



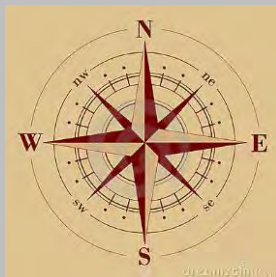
THE ASV

NEWSLETTER OF THE ARCHEOLOGICAL SOCIETY OF VIRGINIA

ESTABLISHED 1940

MARCH 2018 • NUMBER 228

THE MISSION OF THE ARCHEOLOGICAL SOCIETY OF VIRGINIA IS TO PROMOTE THE ARCHEOLOGY AND ANTHROPOLOGY OF VIRGINIA AND ADJACENT REGIONS.



IN THIS ISSUE:

President's Journal	1
State Archaeologist	2
From HQ	4
Field Schools	6
Annual Meeting	9
In Remembrance	10
Chapter Updates	10
Digital Update	13
Upcoming Events	18

PRESIDENT'S JOURNAL – CAROLE NASH

ASV members are proud of our organization, and it's not uncommon to hear that a new member found us through word-of-mouth. Our chapters have print and broadcast media contacts for advertising local activities, and with social media (including our new web site and well-maintained Facebook page), information about what we do is spreading more widely than ever before. Many of us belong to multiple preservation or environment-related organizations whose membership overlaps with that of the ASV, and we share activities. Our certification program students and graduates represent our organization in many parts of the state and beyond, demonstrating the power of lifelong education and the commitment of professional partners. As we enter our 79th year, the ASV is connecting. What, exactly, are we saying, though? How can we better promote the reason we're around -- the study and conservation of archaeological resources -- to extend our message even further? And how is this work tied to the continuation of the ASV into the future?



At the October 2017 Annual Meeting in Natural Bridge, a group of ~35 members came together on Thursday evening to discuss the topic of education and outreach, particularly as it pertains to K-12 students. This meeting was born of a breakfast brainstorm between Martha Williams, Cindy Schroer, and me at our July Board meeting – all teachers, and all thinking about engaging young people in archaeology. The Kittiewan Committee, of which Martha is a member, had just offered a program to Charles City County students that included pre-visit instructional materials, site visits and artifacts displays, and post-visit materials. As she said, “We’ve got to have materials and programs like this all over the state again.” She was referring to the fact that the ASV as an organization has had past success with educational programming and should recommit ourselves to it.

At the October meeting, which was billed as a ‘conversation,’ many ideas were shared:

- *More use of Kittiewan as a teaching and learning center;
- *Teaching materials that are both tied to the Virginia Standards of Learning AND modified to accommodate the archaeology of the different areas of the state;
- *Chapter materials that allow for an introduction of the ASV to students at varying levels of development;
- *Archaeological field schools for teachers (following the good examples of Jamestown, Monticello, Poplar Forest, etc.);
- *Archaeological laboratory schools for teachers (following the good example of the VDHR Certification Lab School);
- *Activities at Annual Meetings that are geared to the K-12 audience;
- *ASV partnerships with established programs that get archaeology into schools, specifically the Archaeological Resource Kit (ARK) that is maintained by the Virginia Department of Historic Resources.

It was both daunting and energizing to listen to the wealth of suggestions and good ideas coming from the audience that night. By the time we ended, we agreed on the need to find success with ‘low hanging fruit’ – a program that is already established, known to teachers, and in need of updates. That fruit is the ARK, which circulates on loan at no cost through the VDHR. The ARK was created over two decades ago, and there are several trunks that continue to make their way into classrooms. Dr. Dee DeRoche, Curator at VDHR and overseer of the ARK, is now leading an effort to update this remarkable trunk of teaching materials, artifact replicas, and images that assist Virginia teachers in bringing Native American archaeology in the classroom. At this writing, a committee of ASV/COVA members, VDHR/Virginia State Parks/Virginia Museum of Natural History staff, and Virginia Historical Society staff have met to begin the updating process. We are talking about workshops and recertification programs to introduce the new and improved ARK to teachers. We’ll keep you updated as the discussions continue; we want to use our local ASV connections to spread the word.

In the meantime, one answer to the question, “How is the work of the ASV tied to its continuation?” one answer lies with K-12 engagement. It’s time for our organization to again support archaeological programming in schools and share the rich knowledge based we’ve generated all these years. Please continue to think about ways in which we can work with young people and help them develop an interest in what we do. ☀

FROM THE DESK OF THE STATE ARCHAEOLOGIST – Michael B. Barber

I recently had the opportunity to return to the Flowerdew Hundred Site after almost 40 years. This is not completely true as I visited the site a few years ago when DHR had a Threatened Sites project there with WMCAR to locate and map the trench on the outside the ca. 1620s fort wall. The fort, fortified area, and/or enclosed settlement had been excavated in the 1970s by the College of William and Mary under the leadership of Dr. Norman F. Barka and I had been lucky enough to have directed some of the work there. There was a



reluctance at the time to call it a fort, although it was a fort, I think more because of the cultural upheavals of the 1970s than the defensive stance of the early 17th-century English.

In any case, I was back, along with some of my colleagues including both Charley Hodges and Bob Wharton, both of which had worked at Flowerdew in the last century and knew all the FD100 myths and legends. We were there because the electrical towers in the James River needed to be replaced and dis-assembled and the spot selected for dis-assembly was directly on top the fort. Due to the weight of the objects involved and the presence of a wetland, protective matting had been placed over the site. As the fort had been more or less completely excavated, our major concern was a cobble and brick hearth, which had been left intact. One metal pipe remained which marked the mid-point of the west wall of the fort. The problem here was that measuring off that point did not produce the feature, which, perhaps, had eroded into the river

or was located under the clay berm placed along the river to slow erosion. Our task was to monitor the mat removal in case the hearth remained under the matting, and assess any damage to the remaining feature. The mats were constructed along the lines of large wooden pallets, sometimes two thick, whose function was to redistribute the weight of the crane, forklifts, and other heavy machinery over a broader area and reduce any impacts caused by weight. As we monitored their removal, we examined the ground surface, measured, augered, probed, dug STPs, and floundered about in the mud. Nothing. Three things became readily apparent: 1) we really had no precise idea where the hearth might be; 2) wherever it was, it had not been impacted by the work associated with the towers; and 3) the next time I need to save a site, I want mats. They worked well and the companies responsible for the work were genuinely concerned with protecting the environment.

As we stood on the edge of James at eight o'clock in the morning watching the squadron of eagles fly by for our entertainment, we thought, while not good, things could be much worse. The return to Flowerdew after all these years was bittersweet. Things were familiar but a little out of whack. The road system had changed and, unfortunately ran along the river's edge where many of the significant sites were located. The 1620ish stonehouse foundation remained buried but was overgrown. Some brick features on an 18th-century site downriver remained exposed. The missing factor was the total lack of stewardship of the archaeological resources. There was no recognition of the fact that this place was one of the most significant sites in Virginia and perhaps the nation. As Flowerdew Hundred is up for sale, we can only hope the next owner will be more enlightened as to the importance of the past. For just \$12.2 million, you can be that person. ☀



State Historic Marker for Flowerdew Hundred.

NEWS FROM THE ASV HEADQUARTERS – Submitted by Martha Williams

Most of the archaeological community considers winter to be a sort of down time—a time to settle down in the lab and catch up on all those unwashed artifacts; spend hours in front of a computer trying to tie up the loose ends on that site report; catch up on all those periodicals and *QB*'s that we didn't have time to read last summer and fall; or contemplate with mounting anticipation the prospect of another field school over on the Eastern Shore.

But if your “artifact” is an entire 700-acre property populated with a historic manor house and countless collections of diverse artifacts, the winter’s “catch-up” is likely to entail a combination of planning for the year ahead and a far different set of tasks. This winter, ASV’s Kittiewan volunteers have made headway on a wide variety of chores—from planting 250 daffodils and peonies around the Manor House (check us out this spring!), to replacing the aging wiring in the barn, to erecting a new sign out on Route 5, to trying to impose some order on the framed artwork, textiles, tools, and archival notebooks (so well curated by Kathleen Baker and the late Cindy Dauses) that comprise the Cropper collections.



Wharf or Vessel? This structure is exposed in Kittiewan Creek at low tide.

Thinking ahead to the coming months when the Manor House will once again open to visitors, we’re planning some new exhibits and additional outdoor interpretive signs at the cemeteries and the Civil War earthworks. Even more important, Kittiewan will host **TWO** archaeological projects this year: a late spring Phase I survey in advance of another 40-acre timber harvest, **AND** a long-awaited **CERTIFICATION FIELD SCHOOL** that will investigate a Woodland period site down by Kittiewan Creek—the latter under the watchful supervision of ASV President Carole Nash. To participate in either of the archaeology efforts, contact mwilliamslonomo@aol.com (for the survey), or check out the ASV web site (for the field school).

We often hear the comment that volunteers would be willing to come help at Kittiewan if they only knew what kinds of projects they could work on. To answer those questions, we’ve come up with a short list:

- Sort, organize, and inventory Howard MacCord’s ASV papers now in storage at Kittiewan.
- Clear and maintain visitor access to the Rickman cemetery and the Civil War earthworks.
- Maintain the Manor House landscape and the demonstration herb garden.
- Create a nature walking trail for visitors.
- Help to inventory, identify, photograph, and curate the massive Cropper collection of tools, household furnishings, and other memorabilia.
- Assist with school group activities.
- Serve as docents and greeters on Open House days (second Saturday of each month: March through November).

If you are interested in and willing to help out with any of these tasks, please contact us (mwilliamslonomo@aol.com or nrubin213@gmail.com). Remember, **FREE** dormitory space (with microwave and refrigerator) is available for long-distance workers (but maid service is not included)!!!

And just to whet your appetite, we've included some of the curiosities and treasures we've discovered as we continue working our way through all those things that reside at ASV's Kittiewan property.

See you this spring! ☀

ASV OCTOBER BOARD MEETING HIGHLIGHTS – Stephanie Jacobs, Secretary

The ASV's Board of Directors met on Saturday January 20, 2018 at the offices of the Virginia Foundation of the Humanities in Charlottesville.

The board received an update on the Annual Meeting, which is being sponsored by the Northern Shenandoah Chapter and the Banshee Reeks Chapter. The Annual Meeting will be held October 12-14, 2018 in Winchester. The chapters have entered into a contract with a hotel and are moving forward with arrangements.

The board approved a new Nominating Committee, which includes Jackie Cuyler, Chair (Northern Va. Chapter), Robert Balcom (Nansemond & Maritime Heritage Chapters), and Hayden Mathews (Banshee Reeks/Northern Virginia Chapter). The nominating committee will seek out candidates for all the board officers, and three board members.

The board also unanimously approved the formation of the Historic Triangle Chapter, bringing the total number of current chapters to 17. Focused in the Williamsburg area, the new chapter will be led by Forest Morgan, president. Other officers include vice president, Chris McDaid; Secretary, Randy Turner; and Treasurer, Carl Fischer. Welcome, Historic Triangle Chapter!

The Executive Committee had a meeting in December to discuss the future of the ASV. One of the things discussed is a potential ASV Director. President Nash appointed a committee to look into how the work of the ASV is apportioned and what a Director would do if such a person could be hired, and how it would be funded. The ASV Director Exploratory Committee includes Stephanie Jacobs, chair, Carl Fischer, Bill Bjork, and Forrest Morgan.

Also at the Executive Committee meeting the committee approved money to support an AMS date for a canoe found on the Amelia County side of the Appomattox River. The canoe was recovered and is stored underwater with a filtration system. Mike Clem submitted a request for dating, which came out as 180BP +/-30, ca. 1770. Mike Clem requested \$595 for the AMS date.

Finally, the board approved a motion to thank Lyle Browning for all his years as ASV webmaster. The ASV webmaster will now be Terri Aigner who redesigned the ASV website.

The next board meeting will be held on April 21, 2018 at Kittiewan. ☀

We love having you as a member! Have you renewed for 2018? Go to <https://virginiaarcheology.org/join-asv/> and either renew on-line or download the mail-in form. While you're on the web site, please note that we've also created an on-line donation portal to support the work of our organization.

ASV 2018 BOARD ELECTIONS

In October 2018 the Membership will vote to elect the following Board positions: President, Vice President, Secretary, Treasurer and three Elected Directors.

Nominating Committee members are: Jackie Cuyler, Chair (jackiecuyler@comcast.net), Robert Balcom (neobal@aol.com), and Hayden Mathews (hwmathews@comcast.net).

If you are interested in serving in one of these positions or know of a person you would like to recommend, please contact a member of the Nominating Committee. ☀

EXCAVATIONS AT THE EYREVILLE SITE (44NH0507), EASTERN SHORE (NORTHAMPTON COUNTY, VIRGINIA), APRIL 24- MAY 5, 2018 – FIELD SCHOOL OPPORTUNITY



The Eyreville Site (44NH0507), Northampton County, is found on the grounds of a late 17th – 19th century plantation house. The extensive farm lies eastern shore of the Chesapeake Bay and is easily reached from Route 13. The site to be tested is to the west of the main house, an 18th century plantation house. The landowner, during tree stump removal, recovered numerous artifacts dating to the 17th century which included rose head nails, bricks, Rhenish stoneware, tin-glazed ware, gin and wine bottle fragments, and numerous pipe stems. Of note were Dutch yellow bricks and elaborately decorated Dutch pipes in addition to domestic and English pipes. Documentary research has been completed and points to the earliest occupation as associated with John Howe in 1636/1637. During the 2017 field school, numerous other features were located including an 18th century brick foundation, a buried hearth, many oyster shell filled features, a brick walkway, and many other historic features of note. The excavations at this spring's field school will emphasize a view of diachronic change underscoring changes in both architecture and material culture through time.

The field school meets requirements for the ASV/DHR/COVA Certification Program for excavation. Several motels are found in the environs of nearby Exmore. Campgrounds are also available in the vicinity including Kiptopeke State Park and Cherrystone Campground. Participants are responsible for lodging and meals. Lunch will not be provided at the site. Portajohns with washstands will be available at the work site. The field school timing in early spring will avoid the influx of insects and the hot humid weather. Work will begin at 8:30 am and shut down by 4:30 pm. Excavation may also be prone to the vagaries of the weather. Saturday, April 28, is set aside for a public open house and Wednesday May 2 for an evening presentation at the UVA Research Center in Oyster.

The 2017 Field School is sponsored by ASV, DHR, the local Eastern Shore ASV Chapter, Chesapeake Bay Archaeological Consortium, USDA-Forest Service Passport in Time, and Northampton Historic Preservation Society. ☀

Application Due Date: April 1, 2018.

APPLICATION FOR EASTERN SHORE FIELD SCHOOL 2018

Applicants should be members of the Archeological Society of Virginia and will gain the best experience if enrolled in or graduated from the Certification Program. Children as young as 12 years of age may participate if accompanied by a responsible adult, although they must be 16 years of age to enroll in the Certification Program. Deadline for applications is April 1, 2015.

Name of Applicant:

Date(s) of Attendance:

Address:

Email Address:

Chapter Affiliation:

Enrolled in Certification Program ____ yes ____ no

Archaeological Experience:

Special Skills:



FIELD SCHOOL CONTACTS

Send Applications to:

Mark Wittkofski, Archaeologist
Virginia Department of Historic Resources
2801 Kensington Ave
Richmond VA 23221
Email: mark.wittkofski@dhr.virginia.gov

DHR Archaeologists

Mike Barber, State Archaeologist
WRPO - Department of Historic Resources
962 Kime Lane, Salem, VA 24153
mike.barber@dhr.virginia.gov

Mike Clem, Tidewater Archaeologist
Department of Historic Resources
2801 Kensington Ave
Richmond VA 23221
mike.clem@dhr.virginia.gov

Certification Program

Carole Nash, Coordinator
ISAT Department
James Madison University
Harrisonburg, VA 22807
nashcl@jmu.edu

Bruce Baker, Coordinator
10290 Reed Rock Road
Amelia, VA 23002
bakerbw@tds.net

USDA-Forest Service Archaeologists

Michael J. Madden, Forest Archaeologist
George Washington/Jeff NF
5162 Valleypointe Parkway
Roanoke VA 24019
mjmadden@fs.ed.us

Rich Guercin, Archaeologist
George Washington/Jeff NF
5162 Valleypointe Parkway
Roanoke VA 24019
rguercin@fs.fed.us



***ARCHAEOLOGICAL SURVEY AND TEST EXCAVATIONS AT KITTIWAN,
CHARLES CITY COUNTY, MAY 15-20, 2018 – FIELD SCHOOL OPPORTUNITY***



Please mark your calendars for the upcoming archaeological field school that will take place at Kittiewan, home of the ASV, from May 15 through -20, 2018. Details will be forthcoming. The focus will be a small Native American site adjacent to Kittiewan Creek that dates to the Woodland period. The week will include excavation, lab work, and classes. ☀

ASV ANNUAL MEETING AT WINCHESTER, OCTOBER 12-14, 2018

The 2018 ASV Annual Meeting will be held on October 12-14, Hampton Inn/Winchester North, 1204 Berryville Ave, Winchester.

<http://hamptoninn3.hilton.com/en/hotels/virginia/hampton-inn-winchester-n-conference-center-WNCHHHX/index.html>

The weekend will include papers and poster presentations, the Council of Virginia Archaeologists' Friday Evening Education Session and reception, field trips, banquet, and Certification classes. The call for student papers will go out soon, and student presenters will again be fully sponsored (registration/banquet/ASV membership) through the Student Scholarship Fund. David Brown and Stephanie Jacobs are Program Chairs, and the Northern Shenandoah Valley Chapter is in charge of arrangements. Registration information and the formal call for papers will come out in the late spring. ☀



IN REMEMBRANCE – DALE COLLINS, Submitted by Wm Jack Hranicky

The Virginia Rockart Survey reports the passing of Lewis Dale Collins. He worked on the Survey as the assistant director for 25+ years. Along with Jack Hranicky, they recorded over 15 rockart sites in the Middle Atlantic area. His contributions to prehistory are found in the book *Virginia Fixed and Portable Artworks*. Additionally, he belonged to the ASV for over 50 years. While a school teacher for 30 years, he simply loved the outdoors, namely hiking and looking at everything. As a graduate of Virginia Tech, he brought the scientific philosophy to the discovery and recording of ancient stone writings of Native Americans. Dale was 88 years young. ☀



Dale Collins providing scale for photographs at the Salt Rock Pictograph Site in West Virginia, 1992.



Dale Collins Photographing a rockart boulder, an aerial view, 14 feet up.

CHAPTER UPDATES

Banshee Reeks Chapter – Submitted by Hayden Mathews

The Banshee Reeks Chapter currently has nine members and meets on the third Tuesday of each month. Recent activities over the past quarter are listed below.

Bob Shuey assisted County Archaeologist, Nora Sheehan, in a follow-up excavation at Site 44LD1568 in Lovettsville which will be impacted by the construction of new park playing fields. Phase One shovel tests yielded ceramics, bottle glass, nails, and other items that indicate a mid-19th through early-20th century occupation. Bob and Nora uncovered what appeared to be a portion of a dwelling foundation but correlation with a known dwelling is difficult. Some ceramic and metal artifacts were recovered during the excavation but nothing of particular diagnostic significance. The Phase One Report indicated that Site 44LD1568 is considered potentially eligible for inclusion in the NRHP under Criterion D, for its potential to reveal valuable information concerning the lifeways of early Lovettsville settlers. Further excavations will be performed as time, weather and availability of personnel will permit.

Marion Constante provided a very well received classroom program on archaeology for the 4th grade students at Belmont Elementary School on October 19th, 2017. The school was very impressed and would like to have her back in the future.

Hayden Mathews offered two programs on colonial lifeways to the 3rd and 4th grade students at the Hillsboro Academy on September 14th and October 19th. The students were very engaged, their teachers very pleased and it is likely that he will be offering more programs in 2018.

Four members met at the Ferster property at their invitation to do some test pits and metal detecting on at sites which may have been used for temporary encampments and/or firing lines during the Battle of Unison in the fall of 1862. While no Civil War artifacts were recovered during these excavations, the owners did show us an unsorted collection of historic artifacts (mixed iron, glass and ceramic) collected from the property over the years and particular interest was a white cowrie shell retrieved from the front portion of the property where they may once have been slave quarters. Further excavations will likely be done later in 2018.

Chapter President, Hayden Mathews, worked closely with Mike Kehoe, President of the Northern Valley Chapter to visit candidate venues in Winchester regarding hosting the 2018 ASV Conference. Negotiations with one venue which ought to meet all our needs are underway and should be concluded shortly. Hayden also assisted the Northern Valley Chapter in a survey at the Audley Farm in Berryville to locate the possible site of the Wadlington Store, a crossroads store from the mid-1700's.

The chapter is considering a number of activities for 2018. These include possible joint field trips to the Mercer Museum in Doylestown, PA and the State Museum of PA in Harrisburg to deepen our background in both historic and prehistoric artifacts of the Mid-Atlantic states. Also under consideration is a return to the Douglass ES in Leesburg on April 12th to support their 2nd annual VA History Learning Fair for students and their parents. Our chapter had a table with informational materials and artifacts at last year's inaugural event which was very well received reaching about 80-90 students and parents in the course of the evenings' program.

Hayden Mathews is working to get a joint BRASV/NVASV survey trip to the suspected site of Bacon's Fort along the Snickersville Turnpike in Western Loudoun County. The property owner has a trove of extremely interesting historic artifacts that span the period of 1750 (?) to 1870 which may provide further clues to the likely location of this mercantile/defensive building.

A second 3-Day Field School at Banshee Reeks is being planned for the summer of 2018. Response to last year's school was very positive. And finally, it is likely that BRASV will be holding at least one more Public Dig at Banshee Reeks Nature Preserve in 2018 in conjunction with a public event (TBD) held at the Preserve.



Nansemond Chapter – Submission and Photos by Bert Wendell, Jr.

The highlight of the annual ASV Nansemond Chapter's Christmas Meeting "Show and Tell" Program, which was held on December 12, 2017 in Chesapeake was when James Pritchard, a life member of the ASV, held up a large bannerstone and started to talk about this exceptional Archaic period artifact. According to Pritchard, the large winged bannerstone was found by a local farmer, many years ago, near Badger Road in Suffolk. He stated, that the bannerstone was crafted from a piece of banded green slate lithic material by a highly skilled craftsman. The source of the material is



possibly from the midwest, he said. The bannerstone is 5 1/2" in length; 2" wide at the center; 1/4" thick; with a perfectly drilled 3/8" hole. Pritchard's interest in Virginia Indian stone tool technology started when he was 7 years old and found his first stone artifact beside his home. At 12 years old, he started to walk the fields along Long Creek in Virginia Beach and later the many plowed fields in the Kempsville section of the city. He has continued his quest as an avocational archaeologist for nearly seven decades and is considered to be an expert in Mid-Atlantic Indian stone tool technology.

Taft Kiser (l), a professional archaeologist and member of the ASV, is shown a steatite pipe that was recovered by Byron Carmean (r) some years ago in Mathews County, VA. Carmean, who grew up in Mathews, VA, and is a member of the ASV Nansemond Chapter, stated that the pipe is 3 1/2 inches long with a bowl that is 1 inch across. When he found the pipe, it was damaged with a piece missing on one side of the bowl and there is also a hole on the top of the stem. Kiser was the guest speaker at the ASV Nansemond Chapter's monthly meeting which was held on January 16, 2018 in Chesapeake, VA. Kiser's presentation topic was "Locally-Made Clay Tobacco Pipes of the 17th Century American Colonies". ☀



New River Valley Chapter – Submitted by J. T. Moldenhauer

The Chapter helped fund a \$200 grant for a blood residue analysis of a Paleo Point from the Smith Mountain Lake Research Project by Joe Gingrich, Mike Johnson, Bill Childress, and Jeanette Cole. The results have yet to be published.

Local artifacts from the western counties around Radford, Blacksburg, and Roanoke that were part of the Bill Thompson Collection are being studied for provenience and possible deposition with Radford University and the Virginia Department of Historic Resources.

Chapter membership has been joining in meetings with the Roanoke Chapter. ☀

Upper James River Chapter – Submitted by Hannah Short

On February 19, the Upper James River Chapter enjoyed a wonderful presentation by Professor Alison Bell, who gave us an overview of her research on cemeteries in the Shenandoah Valley. The presentation was entitled “The Vital Dead: Creating Meaning, Identity, and Community through Cemeteries.” We were delighted to have a member of the Massanutten Chapter in attendance as well. ☀



Wolf Hills Chapter – Submitted by May Tabor

Chapter members are planning a February 10 trip to the McClung Museum at the University of Tennessee-Knoxville to see an exhibit on the art of Native Americans of the Northwest.

Some years ago, we enjoyed a Chapter trip to the McClung Museum; there is so much of interest there to enjoy. We expect to share one or more activities with the Blue Ridge Plateau Chapter in 2018.

Charlie Bartlett, past chapter president, and I attended the funeral in Bristol of a former Wolf Hills Chapter member, Robert Broyles. Robert and his wife, Marie, had participated in digs at the Cornelius Site and in Saltville. Mrs. Broyles was very appreciative of our presence at her husband's funeral.

Our bank balance grew by \$5.00 in December; the deposit was made to avoid our account's becoming inactive. The balance now stands at \$328.10.

And just recently an event of interest to Chapter members was “Sunday With Friends” held at the Washington County Public Library on the afternoon of Sunday, February 25. Dr. Stephen Jett, Wolf Hills Chapter Treasurer and author was the presenter, giving highlights from his newest book, *Ancient Ocean Crossings: Reconsidering the Case for Contacts with the Pre-Columbian Americas*. ☀

AT THE DIGITAL HELM: ORGANIZATIONAL DEVELOPMENT AND ARCHAEOLOGICAL PUBLIC OUTREACH IN THE DIGITAL AGE - David E. Rotenizer, ASV Facebook Page Administrator

In the Beginning

Over the years, the ASV has experienced success from innovative concepts and actions. The ASV is no stranger to the digital world, as the society first dipped its toe into the subject as early as 1972. With the society's third special publication (Hranicky et al. 1972), there was considerable discussion on the many potentialities the computer could bring into the archaeological world.

At the time, cost was a barrier to full participation and one option was to tap into the emerging library networks which could serve as “giant clearing houses for scientific information” to “... not only link the user to the libraries and library to library, but also users who share a common interest and thus facilitate the ever-increasing overlap of discipline studies” (Hranicky, et al. 1972:66-67). The greatest perceived value of the computer at the time seems to have focused on the capacity for storage, organization and processing of information.

I found the following paragraph most revealing, especially with respect to the last sentence, when the internet was an emerging concept:

“By using the computer, some order can be made of this blizzard of papers, publications and books. To deal with this torrent of information, special library services, abstracting services and indexing services have sprung up in the business and scientific communities. The physical sciences have information and retrieval services that put the user in direct contact with a library collection regardless of where it is located (Hranicky, et al. 1972:66).”

Clearly, by the early 1970s, the computer was slowly being integrated into archaeology:

“The computer has now become a basic research tool for all scientists, including the archaeologist. Many are turning away from studies of languages, such as French or German, and are, in turn, studying and using the computer languages such as Fortran. This computer is now a basic research tool for interpretation and identification of archaeological data and materials (Hranicky, et al. 1972:67).”

“The archaeologist-computer partnership is a relationship few archaeologists make. It is unquestionably our future, if not now, relationship of the computer on the one hand retrieving information as needed and the archaeologist on the other manipulating it with instructions (Hranicky, et al. 1972:67).”

“Most archaeologists have computer facilities available, but they generally do not use them. The Archaeologist’s primary concern is with artifact retrieval, and he spends most of his time in the processes of the actual excavation. Some fail to complete the process...that is interpretation and publication” (Hranicky, et al. 1972:67).

I had hoped to pop in here a brief reference as to when the ASV took that leap in the digital world with website and other platforms. This is a story yet to be told. Based on the forty-year history of the ASV (MacCord 1990), official transition did not occur during that 1940-1980 window. If memory serves me correct, I want to think things started taking hold in the 1980s. If it would be great if the ASV’s pioneers of the digital era could collaborate and tell this story. While I could scour the official minutes of the society, the personal memories from these folks would present a deeper narrative replete with anecdotes – Lyle E. Browning, Michael F. Barber, and Wm. Jack Hranicky. Active integration had not taken hold by the early 1980s, as one my favorite ASV special publications (No 10) (Hranicky 1982) made no reference to use of computers as part of normal society operating procedures. Speaking of such, all chapter leaders should review this publication. While dated, it contains all sorts of nuggets of value to local chapter programing, publicity and even public speaking.

As a quick point of reference, based on what I believe to be common knowledge, the following dates are some key related milestones in computer development.

- 1975 – Microsoft launched
- 1976 – Apple launched
- 1983 – The “network of networks” – the internet as we know it began
- 1985 – AOL launched
- 1990 – World Wide Web (www) launched
- 1995 – Yahoo launched
- 1998 – Google launched
- 2003 – Myspace launched
- 2004 – Facebook launched
- 2006 – Twitter launched
- 2007 – Tumblr launched
- 2010 – Pinterest launched
- 2010 – Instagram launched
- 2011 – Snapchat launched

The ASV and Facebook

Putting a Chapter Face on the ASV Face

The ASV Chapters have much to gain by hosting a Facebook presence. At least 3-4 chapters currently have their own pages. For better or worse, social media may be here for a while and if we want to keep our public

informed and engaged, as well as a growing number of our members, we need to make Facebook a part of our operational routine. With my professional work in economic development, I am witnessing more and more businesses, especially the small business sector, opting for a Facebook presence at the expense of a website. There may be a moral to that message. While younger folks are looking to other social media platforms, increasing older generational cohorts are losing their digital luddite tendencies and embracing Facebook. Yes, Facebook is literally growing older. As a rule, ASV Chapter members tend to be older adults. The Facebook is a perfect addition to the Chapter Toolkit.

A Page Setup

Getting a page set up is not that difficult to accomplish – there is usually someone in the chapter, or acquaintances, who can offer support. Most communities have access to workforce development or adult education programs that make computer training available usually at no cost. Public libraries are another resource for support and training. Facebook provides instruction and of course, if you Google the need you can find tutorial instruction. Look at other Facebook pages for features and presentation formats you like – consider using.

Maintaining the Page

There is no rule that you must monitor your Chapter Facebook Page 24/7, just having a presence is the first step. To provide the impression the page is active, you should make posts on a consistent basis, even if just a few times a month. Ideally, two members should maintain the page to share the workload and this alone will keep the page active and alive.

Taking Advantage of the Event Invitation

When you sponsor chapter events, functions and other activities, be sure and capture quality high resolution images with good composition. Be sure and let the subjects know that they may appear on-line – you need their permission. As a rule, every Facebook post should be accompanied by an image – even if a logo. Our world has become visually oriented and posts without images are frequently and easily overlooked. Besides, colorful images add life and excitement to your page. This is a marketing tool for recruiting new members, as well as giving existing members a sense of community – the warmth of the chapter family.

When preparing content for a post, it is best to break up large blocks of text into smaller “bite sizes.” Research has shown people refer to read and follow the small bites, whereas the larger blocks tend to deflect the reader’s interest.

Something to keep in mind, there are two dimensions to Facebook – your page and the posts. With the posts, you are competing with the world. Over 50%, likely much more, of the public now uses a mobile device. Thus, your post will likely appear in competition with other posts as folks scroll through their news feed. You want to stand out. The other dimension is your page and how it is organized. As discussed earlier, there are opportunities for learning how to set up a page.

One aspect of Facebook with great value to the chapters are Event Invites. While they are a part of your page, you must create them separately. They are something which can easily be shared – and more importantly, they freely show up in searches everywhere. Sometimes I will do a search for an archaeology event and instantly have a listing far wide throughout the US and Canada and elsewhere. You don’t want to miss this opportunity for exposure. An invite should be created for every chapter public function. As I mentioned, the event will be seen by many – everywhere. Give attention to how you title it, this is another trigger for chapter marketing.

On the Backside of the ASV Facebook Page

ByThe Numbers

At present (15 February), here is the generational cohorts that have “Liked” the page:

Age Range	Percentage
13-17	0.162%
18-24	5%
25-34	19%
34-44	20%
45-54	22%
55-64	20%
64+	12%

Enhanced Scope of the ASV Facebook Page

Aside from pure Virginia archaeology and ASV promotion, we look to our neighbors (far and wide) in all cardinal directions for interesting themes and topics.

These include many and varied aspects of anthropology, Native American/First Nations/descendent issues, intellectual cultural property, intangible cultural heritage, early history, cross-temporal material culture studies, accessible online research and underwater resources.

Topics also highlight historic preservation, emerging sciences (remote sensing, 3-scanning, LiDar, drone, DNA, residue analysis, paint analysis, metal detecting chemical sourcing), national preservation policies and laws, vernacular architecture, field health and safety and geology. Other areas embrace field school and online training opportunities, lecture and museum exhibits.

Each year we promote archaeological submissions to the Virginia Association of Museums (VAM) Endangered Artifact Awareness Program. This year the ASV played an active with supporting the Alexandria Archaeology Museum in its bid to take honors with to secure funds to help fund conservation of recovered historic ship wreck.

Our posts strive to support our membership with capacity building by providing innovative ideas for maximizing use of Facebook. For example, we have used FB meeting/lecture notices from Florida, North Carolina, Vancouver, and Iowa among others to illustrate innovative and create ways to promote your event/activity via social media. The same is true with posts of field techniques, museum exhibits, public outreach approaches and the wide range of Archaeology Month Day/Week/Month artwork. The ASV FB Page promotes interest in programs such Day of Archaeology and International Archaeology Day.

On 17 December 2018, we posted a video clip from a BBC metal detecting series which highlighted a humorous scene. As predicted, the post was immensely popular and like many of our high Total Reach posts went viral – we had a reach of over 1.1K. The situation was made into a teaching moment of a sort with a segue into awareness for responsible metal detecting practices. The narrative included easy links to the Society for American Archaeology’s website with information on the subject. An immediately crafted post followed the video post with information on the upcoming archaeological metal detecting program being hosted by the archaeological staff at James Madison’s Montpelier. There is a growing level of interest with

integrating metal detecting into routine archaeological fieldwork, like remote sensing, to enhance site documentation and interpretation.

Most Visited Posts

At the first quarterly meeting of the ASV Board of Directors, a report to the Outreach Committee included a breakdown of the Top 20 most viewed posts with engagement over 1,000 (September 2017 – 12 January 2018)

# Reached	Date	Content
2.8K	9/25/17	Archaic Period and Big Data Research
2.1K	1/11/18	Article on the Solutrean Research Controversy
2.1K	9/12/17	Announcement new ASV Website (pushed post)
2K	1/11/18	Senate Bill Passes for Recognition of Virginia's Tribes
1.9K	9/19/17	Alaska Child Burial
1.5K	11/26/17	Slack Farm 30 th Anniversary
1.4K	11/26/17	Kentucky Archaeology Month – underwater
1.4K	9/17/17	Nolichucky River Exotic Artifacts
1.3K	1/2/18	Bartman Stoneware Jug Research at Jamestowne [video]
1.2K	11/23/17	Lymes Disease – new research
1.1K	12/31/17	Colorful Chart of American Architecture Styles
1.1K	12/28/17	Tourist Dives to the Titanic to Begin in 2018
1.1K	12/17/17	BBC Metal Detecting – comedy clip [video]
1.1K	12/12/17	When you are Cold, they are Cold...Bring in Your Archaeologists
1.1K	12/5/17	Lost Colony Research
1.1K	11/27/17	Terracotta Army Exhibit at Virginia Museum of Art
1K	1/10/18	Powhatan's Mantle Documentation
1K	1/8/18	UVA's 3-D LiDar Mapping of Blue Ridge RR Tunnel
1K	1/7/18	Dancing Fertility Goddesses based on Classic Artifacts [video]
1K	12/11/17	New Research into Europe's Bog People

References

- Hranicky, W.J., M.D. Kerby, H.A. MacCord and R.W. Renfree
 1972 *Virginia Handbook for American Archaeology*. Special Publication Number 3, Archeological Society of Virginia, Richmond.
- Hranicky, Wm Jack
 1982 *History, Objectives and Goals of the Archaeological Society*. Special Publication Number 10, Archeological Society of Virginia, Richmond.
- MacCord, Howard A., Sr.
 1990 *The Archeological Society of Virginia – A Forty Year History*. Special Publication Number 21, Archeological Society of Virginia, Richmond. ☀



ASV OFFICERS AND SUPPORT

PRESIDENT

Carole Nash

nashcl@jmu.edu

VICE PRESIDENT

Forest Morgan

lex22@gmail.com

SECRETARY

Stephanie Jacobe

aureus@usa.net

TREASURER

Carl Fischer

flyfischn@aol.com

QUARTERLY BULLETIN EDITOR

Thane Harpole

thane@fairfieldfoundation.org

NEWSLETTER EDITOR

Randolph Turner

erturner48@cox.net

WEBMASTER

Terri Aigner

aignerad@cox.net

CERTIFICATION PROGRAM

Carole Nash

nashcl@jmu.edu

Bruce Baker

bakerbw@tds.net

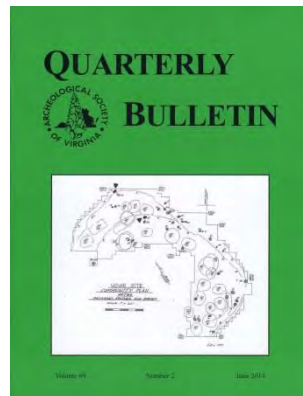
ASV WEBSITE

www.virginiaarcheology.org

UPCOMING EVENTS

- | | |
|---------------|---|
| April 14 | Kittiewan Open House. |
| April 21 | ASV Board Meeting, Charles City (Kittiewan). |
| May 12 | Kittiewan Open House. |
| May 15-20 | Archaeological Field School, Kittiewan. |
| June 9 | Kittiewan Open House. |
| July 14 | Kittiewan Open House. |
| July 20 | ASV Board Meeting, Martinsville (Virginia Museum of Natural History). |
| October 12-14 | ASV Annual Meeting, Winchester. |

The ASV has a new website! Check us out at <https://www.virginiaarcheology.org/>



ASV QUARTERLY BULLETIN AVAILABLE DIGITALLY – The ASV's Quarterly Bulletin is now available digitally. If you would prefer to receive it as a PDF instead of a paper copy, contact Patrick O'Neill at patrickloneill@verizon.net. This follows the ASV's newsletter which has been offered digitally for several years now.



Find us on Facebook!
Virginia.ASV

SAVE THE ASV MONEY AND GET YOUR QUARTERLY BULLETIN AND NEWSLETTER ELECTRONICALLY!

For every Newsletter and Quarterly Bulletin you receive though email, you save the ASV \$7.99 in printing and mailing costs. Over the course of a year, that adds up to \$31.96 that can go directly toward ASV programming. Go green and fill the ASV coffers with green!

Check our website when renewing your dues if you would like to go digital.



Archeological Society of Virginia
P.O. Box 70395
Richmond, VA 23255-0395

Non-Profit Org.
U.S. POSTAGE
PAID
Richmond, VA
Permit #1630

IN THIS ISSUE:



- **ASV President's Journal**
- **State Archaeologist's Desk**
- **From ASV HQ – Kittiewan**
- **In Remembrance – Dale Collins**
- **Chapter Updates**
- **Field School Opportunities**
- **Digital Update**



virginiaarcheology.org