

EAST TENNESSEE REGIONAL PRESERVATION CONFERENCE 2009

THE PEACEFUL SIDE OF PRESERVATION

The Great Smoky Mountains Heritage Center • September 18 and 19, 2009
123 Cromwell Dr., Townsend, TN 37882-4323 • (865) 448-0044 • www.gsmheritagecenter.org



KNOX HERITAGE

Preservation field services provided by Knox Heritage are assisted by a Partners in the Field challenge grant from the National Trust for Historic Preservation.



Greetings from the East Tennessee Preservation Alliance (ETPA)! I am Tim Ezzell, the newly elected President of ETPA. It is my pleasure to announce and invite you to the 2009 East Tennessee Regional Preservation Conference in Townsend.

This year's conference will feature speakers from around the southeast region and cover topics ranging from Main Street to Dairy Farms and everything in between. Myrick Howard, President of Preservation North Carolina, will share his wealth of knowledge and more than 30 years of experience working to save endangered properties around North Carolina. Amy Potts, Field Representative for the Kentucky Crossroads Rural Heritage Development Initiative, will speak about her experiences with developing a unique partnership between rural Kentucky and the National Trust for Historic Preservation (NTHP) to promote economic development through historic preservation. Read about these and other sessions in the registration brochure.

ETPA is a collection of organizations and individuals who work to preserve the cultural resources of the East Tennessee region. We recently reorganized and have a strong board of directors that is working on our educational workshop, The Preservation Toolbox; creating an endangered properties list; showcasing exemplary preservation projects; and myriad preservation issues in all corners of the region.

This conference and the success of ETPA would not be possible without the generous support of The Chapman Family Foundation, Cornerstone Foundation, and Ambassador and Mrs. Victor H. Ashe, who contributed to the Partners in the Field program—a Knox Heritage and NTHP partnership.

We look forward to seeing you at the award-winning Great Smoky Mountain Heritage Center for the 2009 East Tennessee Regional Preservation Conference!

Cordially,

President,
East Tennessee Preservation Alliance



2009 EAST TENNESSEE REGIONAL PRESERVATION CONFERENCE PROGRAM & SCHEDULE

Friday, September 18

10:00 am–12:00 pm

ETPA Annual Meeting

Learn about the new ETPA programs and preservation projects in the region and how they can partner with your organization.

11:00 am–1:00 pm

Conference Registration

Lunch on Your Own

- Deadbeat Pete's Mexican Cantina, 7613 Old Hwy 73 (865) 448-0900
- Miss Lily's Café, 7765 River Road (865) 448-1924
- Timber's, 8123 East Lamar Alexander Parkway (865) 448-6838

1:00 pm–2:00 pm

FRI1–Local Historic Zoning

Rob Crawford, Certified Local Government Coordinator, THC

Learn about local zoning ordinances and how they help protect historic neighborhoods. Also, learn how your community can become a "Certified Local Government."

FRI2–Generate Support & Visibility through Membership & Media

Becky Hancock, Assistant Director, Knox Heritage

This session reviews the basics of a membership program, recruiting new members, maintaining existing support, and strategies and practices to inform and engage local/regional media outlets.

2:10 pm–3:00 pm

FRI3–Context Sensitive Solutions: Working Together in Transportation

Julie Lamb, TDOT Environment & Planning Bureau

This session focuses on TDOT's improved project development process of working with key stakeholders to identify the context of a project area to discover the best solution for transportation needs.

FRI4–From the Government & Here to Help: THC & Its Programs

Patrick McIntyre, Exec. Director & State Historic

Preservation Officer, THC

Learn how the State Historic Preservation Office helps preservation supporters across the state in promoting the protection and revitalization of Tennessee's historic buildings and neighborhoods.

3:10 pm–4:00pm

FRI5–Jonesborough: The Little Town with the Big Story

Deborah Montanti & Bill Kennedy

As Tennessee's oldest town, the backdrop for the rebirth of the storytelling tradition and a Preserve America community, Jonesborough's claim to the heritage tourism market is strong.

FRI6–I'm From the National Trust, and I'm Here To Help You

Nancy Tinker, Senior Program Officer, Southern Office NTHP

Nancy comes armed with the tools of the NTHP to share updates and information on funding programs, outreach initiatives, and Heritage Travel, which combines social networking with heritage tourism.

4:30 pm–6:30 pm

FRI7–Reception at the Townsend Visitors Center and Pavilion

7906 E. Lamar Alexander Parkway

Enjoy the peaceful atmosphere of Townsend at their tourism industry headquarters. Beverages and hors d'oeuvres served outside.

Saturday, September 19

8:00 am–9:00 am

Conference Registration with Coffee and Baked Goods

9:00 am–10:00 am



SAT1–Preserving Our Rural Heritage: Lessons from Kentucky's Rural Heritage Development Initiative
Amy Potts, Field Representative, Kentucky Crossroads Rural Heritage Development Initiative



Amy Potts explains this innovative program of the National Trust for Historic Preservation and Preservation Kentucky. Topics include structuring a rural heritage program through historic preservation, heritage tourism and small town development; building partnerships; and lessons learned.

10:10 am–11:00 am

SAT2—A Look at Downtown. . . What Stories Will Our Children Tell?

Kimberly Nyberg, Statewide Program Manager, Tennessee Main Street Program

Topics include clever case studies, examples of great downtowns, importance of saving downtown, the National Main Street movement and its principles; reinvestment statistics, and the statewide Main Street movement in Tennessee.

SAT3—Burkhart Dairy Farm: Taking Pride in Preservation

Rachel Burkhart

Farming is as important to our everyday lives as the air we breathe and the land we cultivate. Being able to preserve this land for agricultural use is a tremendous step towards planning for the future.

11:10 am–12:00 pm



SAT4—What’s Next for Heritage Development in TN’s Appalachia?

C. Van West, Director, MTSU Center for Historic Preservation

Learn about the Encyclopedia of Appalachia and ongoing preservation projects in the East Tennessee region. From the African-American

resource survey in Cocke County to continued work on preserving the New Deal legacy, West will guide you through the region.

12:00 pm–12:45 pm

Lunch & Self-Guided Tour of the GSMHC Grounds

1:00 pm–1:50 pm



SAT5—Keynote: Turning Troubled Historic Buildings into Economic Development Assets

J. Myrick Howard, President, Preservation North Carolina

Myrick Howard will discuss how Preservation North Carolina’s endangered properties

program has leveraged more than \$200 million in private investment in once-abandoned properties.

2:00 pm–3:00 pm

SAT6—Getting Down to Business and Making it Work: A Preservationist Turned Mayor’s Perspective

Ted Alexander, Mayor of City of Shelby, NC, and Director, Southwest Regional Office of Preservation North Carolina

Learn to present a case for preservation and downtown revitalization by appealing to the best interests of decisionmakers. This session delves into the motivating forces behind elected government officials and how preservationists can utilize these forces so that the two camps can mutually benefit.

SAT7—The Smokies Biodiversity Inventory

Todd Witcher, Executive Director Discover Life in America

Working to discover and catalog every living organism in the Great Smoky Mountains National Park, the All Taxa Biodiversity Inventory (ATBI) has documented almost 900 species new to science and nearly 6500 species new to the park.

3:10 pm–4:00 pm

SAT8—An Archaeological Perspective on Historic Cemetery Studies

Patrick H. Garrow, MACTEC Engineering and Consulting, Inc.

This presentation discusses the approaches that have been used on historic cemeteries by archaeologists to find and delineate graves and to relocate them when preservation in place was not an option.

SAT9—Saving Historic Rosenwald Schools: A Case Study in TN

Dan Brown, Executive Director, Tennessee Preservation Trust

The ins and outs of a National Trust Grant project with a focus on the recent rehabilitation of the 1923 Cairo Rosenwald School by the Tennessee Preservation Trust in 2009.

** All sessions are subject to change.*



**2009 EAST TENNESSEE REGIONAL PRESERVATION CONFERENCE
REGISTRATION FORM**

Please fill out this PDF form and email it to egarlington@knoxheritage.org, fax to 865-523-0938, or mail to Knox Heritage Conference, PO Box 1242, Knoxville, TN 37901 by **August 31, 2009**. To register or pay by phone, call 865-523-8008.

**\$30.00 Full Conference
+ 1 Year ETPA Membership**

**\$20.00 Student Rate
+ 1 Year ETPA Membership**

Includes all sessions, Friday night social event, snacks, conference materials, coffee and baked goods, and boxed lunch on Saturday. Please note if you have special dietary needs (vegetarian, vegan, etc.):

Friday Night Social 4:30–6:30 at the Townsend Visitors Center 7906 E. Lamar Alexander Parkway
(The cost is included in registration fee but please note if you will join us by checking the box.)

Please indicate the sessions you wish to attend, so that we can plan accordingly.

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| <input type="checkbox"/> FRI1 | <input type="checkbox"/> FRI3 | <input type="checkbox"/> FRI5 | <input type="checkbox"/> FRI7 | <input type="checkbox"/> SAT2 | <input type="checkbox"/> SAT4 | <input type="checkbox"/> SAT6 | <input type="checkbox"/> SAT8 |
| <input type="checkbox"/> FRI2 | <input type="checkbox"/> FRI4 | <input type="checkbox"/> FRI6 | <input type="checkbox"/> SAT1 | <input type="checkbox"/> SAT3 | <input type="checkbox"/> SAT5 | <input type="checkbox"/> SAT7 | <input type="checkbox"/> SAT9 |

Name on your badge: _____

Mailing address:

Email: _____

Telephone: _____

Payment method (please do not send cash):

Billing address (if other than mailing address):

Credit card number: _____

Expiration date: _____

Verification code (on back of card): _____

Name as it appears on card: _____

For overnight lodging, please call or visit the Smoky Mountain Visitors Bureau (www.smokymountains.org or 800-525-6834).
Conference parking: Plenty of free parking is available onsite at the Great Smoky Mountains Heritage Center.

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