful and widely appreciated. . . We had no simultaneous sessions. They weren’t that big. We planned the spontaneity. I had people around that were supposed to talk; if no one else talked they’d ask a few questions. And we had the means to make them shut up and not talk more than they were supposed to. Speakers talked one-third of the total time; two-thirds was discussion. Who does that nowadays?”

These meetings were exciting and fun, participants enjoyed them. Charles P. Loomis said, “That was what was so beautiful about the organization. It was so informal that you didn’t stand on ceremony. I can still remember these meetings, they would end up with plenty to drink and plenty of fun. George Homans would revert back to his experience [as captain] of a small warship [during the war] and he would begin giving orders that you could hear for two miles! Those were nice meetings. I can remember getting a kiss on the side of my cheek and turning around and seeing

that is was Margaret Mead. ‘Oh, I thought you were John Provinsse,’ she said, ‘we looked so much alike.’”

Like today, the early meetings had a large number of persons that were not anthropologists. Apparently this was, in-part, related to conceptions of applied anthropology that appear to be held by some early leaders. Some perspective on this can be seen in comments made by Eliot Chapple about Alexander Leighton, a sociologist and psychiatrist and early participant, “He was just a guy who always fit it. There were a lot of people like that who saw anthropology as an overall general science.” And perhaps more important the recruitment of members was not from anthropology departments but came from multi-disciplinary organizations, that included academic, governmental and to some extent commercial. This supported multi-disciplinary participation in meetings.

This note relies on transcripts of interviews of Eliot D. Chapple, Conrad Arensberg, Charles P. Loomis, and Frederick L. W. Richardson done by Lawrence C. Kelly as part of his research project funded by the National Science Foundation’s History of Science Program in the late 1970s. Kelly, retired from the history faculty of the University of North Texas, placed his transcriptions with special collections of the University of North Texas libraries. UNT Special Collections made them available for study.

This series of brief notes from the Beyond 75 Committee are focused on the history of the Society and applied anthropology in general. The mission of the committee is to encourage new initiatives while it increases understanding of the history of the Society and helps build its endowment. The committee can be contacted through its chair, Don Stull [stull@ku.edu]. Of course, the Society will be celebrating its 75th year with the meetings in Pittsburgh in 2015.

SfAA Topical Interest Groups

Gender-Based Violence TIG

M. Gabriela Torres
Wheaton College, MA

Cross disciplinary and intra-institutional collaboration in the teaching of gender-based violence has yielded great rewards at Wheaton College, MA, for students, staff, and faculty. The collaboration with colleagues in Sociology, Theatre, and Student Affairs was aimed at addressing sexual assault on our campus by developing a partnership between our curricular and co-curricular programs. A multi-year US Department of Justice, Office of Violence Against



Women grant supported activist work in courses in Anthropology, Sociology, Theater, English, and Women's Studies and made possible the development and staging of a play, titled "What Happens When," which addresses sexual assault on college campuses and was authored by Wheaton College's Playwright in Residence, Charlotte Meehan.

As an anthropologist whose research is focused on gender-based violence issues, teaching on sexual assault on college campuses was not a natural transition. My scholarship based on research on state-sponsored violence in Guatemala is not readily applicable to understanding sexual assault in the college setting. Nevertheless, I began co-teaching a course titled "Violence against Women" (VAW) in an effort to globalize the reach of the topic for our students. As I learned about teaching the global aspects of VAW, I also learned that students gain much more when they apply their knowledge. VAW, a course first developed by Sociologist Kersti Yllo, employs a feminist pedagogy that requires our students to cultivate their understanding and practice scholarship on gender-based violence whilst also engaging in a collaboration that yields campus-wide activism. Since 2012, VAW has been engaged in campus activism to address sexual assault (see [here](#)). The focus on sexual assault is not new, as student activism for 30 years has focused on combating rape. Focusing on campus sexual assaults was new, however, and course activism was student-designed, incorporating the theoretical and empirical knowledge gained in the course. Student-led activism from 2012 to 2014 employed social networking campaigns to engage broad student interest, collaborated with Student Affairs to raise awareness of the services offered on campus, and encouraged participation in the design and assessment of policies to support survivors, to implement Title IX, and to determine sexual misconduct offences (see [here](#)).

Starting in 2014, the VAW class also began collaborating with the development of "What Happens When." Working with artists and scholars in the humanities has challenged the way that we approach teaching gender-based violence. Whilst social science is fundamental to study the breadth, incidence, character, and theoretical frameworks that can be used to study VAW, approaches from the humanities have made us and our students question how realities of social suffering come to be represented, investigate the complexities of authorship, and embrace the arts as a tool for social justice. For the faculty and staff involved, the intra-institutional collaboration has yielded an understanding that Student Affairs departments do not have the sole responsibility on college campuses for curbing the incidence of sexual assault, caring for survivors, or developing cogent policies. Our role as scholar/teachers is key in supporting our students' understanding of the complexities of sexual assaults on campus. Our courses, particularly when they engage with feminist pedagogies, can in fact work as strong avenues for advocacy to this end.

In the Spring of 2015, "What Happens When" will premiere on our campus under the direction of Stephanie Burlington Daniels. At a time when colleges across the nation struggle to find solutions to sexual assaults that plague their communities and increasingly gain infamy in the national media, a residential liberal arts college that

first opened its doors as a female seminary in 1834 is working collaboratively inside the curriculum and in tandem with student life to make our campus talk about the problem of sexual assaults in our midst. In doing so, we are opening an inclusive and campus wide discussion we believe will be as productive for the community as it has been for students, staff, and faculty who have thus far worked to bring this to fruition.



Tourism and Heritage TIG: SfAA Annual Meeting Preview

Melissa Stevens
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The 2015 Student Paper Competition

We are proud to announce the winners of the fourth annual Tourism and Heritage TIG Student Paper Competition! The competition started with the submission of paper abstracts this past fall, five of which were selected to be presented in a specially organized paper session in Pittsburgh. The author of the top paper will receive a cash award of \$500 and will be honored at the Meetings.



The winners of the 2015 Tourism and Heritage TIG Student Paper Competition are:

Meagan Roche (Grand Valley State University)
Saracen Souvenirs and Islam: The Crusades, Memory, and Contemporary French Identity

Lan Xue (Pennsylvania State University)
Tourism Development and Changing Identity in Rural China

I-Yi Hsieh (New York University)
“Developmental Heritage”: Beijing Folklore Arts at the Age of Marketization in China

Susan E. Hill (University of Wisconsin-Milwaukee)

(Re?) Keying Post-Socialist Urban Space through the Luxury Walking Tour: Class Distinction and Cultural Production among Alternative Tourism Companies in Budapest

And the top prize is awarded to:

David McMichael (University of Maryland)
The Most Fun You'll Ever Have Saving the World: Voluntourism in Siem Reap, Cambodia

Please join us in congratulating the winners and to hear their papers presented in Pittsburgh in the session **New Scholars Changing the Field: The Winning Papers of the 2015 SfAA Tourism and Heritage TIG Student Paper Competition** (FRIDAY, 10:00-11:50, Conference B).

The cash awards for the annual paper competitions have been generously donated by TIG members. In order for the competition to continue to support and celebrate future tourism and heritage scholars, a more permanent fund will need to be established. Please consider making a contribution to the TIG's fund for the student paper competition. Your donation is tax-deductible and you will have directly provided support toward the continued growth and development of tourism and heritage scholarship. For details, please contact the SfAA Office (info@sfaa.net).

The 2016 competition will begin with the submission of paper abstracts in September. For more information on the competition, please contact Melissa Stevens (melissa.stevens7@gmail.com).

The SfAA Annual Meetings in Pittsburgh

The **Valene Smith Tourism Poster Competition** is now in its ninth year. The competition is endowed through the generosity of Valene Smith, one of the founders of the study of tourism. Dr. Smith's groundbreaking book, Hosts and Guests: The Anthropology of Tourism established the foundation for the study of this topic. The award is given to support the research of future leaders in the field of tourism studies, and this year's submissions represent an interesting variety of topics by many promising students. The tourism posters will be displayed during the general poster session (THURSDAY, 3:30-5:20, William Penn Ballroom). Stop by to see cutting edge tourism research and to meet the students presenting their work.

The **Tourism and Heritage TIG Meeting** is still TBA, but the final details will be published in the SfAA program. We invite everyone interested in the anthropology of tourism and heritage (including students) to join us as we discuss the annual student paper competition, plans for TIG involvement in next year's SfAA meetings, and other tourism and heritage-related topics. We would love to have your input and ideas.

Other sessions of interest to tourism and heritage scholars include:

(W-19) WEDNESDAY 8:00-9:50

Shadyside

On Managing Cultural and Historical Preservation

(W-49) WEDNESDAY 10:00-11:50

Shadyside

Cultural Heritage and Tourism

(W-79) WEDNESDAY 12:00-1:20

Shadyside

Marketing Heritage: Business, Development, and Symbolism of Colonial Williamsburg

(W-130) WEDNESDAY 3:30-5:20

Vandergrift

Heritage Tourism and Resource Management: Tools, Tactics, and Tensions

(W-167) WEDNESDAY 5:30-7:20

Parkview E

On Development Heritage Preservation and Revitalization

(F-10) FRIDAY 8:00-9:50

Vandergrift

Museums and Tourism: Heritage Documentation and Economic Development through Museum Programs and Partnerships

*Please note that the event details listed here are from the Preliminary Program. Please consult the final version of the Program for any possible changes.

Future Columns Call for Papers

The Tourism and Heritage TIG would like to see your work published here! Please send us your travel and research stories, book and film reviews, or general tourism and heritage-related musings to Melissa Stevens (melissa.stevens7@gmail.com) for consideration for inclusion in future newsletter columns. Pieces should be no more than 1500-1750 words in length, including references. Please do not use endnotes or footnotes.

Stay connected to the Tourism and Heritage TIG through:

TourismTIG List-serve: to subscribe, contact Tim Wallace

(tmwallace@mindspring.com) or Melissa Stevens (melissa.stevens7@gmail.com)

Facebook: www.facebook.com/pages/SfAA-Tourism-Topical-Interest-Group/139663493424

Twitter: www.twitter.com/sfaatourismtig

Student Corner

Flashback to Fieldwork: El Día de Amor - Managua, Nicaragua

Jessica-Jean Casler

jcasler@ufl.edu

University of Florida

Last year I spent all of my holidays, including the very recent Valentine's Day, in Nicaragua. I was there studying the impact of short-term medical missions, but as is the plan, ended up learning about Nicaraguan life in much broader strokes. Anthropologists are always trying to find the connections between those broad strokes – the national economy, the war-damaged infrastructures, and the much smaller ones that people begin to paint for you in their day-to-day – the estranged aunt they still visit for injections, or the pains they stopped seeking treatment for long ago.

At times though there are conversations, events, and even days that you are not quite sure will contribute to the image emerging in your mind as you piece together all the information you've set out to collect. It is one of these days that I want to share in the newsletter, perhaps because of the recent holiday, or maybe simply because I am not sure where else I will get to write about it.

I was two hours away from the capitol, on my way to an interview when Mercedes called me from Managua – “Are you on the bus yet?” I told her I was in fact on a bus, but was sure it wasn't the one she was asking me about. “Jessi – the bus to Managua – get on the bus to Managua! – Tomorrow is El Día de Amor, recuerdas?”

And suddenly, I did – a few weeks ago Mercedes and I had made plans to go see the free government-sponsored weddings in Managua on February 14th. The radio had been announcing the day with fervor for weeks - each day revealing more juicy tidbits about the spectacles to behold, such as the oldest couple (91 and 88!), the youngest couple (both 16!) and the strangest couple (they would be dressed as clowns!).



It was an event for everyone. Couples would be wed in a beautiful outdoor venue with free marriage licenses, decorations, and even entertainment. The rest of the city was invited out to see the show - the couples would walk down the elongated aisle in their best formal wear, cross the stage to the priest, receive their pronouncement of man and wife, and dance until midnight under the stars and spotlights.

I told Mercedes I was heading to an interview, but I would try to get on a bus first thing tomorrow. I thought of canceling, after all I was in Nicaragua to study health care access and this was just going to be extra time, money, and sweat on something that probably wouldn't add to my project. But who could say no to free mass weddings, live music, or love - let alone Mercedes?

Mercedes and I arrived with Enrique, her ten year old nephew in tow. He ran ahead of us, darting in front of couples to see all the different white dresses and stirring up dust around them in the large empty field that was being traversed by dozens of couples headed toward the lakeside park that had been draped with white fabric, lined with red carpets, and strewn with fresh flowers.

Mercedes grabbed my hand and drug me over to a young couple to our left - "This girl is from the United States (pushing me forward) - she will take your picture!" Then to me - "Jessi! Take out your camera!" I had mentioned to Mercedes I hoped to get a few photos of the couples, and should have known she would more than willing to make sure it happened. "Excuse me," I managed to get out - now face-to-face with the soon to be newlyweds. "Uh, it's OK - I don't need to take your photo - I mean if you want - I will but..." I was so wrapped up in my awkward apology for being thrust into their space that I hadn't notice his arm slip around her or her head tilt toward him. The bride nodded at me to take the photo and I took two steps back to frame them with the giant out of service Ferris wheel. "Bueno, gracias - 1, 2, 3!" Although not in the photo, I was cheesing too - relishing the experience of yet another moment where fieldwork was much easier that I was attempting to make it.

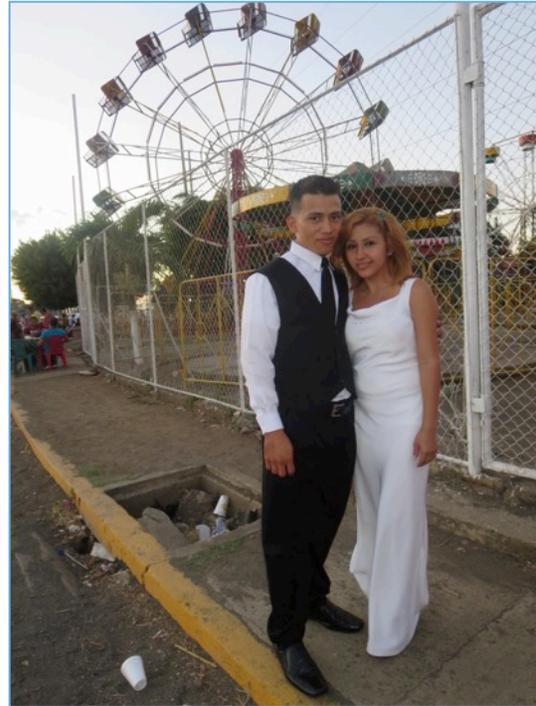
They asked to see the photo and we began talking. They were young *novios* that were not planning on formalizing their marriage anytime soon. The license and ceremony were just too expensive. The bride had a cousin however, that had gotten married on Feb. 14 years ago when it was still just a local radio station sponsoring 30 free marriages each year. Since then, the event became so popular the Ortega government decided to take it over and expand it with marriage licenses hitting triple digits and

sizable increases in the event budget. The change of hands had resulted in an increasingly popular event and good press for Ortega.

On her cousin's suggestion the couple had decided to come. They sent in their paperwork to the event coordinators weeks ago to make sure the license would be ready today. The young *novios* were moments away from a marriage recognized by the church and state – easily the two most powerful actors in Nicaragua. The more people we spoke with the more we heard variations of the same tale, couples that wanted formal recognition of their relationships but couldn't afford it on their own. The majority were older couples that already saw themselves as married, they had been living together and raising kids together for years or decades even, but had never been able to formalize it.

Mercedes, Enrique, and I stayed until the last bus left - talking with couples, dancing with strangers, and taking photographs when allowed. It was a day of great joy and beauty; a day of shared stories and love songs. Despite my original disinterest in going I was once again rewarded by the anthropologist's duty to not only take steps back to see the bigger picture, but also to dive in when they are invited. I now have pages of fieldnotes overflowing with love, joy, and celebration in notebooks often filled with struggle, illness, and deep sorrow. I was able to parts of Nicaraguans' lives that I hadn't seen during the home and hospital visits I had become wrapped up in.

I saw the government respond to the growing popularity of a program originally started by a small radio station responding to its listeners needs. Routes for community to state communication and funding were made visible to me in new ways. I write this to share beautiful photos of people sharing love with each other and their families, but also to celebrate the part of our work as anthropologists that encourages us to go where we are invited (when we are able) and to engage with those whom we meet.



From the Editor

Jason L. Simms
Editor

This issue has caused me to focus on the past, present, and future of the society. Most notably, in the present moment, we will soon meet to celebrate the 75th annual meeting of SfAA, and Orit Tamir's final contribution as program chair sets a great stage. The gathering will, as it always has, bring together old friends and encourage new bonds of friendship and scholarship.



As a group, we have certainly come a long way from a handful of people gathered around a single table, as John van Willigen's *Beyond 75* note explains, complemented greatly by Roberto Alvarez's letter. While things are a bit more formal these days, our meetings echo the spirit of disciplinary inclusion, a lack of pomp, and, above all, ample fun and enjoyment.

Melissa Stevens highlights the winners of the Tourism and Heritage TIG student paper competition, the authors of which will, we hope, continue to be active members of the society for decades to come. And, speaking of the future, my recap of some of the discussions and decisions of the Board from its fall meeting shed light on some of the upcoming ways that the society intends to become more responsive to member voices and increasingly visible on the international stage.

The upcoming meeting in Pittsburgh promises to be tremendous. I look forward to meeting many of you there, and until then, stay warm, and travel safely!

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Items to be included in *SfAA News* should be sent to: Jason Simms (jlsimms@gmail.com). The contributor's telephone number and e-mail address should be included, and the professional affiliations of all persons mentioned in the copy should be given.

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