



# CHRS, Inc.

Cultural Heritage Research Services, Inc.

ARCHAEOLOGY, RESEARCH & HISTORIC PRESERVATION

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2007-2008

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## A Book for Four Seasons (Produce, Inc.)

CHRS's Research Department frequently delves into corporate history in support of industrial archaeology surveys and historic structure assessments. Most of the corporations we investigate closed their doors and packed up their ledgers many years, so our research steers us from one quiet archive to another, much as it does when we seek historical data relating to residential properties and communities.

We got our hands on a much livelier animal this past year when the founder and Chairman of Four Seasons Produce, Inc., a major Mid-Atlantic produce wholesaler headquartered in Ephrata, Pennsylvania, commissioned us to create a 30<sup>th</sup> anniversary illustrated history of his firm. There were no quiet archives or carefully accessioned collections to peruse for this project. An Executive Assistant had been slipping newsletters, press releases, newspaper and magazine clippings, and snapshots of corporate events into a box for half-a-dozen years, and several veteran employees had private stashes of photos and memorabilia to share. Beyond this jumble of keepsakes and a corporate timeline that President/CEO Ron Carkoski had begun compiling a decade ago, there was little in-house evidence of the company's rise from humble beginnings in a cramped, reclaimed warehouse in the sleepy Lancaster County village of Denver to a regional

powerhouse operating out a sprawling, state-of-the-art office-and-distribution complex near the Pennsylvania Turnpike's Reading-Ephrata Interchange. As



Chairman David L. Hollinger would explain in the opening paragraph of his Introduction in *Four Seasons Produce, Inc.: The First Thirty Years, 1976-2006*: "It's safe to say [we] didn't get where we are today through long looks in the rearview mirror. We're a forward-leaning crowd. . . . The pace of our business doesn't lend itself to lingering reflection." And yet, Mr. Hollinger continued, "here we are with three decades under our corporate belt, and a thirtieth anniversary seems occasion enough to pause and consider in detail how we climbed to this peak of collective achievement."

*(continued on page 2)*

## CHRS, Inc. Receives ACRA 2007 Quality Product Award

CHRS, Inc. has won the 2007 American Cultural Resources Association's Quality Product Award. The American Cultural Resources Association (ACRA) is a national organization with a mission to promote the professional, ethical and business practices of the cultural resources industry, including all of its affiliated disciplines, for the benefit of the resources, the public, and the members of the association. The ACRA Quality Product Award recognizes an ACRA company's innovative research, preservation of a cultural resource for future generations (such as a building or archeological site), or an outstanding report, brochure, book, etc. CHRS, Inc. received this award for the preparation of the booklet, *Walking Historic Honesdale*.

Project impacts to cultural resources are mitigated in a variety of ways. The mitigation product is often devised through consultation with Federal and State agencies rather than with the public who are to benefit from the mitigation efforts. Although

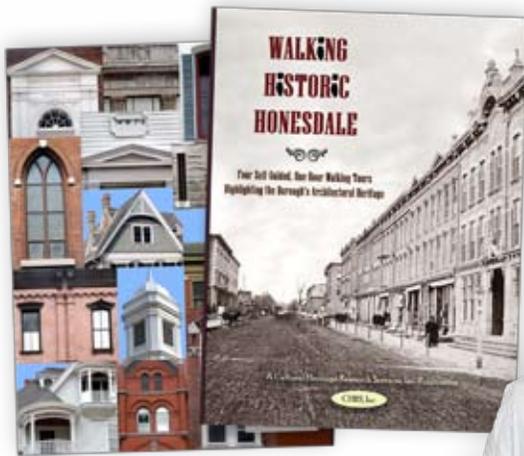
public involvement is an important part of the overall process, the opinions and ideas of local residents and local organizations, as they relate to mitigative efforts, can be lost in the general public involvement process. Actively involving local individuals and organizations specifically in the mitigation efforts (as a separate public involvement effort) allows for creative ideas that result in products useful to the intended audience as well as to the agencies involved. In the case of the S.R. 96001, Section 000, Church Street Bridge Project, this coordination resulted in *Walking Historic Honesdale*, a booklet containing four self-guided, one-hour walking tours highlighting Honesdale Borough's architectural heritage. It was produced in 2006 by CHRS, Inc. as mitigation for the anticipated effects on the National Register-eligible Honesdale Downtown Historic District and the National Register-listed Honesdale Residential Historic District. The booklet was prepared for the Pennsylvania Department of Transportation (PENNDOT), in consultation with PENNDOT,

*continued* ►

### [A Book for Four Seasons](#) *continued from page 1*

Oral history proved critical in reconstructing the story of Four Seasons Produce. CHRS Director of Research Phil Ruth conducted recorded interviews with twenty key contributors—long-time employees, the current crop of VPs, suppliers, customers, consultants, family members—which netted over 300 pages of transcribed commentary. The recollected data served as touchstones as Phil pieced together a framework of significant facts in Four Seasons' evolution. The interviews also gave him a wealth of anecdotal material to weave into his narrative, and to highlight via extended "key contributor" quotation boxes throughout the publication.

It became clear through the enthusiastic expressions of Four Seasons Produce personnel and the careful vetting of the publication in successive drafts by multiple readers that the process employed by CHRS for this project generated in our client a keen sense of ownership and—upon delivery of 2,500 copies of the 78-page, perfect-bound history in September 2007—profound satisfaction. Our ability to provide one-stop research, oral history, writing, editing, and publication design services gives us a dexterity customers greatly appreciate. The corporate response of Four Seasons Produce to *The First Thirty Years* was summed up thusly by an Executive Assistant in a project-concluding email: "We are very, very, very happy with the end product!"



CHRS, Inc. Senior Project Manager (Preservation Department) Laura S. Black accepted plaques representing ACRA's 2007 Quality Product Award on behalf of CHRS, Inc. and PENNDOT District 4-0 at the ACRA Annual Conference, held in St. Petersburg, Florida on September 29, 2007



the Pennsylvania Historical and Museum Commission (PHMC), and the Wayne County Historical Society (WCHS).

The use of a walking tour booklet to satisfy mitigation requirements for the project evolved from close collaboration between CHRS, Inc., PENNDOT, and the WCHS. A determination was made that mitigation should provide a diverse public with a user-friendly product that would benefit the community, focusing on the two historic districts that would be affected by the project. A walking tour of Honesdale provided a creative solution to meeting these goals. Previous collaboration between these three entities on an earlier project had resulted in a well-received and widely distributed booklet, a success that made expanding the Honesdale walking tour idea, from a simple brochure or pamphlet into a bound booklet of over 50 pages, both viable and welcome.

Intended for a wide audience that could include school children studying local history, residents exploring their community, and tourists, the booklet provides multiple layered options for experiencing Honesdale's historical and architectural heritage. One or more sections can be explored

according to interest and time constraints. Further, the format and content of the booklet make it useful and informative as a stand-alone document for readers who aren't walking along the tour routes. In addition to four compatible illustrated walking tours, *Walking Historic Honesdale* includes a history of Honesdale Borough, a review of architectural styles prominent in the community, and a bibliography of resources for further reading and research. The thematic organization of the tours located in the Honesdale Downtown Historic District, accompanied by the historical narrative, convey

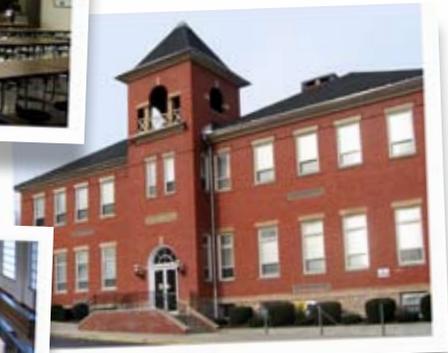
both the architectural and historical significance of this resource.

*Walking Historic Honesdale* is an excellent example of agency collaboration with a local historical organization to produce a mitigation product that documents project affected historic resources and disseminates information in a user-friendly and enjoyable format that ensures a long term benefit. To meet the needs of the local community, as communicated by the WCHS, the walking tour takes into account the many ways in which a broad audience will use *Walking Historic Honesdale*. As a usable document, the walking tour ensures that it will be utilized by the community for an extended period of time. In addition, the booklet combines two mitigation goals in one product (documentation of historic resources and public dissemination of information) for an efficient use of mitigation funds.

## CHRS Participates in PHMC Historic School Buildings Pilot Study

The Pennsylvania Historical and Museum Commission (PHMC) has undertaken an investigation to identify historic twentieth-century public schools statewide. A Pennsylvania Schools Survey was funded through a grant awarded to Preservation Pennsylvania, Inc. by the PHMC, Bureau for Historic Preservation. Preservation Pennsylvania, Inc. hired CHRS, Inc. to perform this study. The survey conducted by CHRS is one part of a larger initiative undertaken by the PHMC to identify, study, and promote the preservation of historic school buildings in Pennsylvania. Over the course of several months beginning in the winter of 2006-07, CHRS, Inc. conducted an enhanced reconnaissance-level survey, examining public elementary and secondary schools constructed between 1900 and 1969 that still function as educational facilities. The schools included neighborhood and consolidated schools from different time periods in urban, rural, and suburban locations. This pilot study provided insights into the current state of educational buildings in the Commonwealth and should provide the basis for the evaluation and protection of educational resources important to our understanding of Pennsylvania's past.

Additional information regarding the initiative, historic school preservation, and the results of CHRS, Inc.'s survey can be found on the PHMC website. A link to this study can be found on [www.chrsinc.com](http://www.chrsinc.com).



CHRS, INC. IS PLEASED TO ANNOUNCE the hiring of **Christine Miller** to our Preservation staff. Christine will be undertaking Section 106 surveys for our transportation and developer clients as well as providing preservation planning and materials conservation for local municipalities and preservation groups. Christine Miller has been working in Historic Preservation since 2000. A master's degree in historic preservation (from the University of Pennsylvania), with a concentration in the conservation of masonry materials, has enabled her to work as an architectural historian, and to perform conservation consulting. As an architectural historian, Christine has spent most of her time working on project mitigations, including preservation plans, conditions assessments, and HABS/HAER style photography and drawings. As a conservator, one of her specialties is the conservation of outdoor masonry monuments, including grave markers and public art. She has worked with different materials, including marble, granite, sandstone, slate, iron, and wood. Some of the conservation treatments she has undertaken in the field include: resetting monuments, structurally repairing masonry, patching and infilling voids with composite repairs, repointing joints, and cleaning. Christine also focuses on conditions assessment methodology, utilizing AutoCAD and database programs. These assessments are often completed for architects and engineers working on restoration projects, and are included in the bid package for contractors. Additionally, she writes specifications, does construction monitoring, and materials analysis. It was during her final year at the University of Michigan, while working in an objects-conservation lab and taking an architecture studio class, that she discovered that preservation perfectly combined the two fields. When not sporting sprained ankles or torn rotator cuffs, Christine attends yoga classes, or likes to climb, bike, hike and run. While working out is important, she bakes and cooks like a CHAMP. "I have a pretty good garden, too" she states, revealing another hobby. Her hometown is Milford, Michigan, in the Detroit suburbs (sticking close to home she received her

On one of her first CHRS, Inc. assignments, new Preservation staff member Christine Miller (**below**) served as consulting conservationist in a newsworthy effort (**bottom**) in Concord, New Hampshire to reassemble a portion of the 1758-vintage New Hampshire State House.



B.A. in Classical Archaeology and Anthropology from the University of Michigan), and while she likes the east coast, she misses Michigan most in the summertime "when it is a million degrees and 400% humidity!" When asked why she now works at CHRS, Inc. she replied, "High professional integrity and a more diverse business model in the public and private sector projects." And she adds, "When I interviewed, the people were nice and also seemed to like one another, which is really important to me."

**SCOTT SMITH is the new archaeology project manager** based in CHRS, Inc.'s McMurray, Pennsylvania office. Born and raised in Doylestown, Bucks County, Pennsylvania, Scott knew he wanted to be an archaeologist after reading *The Source* by another Doylestown native, James Michener. Scott did his first field school in 1998 and graduated with a B.A. from Drew University in 1999. Between 1999 and 2003 he worked as a professional archaeologist, and ended up at CHRS, Inc. In 2003 he started grad school in the Anthropology Department at the University of California in Riverside, graduating in 2004 with an M.A. In 2006 he was advanced to candidacy for his Ph.D. and is currently writing his dissertation, hoping to defend and finish by May of 2009.



**Scott Smith,**  
CHRS, Inc.'s new  
archaeology  
project manager  
headquartered in  
our McMurray, PA  
office

Scott specializes in GIS applications in archaeology and brings to CHRS, Inc. experience on a diversity of sites. He worked at a Maya site in northwestern Belize in the spring of 1998, returning to various sites in northern Belize in the springs of 2000 and 2002, as well. During the summer of 2000 he participated in a large project at a Roman urban site near Reading, England. In 1998 and then again in 2002 he was part of a field crew at several sites along the southern coast of Ecuador. In between these overseas projects, he worked for various CRM firms in PA, NJ, NY, CT, and ME. During the summers of 2004 through 2007 he was conducting dissertation research at a site in the mountains of Bolivia near Lake Titicaca. His dissertation focuses on the relationship between religion and politics between 200 BC and AD 500.

## CHRS, Inc.

*Providing a wide range of  
cultural resource management services  
since 1981*

### ***Historic Preservation***

Historic Resources Surveys  
National Register Nominations  
National Historic Landmarks  
State Nominations  
Documentation  
State-level Recordation Reports  
HABS/HAER Recording Projects  
National Register Nominations  
35mm, medium format, and large format photography

### ***Research***

Building and Site Specific Histories  
Regional Histories  
Corporate Histories  
Exhibition Development  
Video Production  
Brochures & Pamphlets  
Illustrated History Books  
Interpretive Panels and Displays

### ***Archaeology***

Prehistoric Archaeological Models  
Historic Archaeological Models  
Phase I Surveys  
Phase II Surveys  
Phase III (Data Recovery) Surveys  
Public Archaeology  
Archaeology in support of restoration work

### ***Preservation Planning***

Historic Structures Assessments  
Measured Drawings  
Preservation Plans  
Preservation Ordinances  
Zoning

### ***Materials Conservation***

Conditions Assessments  
Materials Analysis  
Paint  
Mortar  
Monument Conservation

## PRESIDENT'S CORNER

Preservation: to keep safe from injury, harm, or destruction. Middle English, from Medieval Latin *preservare* (keep), from Late Latin, *praeservare* (to guard beforehand), from Latin *prae-* (before) + *servare* (to keep safe).



I am often asked my profession. My first inclination is to use the jargon of my industry and reply that I am a “cultural resources manager” who performs “Section 106 studies”; but few outside of those who offer similar services would know what I was saying. Next I think, “Well I was trained as an archaeologist.” But I have long ago learned that saying: “I’m an archaeologist,” leads my questioner to conjure up images of Indiana Jones or Lara Croft looting archaeological sites while fighting Nazis and other villains, or they conflate paleontology with archaeology as they reply “Oh, you study dinosaurs.” It isn’t easy to get through the message that archaeologists study people, not dinosaurs, and that we don’t steal things from archaeological sites. Besides, archaeology is only a part of what I do, so I usually reply that I am in Historic Preservation. My job and the job of my employees, as the definition at the beginning of the column indicates, is to keep safe the past.

The etymology of the word “preservation” is important. The original Latin clearly saw a distinction between the act of keeping something safe (*servare*) and the time when the act was performed (i.e., beforehand [*prae-*]). This distinction is the basis of much of what we do here at CHRS. Although we provide a wide range of services, the majority of our work is centered on identifying and evaluating historic properties before they are threatened or destroyed. CHRS has 27 years of experience in providing these services. During this period we have encountered physical remnants of the past that are unsurpassed for the feelings they evoke, the information they embody, and knowledge about our past which they preserve. However, oftentimes the pieces of the past we see are less than inspiring. Many remnants of the past have been completely lost. Many have been so altered by time that they no longer evoke the period of time or the important past activity with which they are associated. It is not always easy to separate the chaff from the wheat. The corporate memory of the firm, the experiences of each of the employees, and the professionalism of the staff, all come into play when we assess what may be worth preserving and what is not. The job of preserving our past for the future is still as rewarding today as it was more than a quarter century ago when CHRS was founded.

## CONFERENCE NEWS

In January of 2007, **Kenneth J. Basalik**, Ph.D. and **Mary S. Alfson** co-authored a Poster Session entitled *Walking Historic Honesdale* at the Transportation Research Board Annual Meeting in Washington, D.C. In May of that same year, Mary, **Paula R. Miller** and **Erin K. Stinchcomb** accompanied Ken to the PENNDOT Byways to the Past Conference in Indiana, PA. Ken had been invited to present a paper for the Industrial Archaeology and Transportation Session of the conference. Ken’s paper was entitled: *A Road Runs*

*Through It: Approaches to the Industrial Past and Archaeology in Transportation*. In July, Mary co-chaired a session entitled “Historic Railroads, Tunnels and Trolley Lines Form East to West” at the Transportation Research Board Summer Meeting in Flagstaff, AZ. In September, **Laura S. Black** attended the American Cultural Resources Association (ACRA) annual conference in St. Petersburg, FL, where she accepted a Quality Product award for CHRS’s work on the *Walking Historic Honesdale* booklet.



**CHRS, Inc. Senior Archaeologist Paula Miller** has been especially busy these days. Beyond project management, report writing, and field work, her resumé has grown to include a range of archaeology-related educational and volunteer activities.

Early in 2007, she was approached by a Indian Crest Junior High School student researching careers in archaeology. Paula was able to give the student a better understanding of archaeology in general, as well as what it means to be an archaeologist. Springtime found Paula mentoring a New Hope-Solebury School District student as part of the student's culminating project. The mentorship included the student interviewing Paula and acting as an archaeological field technician "intern." According to Paula, the information the student ob-

tained during the interview prepared him for his time on the CHRS field crew. "He asked a lot of good questions, and he was a hard worker," she says. By the time he turned in his field pack, the student had recovered numerous artifacts from the New Jersey site, including a prehistoric projectile point. Come fall, Paula volunteered at historic Joanna Furnace in Geigertown, PA, during the Hay Creek Festival. Working alongside a mix of professional and avocational archaeologists, Paula dug, exposed foundations, and recovered artifacts. Most recently, she spoke with a history club at Upper Dublin High School. Along with a "show and tell" of artifacts she had brought, Paula talked with the class about prehistoric and historic archaeology, and the necessary programs and training for someone interested in an archaeological career. As for the future, Paula says she is "looking forward to opportunities which further educate and involve the general public in archaeology."

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