



NAPA President John Massad,  
2014-2016

## Letter from John P.N. Massad

Greetings and welcome to the latest edition of NAPA *Notes*! This has been an eventful summer, and we are looking forward to a productive autumn and a fabulous presence at the AAA meetings in November in Denver. We want to give you a quick update, with more to come through our social media efforts and other communications. NAPA is full of energy this time of year, and I hope it is contagious!

In this issue we have included excerpts from various programs and events associated with NAPA. First will be an update on the upcoming 2015 EPIC conference. The article looks at the humble foundations and how EPIC has grown substantially and focuses on truly innovative ethnographic applications. EPIC is a celebrated partnership of international proportions for multidisciplinary professionals all working to better understand the human condition.

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- Current Podcasts
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- Welcome *Notes* Editors

Our next article comes from the NAPA Occupational Therapy Field School (NAPA-OTFS), our summer program in Antigua, Guatemala, which offers students the opportunity to gain professional connections and valued experience in health and occupational therapy, access to which is framed in human rights with an anthropological foundation. This is a truly unique and wildly successful NAPA effort, so enjoy learning more!

We also have a piece dedicated to our podcast project, which this year will look at the initial career trajectories of professional anthropologists with a Master's level of graduate training. We expect the podcast series will be a valuable resource for you, and we are looking forward to expanding the project, particularly as the AAA meetings are on the horizon.

As always we are looking to energize NAPA with new volunteers and fresh perspectives. We are a very lively and friendly volunteer organization, through which you can make valuable professional contacts and friendships. Personally, I have found NAPA to be the most enriching and collegial professional network I could imagine. If you would like to "come inside" and bring your skills to bear on the efforts of the association, please let us know. Contact me directly, and I will be sure to send you in the right direction!

John Massad

September 2015

# EPIC: Celebrating the Years

***New Developments, New Directions, and A New Virtual Community***

I missed the first meeting of the Ethnographic Praxis in Industry Conference (EPIC). It was the now-famous launch of a new idea on the Microsoft campus in the Seattle area in 2005. From the beginning it has been clear that audacious innovation is not just possible but is our responsibility. Since then I have been to all but the NYC event last year, and sadly I will miss the event in Sao Paulo, Brazil, in a few weeks.

Today, practicing anthropologists come from an assortment of backgrounds and professional experiences. These leaders are in the position of navigating the world of business anthropology

in its maze of applications and varying forms. At EPIC, disciplines rub elbows with a shared commitment to the understanding of the human condition through direct observation.

EPIC has a way of “Hoovering” up colleagues, concerns and perspectives from around the world. Soon we will be expanding to hit four continents; the networks will follow, and assumptions will be

## EPIC

### Ethnographies:

[The Para-Ethnographic Trajectories of Professional Ethnography](#)  
By Michael G. Powell

[Ethnographic Study Lifts the Hood on what Really Goes on inside that car.](#) By Brigitte Jordan, Christina Wasson, & Heather S. Roth-Lobo

and society. Regardless of whether or not you will be attending this year’s conference, we invite you visit [EPICpeople.org](http://EPICpeople.org) to discover the surprising and experimental ways that ethnography is being used in industry.

Please carry on the conversation in blog comments or send ideas to [info@epicpeople.org](mailto:info@epicpeople.org).

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### ***Spirit of Brazil:***

[One Should be Spicy: The Delights of Research in Brazil.](#) By Patricia Sunderland

[Why Come to Epic?](#) By Simon Roberts

challenged. It is something of an incarnation reflecting the wishes of many anthropologists, a global Association for Anthropology, which can remain relevant in ways that improve the human condition.

Every year the format of EPIC varies somewhat, conveying the richly experimental climate that advances tools and theory. These changes are in response to the changing global business climate and the new concerns in business

September 2015

## Update from the NAPA-OT Field School

Directors: Rachel Hall-Clifford & Gelya Frank

### Guatemala

The NAPA-OT Field School completed its 7<sup>th</sup> year of summer programming this June in Antigua, Guatemala. The 4-week core curriculum focuses on health and occupation as human rights with an emphasis on social justice. Each year, the field school's interdisciplinary faculty engages with local NGOs partners to design and lead hands-on projects in mixed-methods research and clinical practice. The 2015 faculty included medical anthropologist Rachel Hall-Clifford, PhD, MPH (Agnes Scott College), pediatric occupational therapist Juliana Gutierrez, MA, OTR/L (Therapy West, Los Angeles), and occupational therapist Ryan Lavalley, MOT, OTR/L (Ph.D. Candidate, UNC Chapel Hill).

The NAPA-OT Field School collaborates with local anthropologists and other scholars, occupational therapists and clinicians, and NGO partners to create training opportunities for our students that meaningfully contribute to our partner communities and organizations. In 2015, our pediatric practice group continued to build on previous work with Hospital Hermano Pedro Obras Sociales to focus on play and sensory integration for children experiencing severe under-nutrition. A second group focused on understanding NGO perspectives on child migration toward the U.S. and considered the ways in which causes and experiences of migration as understood by Guatemalans are framed differently than in the international media. A third group worked with EcoFiltro to evaluate methods of placing point-of-use water filters in low-income households and considered the role of social enterprise in sustainable development. Please see our website (link below) for more details on these exciting student research projects.

### Applications:

Look online at [www.napaotguatemala.org](http://www.napaotguatemala.org) beginning in November for applications for the 2016 program. Acceptance to the NAPA-OT Field School is competitive. Anthropology students especially are invited to apply regardless of level: graduate or undergraduate. Applicants are preferred who speak Spanish (intermediate or fluent preferably), have a passion for human rights and social justice, and who are ready for intensive training and immersion.



*Photo:*

*2015  
Summer  
Field  
School*

September 2015

## NAPA Podcast Series Update

As a follow up to last year's successful NAPA podcasts on career trajectories, interviews for the next offerings in the podcast series are underway. This round will feature brief conversations with MA graduates who are one or two years out from their degrees. Perhaps more than PhD graduates, the career courses and opportunities for MAs are somewhat less clear and well defined. Are things unfolding as these graduates anticipated, or has the job market and the "real world" provided unexpected twists and opportunities?

Preliminary results show a diversity of outcomes for these recent graduates. The podcasts should be online prior to November's AAA meeting, and should be especially useful to those currently in Master's programs or considering an MA.

The podcast series web page is at: <http://practicinganthropology.org/about/archive/podcasts/>

## NAPA Membership & You

Efforts are currently underway to build a new NAPA membership committee. We urge you to consider playing a role in this re-energized committee; if everyone chips in a few hours a month, many positive outcomes can be achieved. And as you know, NAPA is an entirely volunteer-run association. The membership committee will be one of the largest and most important of the NAPA committees, and will involve both important work and a lot of fun. If you are interested please contact Terry Redding at [terrymredding@gmail.com](mailto:terrymredding@gmail.com) for details on the role you can play.

## New NAPA *Notes* Editors

NAPA would like to thank the new co-editors of *NAPA Notes*, Trish Wright and Natalie Morrissey. NAPA is happy to have these new and energetic anthropologists at work; this is their first issue of *NAPA Notes*. Welcome Trish and Natalie!

## Next time in NAPA *Notes*

Thanks to all who contributed to this issue of *NAPA Notes*, we are excited by the volume of exciting events and opportunities taking place in the practice of anthropology.

We would like to continue to highlight the different notable achievements and occasions within NAPA. Please let us know by mid-October if you would like to see anything in particular in the November issue, or have something to share. This is your newsletter!

Co-editors

Trish Wright & Natalie Morrissey

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