When I think of this year's conference theme, it conjures up images of continuity and change. I imagine the sermon scene in Still's novel, but it also brings to mind a nearly thirty-five year commitment to both scholarship and action within this organization. The image of the Appalachian Studies Association as "a group of scholars, teachers and regional activists who believe that shared community has been and will continue to be important for those writing researching and teaching about things Appalachian" is compelling; it holds us together. It emphasizes first-rate scholarship, place-based research, grassroots organization, volunteerism, community partnerships, arts and activism, critical thinking, free spaces, oppositional discourse, and regional stewardship. Most importantly, it stresses the importance of making informed choices by working together to establish priorities—put first things first—to produce sustainable and just communities in the region and beyond.

While I wouldn't go so far as to say this commitment has always been an easy path, the ASA Steering Committee (SC) retreat held in Richmond, Kentucky in late July clearly reflected this theme combined with challenges related to the growth of the ASA as a non-profit organization. On the organizational side, much of our attention focused upon following through with key components of the ASA's long range plan: basic issues like who's the president, what's my job, and what's next. Our new handbook for office holders in the ASA should go a long way to clarify committee assignments, office holder responsibilities, and other duties. This is a big deal and a special word of thanks is due to Mary Kay Thomas, and all those who provided advice and assistance with this document. It will make our organization run more smoothly and lessen the level of confusion for those willing to serve.

Another SC decision was to move forward with a revamping of the ASA website. Past President Alice Sampson and website committee chair Roger Guy will take the lead by soliciting proposals/bids for both website design and host server. As Alice eloquently put it, "the ASA website will soon be the place to go for ASA information, forms, and news, as are the website's companion communication tools such as Appalink, Facebook, and the ASA listserv."

Still another organizational development is the creation of a new Education Committee to be chaired by past president, Carol Baugh. The recommendation to create this committee came from Appalachian Center directors who met at the 2010 conference in Dahlonega, Georgia. The SC was supportive of the mission and goals of this proposal, but there was a concern that it favored academics over advocacy and so the SC is encouraging consideration of an advocacy committee as well.

On the community activism side, this year's conference will feature several events. One involves a historic gathering of alumni from the Appalachian Volunteers, a group that helped found this Association and, from the 1960s through the present, inspired much of the social action that has taken place in the region. Gibbs Kinderman and Jo Crockett Zingg from the AV’s and Cassie Pfleger and Dwight Billings from the ASA will be working together to plan a convivial setting for the reunion and promote an intergenerational dialogue with younger activists in the field today.

(Continued on page 2)
Continuity and Change (continued from page 1)

Another development comes from Frank X. Walker and Gurney Norman. They are organizing a parallel conference on Affrilachian people and culture at the University of Kentucky. Their/our goal is to support each other through a shared forum/moment/event at the conference to enrich each other and build bridges to the future.

The Kentucky Riverkeeper will present an exhibit called Shaped by Water, based upon an arts project that, for ten years, has brought scientists, poets, and artists together to explore issues ranging from water quality, access, and stewardship to cultural boundaries, legal obstacles, and land use practices through arts and humanities.

Appalshop will contribute to the conference festivities as well. Among other things, Herb E. Smith will present a teaser for a new documentary on the Kentucky River. We also hope to feature Appalachia Media Institute’s young filmmakers and their documentaries at the conference.

Special field trips and other opportunities for those willing to come to the conference a day early are also in the works.

So, clear your calendars. We look forward to seeing you in Richmond, KY March 11—13, 2011.

Appalachian Studies Association Annual Conference
Eastern Kentucky University
Richmond, Kentucky
March 11 – 13, 2011
“River of Earth: Action, Scholarship, Reflection, and Renewal”

The Call for Participation for the 2011 Appalachian Studies Conference is complete and on its way to the printer. It should be out soon, so watch your mailboxes for it. Dates for the conference are March 11-13 so please note this is a bit earlier than usual. It will be held at Eastern Kentucky University in Richmond, KY. The focus for the Conference will be centered on reflection, renewal, scholarship, and action. We have had several inquiries about possible participation from diverse groups. The interest in the conference seems to be building momentum already. This is exciting for the Program Committee. We gathered the input and guidance of the Steering Committee at this summer’s retreat as we began to lay out the structure for the Conference program. Please consider submitting a proposal. Complete instructions are included in the Call for Participation. If you have questions, contact one of us and we will do our best to answer them.

Rob Weise and Anne Blakeney, Co-Chairs
2011 ASA Conference Program Committee
Rob.Weise@eku.edu or Anne.Blakeney@eku.edu

2010 Conference Award Winners

2010 Cratis D. Williams/James S. Brown Service Award:
Jack Wright

2009 Helen M. Lewis Community Service Award:
Eula Hall

2010 Carl A. Ross Student Paper Award: Tracy Jarrell

2009 e-Appalachia Award for Outstanding Website:
Aurora Lights Map Project

2009 Jack Spadaro Documentary Award: Bonecrusher

2009 Weatherford Award for Fiction:
*All the Living*, C.E. Morgan

2009 Weatherford Award for Nonfiction and Poetry:
*The Social Life of Poetry*, Chris Green

2010 Wilma Dykeman “Faces of Appalachia” Post-Doctoral Research Fellowship: None awarded
Cryptogram

Each letter stands for another letter. Clue J=W. See page 3 of Appalink for the answer.

UCDO HNYL'O AMPVNLNPAN UCNGN DO “LDFNL MV NYLUC: YAUDMP, OACMXYLOCDI, LNVXNAUDMP, YPZ LNPNJYX.”

Journal of Appalachian Studies Has New Editor

Ted Olson, a professor in East Tennessee State University’s Department of Appalachian Studies, has been named editor of the Journal of Appalachian Studies, a peer-reviewed, interdisciplinary scholarly publication. The journal has been continuously published since 1995 by the ASA.

Edwina Pendarvis, chair of the selection committee and the previous editor of the Journal of Appalachian Studies said, “Our search committee, made up of three members of the editorial board, two of whom were previous editors of the Journal of Appalachian Studies, agreed that a good editor for the journal also had to be a good scholar, familiar with a broad body of knowledge in a discipline focusing on Appalachia. We wanted someone who understood the editorial process not only from an editor’s point of view, but also from the point of view of a writer who submits a manuscript to a peer-reviewed journal. Ted had exactly the kind of credentials we were looking for. He always seemed willing to look at things from other people’s perspectives. In short, we were delighted that Ted applied for this demanding position.”

The summer 2010 issue of the Journal of Appalachian Studies will be the first with Olson at the helm and will include, in addition to an introductory essay by Olson, a wide range of articles touching on such topics as agritourism in Valle Crucis, North Carolina; Appalachian images in American publishers’ bindings between 1888 and 1930; African American music and musicians in Appalachia; and mobility and place attachment in rural America. A subsequent issue of the journal is presently in the copy-editing stage and should be published in Winter 2010-2011.

Olson, a 2008 Fulbright scholar, is the author of such books as Blue Ridge Folklife and Breathing in Darkness: Poems. He has edited several volumes of works by the influential Appalachian author James Still, and, with the late music historian Charles K. Wolfe, Olson edited the award-winning scholarly study The Bristol Sessions: Writings About the Big Bang of Country Music. He also served as music section editor and associate editor for the Encyclopedia of Appalachia. More recently, he served as compiler of several documentary recordings of Appalachian music, as editor of CrossRoads: A Southern Culture Annual and as co-editor, with ETSU professor Anthony P. Cavender, of the book A Tennessee Folklife Sampler: Selections from the Tennessee Folklife Society Bulletin, 1935-2009.

Fred Hay Named Belk Distinguished Professor

Fred J. Hay has been named the Anne Belk Distinguished Professor at Appalachian State University. Dr. Hay serves the university as Librarian of the W.L. Eury Appalachian Collection, Coordinator of Special Collections, and Professor of Appalachian Studies. Hay has published numerous articles, books, and reviews in the fields of African Diaspora Studies, anthropology, Appalachian Studies, and librarianship. He co-edited with Maggie Dittemore the ACRL Monograph: Documenting Cultural Diversity in the Resurgent American South: Collectors, Collecting and Collections (1997), winner of the American Folklore Society’s Brenda McCallum Memorial Prize; served as Chair of the Anthropology and Sociology Section on the Editorial Board of Choice (1999-2003); and as CRL’s Book Review Editor (1996-2008).

Call for 2011 Award Nominations

CARL A. ROSS STUDENT PAPER COMPETITION

The Carl A. Ross Appalachian Student Paper Competition is open to students in two categories: middle/high school and undergraduate/graduate students. The authors of the winning papers will receive $100 each. Costs of attending the conference are the winners’ responsibility. All papers must adhere to guidelines for scholarly research. To submit a paper for consideration for the 2011 competition, e-mail a Microsoft Word copy of the paper by December 9, 2010, to Joette Morris Gates. Middle/high school papers should be 12 - 15 pages in length; undergraduate/graduate papers should be 20 - 30 pages in length. Students submitting papers must be enrolled in courses at the time of the conference. To verify their student status, students can submit one of the following to the mailing address below by December 15, 2010: a copy of a schedule of classes or transcripts indicating enrollment for the spring 2011 term; a letter from a faculty advisor verifying the student’s status for spring 2011, which should include the faculty member's email address, phone number, and mailing address. Students who wish to present their papers at the conference must also submit a Proposal for Participation following the submission guidelines. Questions and submissions should be addressed to Joette Morris Gates, Maryville College, Anderson 205A, Maryville, TN 37803, FAX 865.981.8027, kywoman102950@gmail.com.

CRATIS D. WILLIAMS/JAMES S. BROWN SERVICE AWARD

The Cratis D. Williams/James S. Brown Service Award is given to an individual who has made exemplary contributions to Appalachia and/or the ASA. There is a two-step nomination process: nominations should include a statement regarding the individual’s specific contributions to the region or the individual’s c.v./résumé. Following a review the committee will request additional information about one or more finalists before selecting the award recipient. Send nomination materials to Emily Satterwhite, Assistant Professor, 344 Lane Hall, Virginia Tech, Blacksburg, VA 24601-0227 or by e-mail to satterwhite@vt.edu before January 18, 2011.

HELEN M. LEWIS COMMUNITY SERVICE AWARD

The Helen M. Lewis Community Service Award is given to an individual or an organization that has made exemplary contributions to Appalachia through involvement with and service to its people and communities. Nominations should include a statement regarding the individual or organization’s specific contributions to the region or its people, accompanied by at least two letters of support. Send nomination materials to Patricia Beaver, Director, Center for Appalachian Studies, Box 32018, Appalachian State University, Boone, NC 28608 or to beaverpd@appstate.edu before February 1, 2011.

JACK SPADARO DOCUMENTARY AWARD

The award’s name honors the activist and whistleblower, Jack Spadaro, who has spent his entire professional career working within the coal mining industry for the betterment of the Appalachian community. One award is given annually to recognize the best film, video, radio, television, or other media presentation on Appalachia or its people. Nominations should be made before February 1, 2011 to Jack Wright at jwright@ohio.edu or to Jack Wright, Ohio University School of Film, 378 Lindley Hall, Athens, OH 45701. Technical and submission requirements are detailed at www.appalachianstudies.org/association/awards/.

THE e-APPALACHIA AWARD FOR OUTSTANDING WEBSITE

The e-Appalachia Award is given annually in recognition of an outstanding website that provides insight on Appalachia and its people, or provides a vital community service to Appalachians. Nominations should be made to Roger Guy, Website Committee Chair, roger.guy@uncp.edu, before February 1, 2011.

WEATHERFORD AWARDS

The ASA and Berea College annually present the Weatherford Awards to honor published works that “best illuminate the challenges, personalities, and unique qualities of the Appalachian South.” Three awards are now given: one in nonfiction, one in fiction, and a new award in poetry, presented in honor of Grace Toney Edwards. The Weatherford Awards are named after Willis D. Weatherford Jr. and Sr. for their contributions to the region. The late Alfred Perrin began the award in 1970. The only requirement is that the subject matter of the books be Appalachian or that they be set in Appalachia. All nominations for the Weatherford Awards must be made by December 31, 2010, and all entries must be originally published in 2010. Each nomination in any of the three categories must include seven copies. Please send seven copies to Chad Berry, Director, Loyal Jones Appalachian Center, CPO 2166, 205 North Main Street, Berea College, Berea, KY 40404.

For further information about these awards, visit our website: www.appalachianstudies.org/association/awards or www.berea.edu/appalachiancenter/weatherford/default.asp.
The EnSOWment for ASA's Future

Have you contributed your ten dollars to the future of ASA?

The Finance and Development Committee is pleased to report that YOU, the ASA Membership, continues to help nourish and grow the ASA Endowment. In just two years, the ASA membership has raised over $3,200! The Finance Committee is particularly grateful for each of those members who fed and got kissed by the ASA EnSOWment Pig at the Conference Sunday brunch in Daltonega. This event alone raised a bit over $500.00! Be sure to look for the pink "EnSOWment" at the 2011 ASA Conference in Richmond, Kentucky.

The purpose of the endowment campaign is to raise funds to secure a solid financial future for our organization. ASA's growth, coupled with rising costs of journal production and conference organizing, require us to turn to long-term solutions. Contributing to the ASA Endowment allows each of us the chance to ensure the future of ASA as an organization that is committed to engaging and expressing Appalachian experiences.

The Finance and Development Committee challenges each ASA member to give just $10.00 to the ASA Endowment. Other challenges include 100% participation for Steering Committee members and 100% participation for ASA Past-Presidents. Once we raise $5,000, the Finance and Development Committee will begin searching for a regional investment firm to manage the ASA Endowment.

All monies may be sent to the ASA Office in the care of ASA Executive Director, Mary Kay Thomas. Look on your 2011 Conference registration form for a reminder to give to the Appalachian Studies Association Endowment Campaign.

Kristin Kant-Byers, Finance Committee.

Howard Dorgan Silent Auction

This last year the silent auction was different from the several previous ones that I have participated in. It functioned in the same way, people donate stuff and then buy it back. This helps with expenses of about one forth of conference participants, many of whom couldn’t come without this aid through scholarship. The difference was in the types of items donated; we had a much greater variety. Usually books make up the bulk of over 200 treasures in the auction. Last year jewelry, folk art, household items, pottery, and a huge wooden rabbit container were among the choices.

Last year’s Silent Auction raised almost $2900 for scholarships. So, start putting aside interesting things to bring for the auction this spring in Richmond. Also, by popular demand, Maxine, Donna Sue Groves’ mother, has again agreed to make a quilt for the raffle.

Philis Alvic, philis@philisalicu.info

Be A Friend of ASA: FACEBOOK!

Visit our Appalachian Studies Association Facebook page for association and conference information.

For example check the discussion log for

Room/ride sharing
ASA Seed Swap
Greening the conference
Preserving history
“Faces of Appalachia” Post-Doctoral Research Award Supports Forthcoming Book

In March 2009, the second Wilma Dykeman “Faces of Appalachia” Post-Doctoral Research Fellowship for the Study of Race, Gender, and Ethnicity was awarded to Emily Satterwhite, Assistant Professor of Humanities at Virginia Tech. The $4,000 prize, funded by the National Endowment of the Humanities and the Appalachian Studies Association, supported Satterwhite’s completion of her book manuscript. Tentatively titled Dear Appalachia: Fan Mail and Popular Fictions, 1878-2003, the manuscript is slated to be published in August by the University Press of Kentucky.

In Dear Appalachia, Satterwhite demonstrates the value of using fan mail and other evidence of audience reactions to determine what meanings readers made of popular fictions set in Appalachia. She asks, “How did fans of bestselling fiction imagine the region, and to what ends? What drew them to fiction set in Appalachia, and what needs and desires motivated them to invest in certain ideas about the region?” Recently, scholars of regional fiction popular during the local color literary movement of the Gilded Age (circa 1870-1900) have focused on metropolitan elites’ or populist farmers’ interpretations of fiction; these scholars based their arguments on the messages they found in the stories themselves and upon the kinds of magazines in which the stories appeared. Satterwhite maps the locations from which fan mail was sent in order to demonstrate the diversity of places in which fans lived, from metropolitan to rural and from inside and outside the region. By reading fan mail alongside these maps, she assesses the differences that readers’ geographic affiliations made in the reasons they read and praised Appalachian-set fiction. By mapping and analyzing fans’ testimony about their geographical movements and attachments, Satterwhite illustrates the role of highly mobile readers (including regional elites, out-migrants and in-migrants, tourists and missionaries) in constructing an idealized version of Appalachia. For all fans, but for mobile readers in particular, Appalachia represented a rooted and static place protected from the perceived degradations of industrial and post-industrial consumer society—a haven for what readers saw as the nation’s roots in “pioneers” and white agrarianism. Popular Appalachian-set fiction, Satterwhite finds, served to articulate (and also to create) readers’ belief in the emotional costs of upward mobility. It stimulated the formation of regional identity, which served to soothe white readers’ worries about lack of identity and belonging. While Satterwhite sympathizes with the pangs of professionalization and the pain of displacement experienced by well-to-do and upwardly mobile readers, she problematizes the resulting vision of Appalachia. Fans of popular fiction, she cautions, may help reinforce simplistic (if celebratory) versions of Appalachia that romanticize whiteness, glorify Americanness, and teach readers to imagine primitive peoples the world over as in need of the expert guidance of well-to-do Americans.

Satterwhite’s first four chapters examine fan mail written in response to Mary Noailles Murfree’s In the Tennessee Mountains, John Fox Jr.’s The Trail of the Lonesome Pine, Harriett Simpson Arnow’s Hunter’s Horn and The Dollmaker, Catherine Marshall’s Christy, and James Dickey’s Deliverance, thanks to the authors’ archival collections at the University of Kentucky, Emory University, and Agnes Scott College. Chapter 5 argues that in recent decades (during the Neo-Gilded Age, circa 1985-2008) local color fiction experienced a resurgence in popularity. Satterwhite turns to customer reviews posted online at Amazon.com to analyze reactions to Charles Frazier’s Cold Mountain, Jan Karo’s At Home in Mitford, Adriana Trigian’s Big Stone Gap, and Silas House’s Clay’s Quilt. In every chapter she shows how popular Appalachian-set fiction functioned to create Appalachia as an “authentic” and distinctive place; to proffer fans a sense of community and belonging; and to promote the clout of its readers. Satterwhite’s analysis attests to the ways in which regional fiction speaks to geographically mobile readers’ sense of the price of a hard-won, hard-felt cosmopolitanism that readers worry (and that the fiction suggests) has proven too costly.

Anthology of Appalachian Writers Call for Papers

The Anthology of Appalachian Writers is a publication that encourages a long-established tradition of storytelling, love of language, and creative expression associated broadly with the area of the country known as Appalachia. Though the principal mission of the anthology is to provide a venue for publication of new writers, it also provides a collection of literature and scholarship that contributes to an understanding and appreciation for the region. Poetry, fiction, memoir, heritage writers, as well as new voices appear in each annual volume of the anthology. The anthology is supported by The Shepherd University Foundation and The West Virginia Center for the Book. The Anthology of Appalachian Writers is part of the Appalachian Heritage WIR and Writers Project. To submit any original, unpublished work of fiction or poetry for consideration by the editors for the Anthology of Appalachian Writers, Bobbie Ann Mason Volume III, send an electronic copy to Dr. S. Bailey Shurbutt, sshurbut@shepherd.edu. Check the website for format: www.shepherd.edu/ahwirweb/anthology/. Deadline is October 15, 2010 for the 2011 issue.
Call for Officer Nominations

Your nominations are needed for ASA Officers and Steering Committee members. The ASA bylaws call for the annual nomination and election of officers. Any member of ASA may nominate a fellow member to serve. ASA is seeking nominations for the following elected positions:

**Vice President/President Elect** (2011-2012) chairs the nominating committee and negotiates for conference support. As the president (2012-2013), this person presides at all meetings, directs fundraising, and serves as spokesperson. Then, he/she serves on the Steering Committee as conference chair for the 2014 conference, which will take place in the Central Region.

**Vice Program Chair/Program Chair Elect** (2013 Conference Program Chair, North Carolina) assists the program chairperson, helps organize the next conference (2011-2012), and negotiates for conference support. The following year this person becomes program chairperson (2012-2013) and with the program committee, oversees the operation of the annual conference in cooperation with the local arrangements chair and committee. Following his or her term, the program chairperson serves one year on the program committee (2013-2014).

**The Treasurer** (2011 – 2014) provides financial oversight of ASA, accounts, and policy through the administrative office of the ASA located at Marshall University. The administrative office has custody of all of the funds of the association; keeps account of receipts and expenditures; and makes disbursements in accordance with the budget adopted by the Steering Committee. Disbursements of $500 or more are made with the advice and consent of the treasurer. The administrative office provides the treasurer with an annual review and a full financial statement at least annually. The treasurer presents this statement and an assessment of the financial condition of the association at each annual meeting of the association and at other times when requested by the Steering Committee. The treasurer examines the books, provides reports to the Steering Committee and maintains IRS documents with the assistance of the administrative office.

**The Secretary/Appalink Editor** (2011 – 2014) records the minutes of all meetings of ASA and the Steering Committee and maintains a copy of the ASA by-laws, articles of incorporation and Robert’s Rules of Order. The secretary is also responsible for the publication of Appalink and may appoint a member of ASA to edit Appalink if he or she so chooses.

**Two at-large members** (2011 – 2014) are elected by the membership for three-year terms. There are six at-large members on the Steering Committee with two being elected each year for three year terms. The Steering Committee members transact any necessary business, form standing committees, and approve the annual budget. The Steering Committee meets twice a year for face to face meetings and has several additional meetings as needed by telephone.

**Four Program Committee Members** (2012 conference in Pennsylvania) help prepare the call for participation, review submitted abstracts, and compile the 2012 conference program. The Program Committee includes four at-large members who serve for one year (2011 – 2012) and are elected by the ASA membership.

How to Make a Nomination

Make sure the nominee is willing to serve and understands the commitment involved.

Write a 100-word biography of the nominee that includes his or her involvement in Appalachian studies and/or ASA. This paragraph will be included in the spring Appalink that includes the ballot.

Send your nomination(s) to ASA Vice President: Katherine Ledford, ledfordke@appstate.edu. Nominations must be received by November 15, 2010.

Available! Appalachian Region Scholarship at Marshall University

($3,500) – Awarded to first-time Marshall University freshmen from AL, GA, MS, NY, NC, SC and TN who have an ACT Composite Score of 23 or higher (SAT Score of 1060 CR+M or higher) and a 2.75 high school GPA. This is a 4-year scholarship that is renewable if the student maintains a 2.0 Grade Point Average and successfully completes 26 credits each academic year. In addition, Appalachian Region Scholarship recipients with demonstrated financial need may be awarded the Marshall University Achievement Scholarship up to $2,000. This is a tuition waiver scholarship and may only be applied to Marshall University tuition charges; it may not be applied to on-line courses.

www.appalachianstudies.org
MARK YOUR CALENDARS!

Appalachian Studies Association

34th Annual Conference
Eastern Kentucky University
Richmond, Kentucky
March 11 – 13, 2011
“River of Earth: Action, Scholarship, Reflection, and Renewal”

Alan Banks, President
alan.banks@eku.edu
Ann Blakeney & Robert Weise, Program Co-Chairs
ann.blakeney@eku.edu
rob.weise@eku.edu

Appalachian Studies Association

35th Annual Conference
Indiana University of Pennsylvania
Indiana, Pennsylvania
2012

Jim Dougherty, 2012 Vice President/Conference Chair Elect
jdoc@iup.edu
Glenn T. Himes, Vice Program Chair/Program Chair Elect
ghimes@iup.edu