

This year, the East Tennessee Preservation Conference is presented by East Tennessee Preservation Alliance, the Heritage Alliance of Northeast Tennessee and Southwest Virginia, and Knox Heritage. We are very excited to be in Tennessee's oldest town for the conference. The speakers and theme this year, "Positioning Preservation for Prosperity: Conservation and Preservation in the New Economy," will prepare you for the economy ahead. The sessions will feature a variety of tools and best practices to ensure you and your communities are maximizing resources and are preparing for the good days ahead!

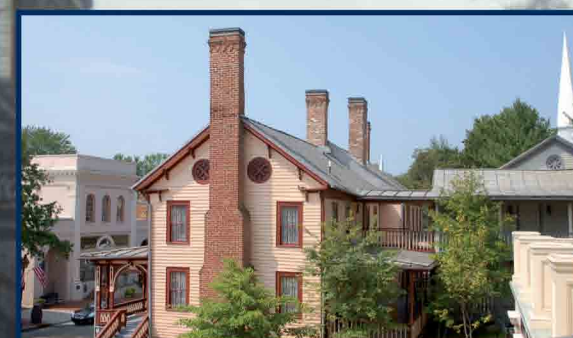
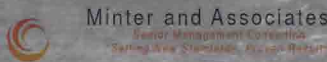
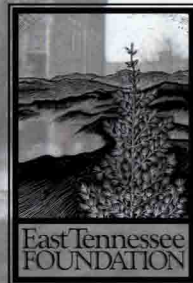
In addition to great sessions, we will have tours of Jonesborough, the first annual Heritage Alliance Endangered List announcement, the 2011 East Tennessee Preservation Awards, special guests, a Friday night reception, and plenty of networking opportunities.

Many thanks to all of our sponsors and members for making this conference and our work possible.

See you in Jonesborough!

Conference Sponsors:

- Ambassador and Mrs. Victor H. Ashe
- The Chapman Family Foundation
- Clayton Family Foundation
- Cornerstone Foundation
- The Haslam Family Foundation



2011 EAST TENNESSEE PRESERVATION CONFERENCE

Positioning Preservation for Prosperity:
Conservation and Preservation
in the New Economy

Mary B. Martin Storytelling Hall
International Storytelling Center

November 11 & 12
Jonesborough, Tennessee



NATIONAL TRUST FOR HISTORIC PRESERVATION

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

Knox Heritage, Inc.
P.O. Box 1242
Knoxville, TN 37901
www.knoxheritage.org

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2011 EAST TENNESSEE PRESERVATION CONFERENCE
Positioning Preservation for Prosperity: Conservation and Preservation in the New Economy
November 11 & 12 • Mary B. Martin Storytelling Hall • 116 W. Main St., Jonesborough, TN 37659

CONFERENCE SCHEDULE

FRIDAY, NOVEMBER 11

8:30 am–10:00 am

Lobby of Mary B. Martin Storytelling Hall

CONFERENCE REGISTRATION

COFFEE, TEA, AND CONTINENTAL BREAKFAST

9:00 am–10:00 am

Theater

EAST TENNESSEE PRESERVATION ALLIANCE'S ANNUAL MEETING

10:15 am–11:30 pm

Theater

WELCOME AND OPENING REMARKS

OPENING KEYNOTE

REMEMBERING WHAT WE FORGOT: CONSERVATION AS PROGRESS

DR. CARROLL VAN WEST

Heritage conservation has been at the root of the East Tennessee identity for over 100 years, creating both challenges and opportunities. Too often we find ourselves distracted by the challenges and we forget about the opportunities presented by the region's diverse heritage assets.

11:45 am–12:45 pm

Parlor

LUNCH

1:00 pm–1:50 pm

Theater

MAIN STREET PANEL

KIMBERLY NYBERG, DEBORAH WARNICK, AND CHRISTINA BLEVINS

Downtowns, especially those in the midst of revitalization, have long been incubators for idea-oriented and entrepreneurial businesses. Come see how music, art, and the creative class can enhance the landscape of downtown, offer affordable and unique spaces that spark creative ideas, transform the culture and economy of a community and encourage job growth in a different way.

2:00 pm–2:50pm

Theater

JONESBOROUGH: THE LITTLE TOWN WITH THE BIG STORY

DR. BILL KENNEDY, BOB BROWNING, AND DEBORAH MONTANTI

With over 40 years of successful historic

zoning administration, Jonesborough has experienced a bit of everything! Consistent leadership and support from both the public and the private sectors have been instrumental. Moderated by Deborah Montanti, Heritage Alliance Director; panelists Bill Kennedy, Jonesborough's HZC Chair; and Bob Browning, Jonesborough's Town Administrator will share key lessons learned along the way.

3:00 pm–4:30 pm

Meet in the Courtyard

JONESBOROUGH WALKING TOUR

5:00 pm–7:30 pm

Theater

HERITAGE ALLIANCE OF NORTHEAST TENNESSEE AND SOUTHWEST VIRGINIA ENDANGERED LIST ANNOUNCEMENT

ETPA'S EAST TENNESSEE PRESERVATION AWARDS ANNOUNCEMENT

RECEPTION TO FOLLOW

DINNER ON YOUR OWN

SATURDAY, NOVEMBER 12

8:00 am–9:00 am

Lobby of Mary B. Martin Storytelling Hall

CONFERENCE REGISTRATION

COFFEE, TEA, AND CONTINENTAL BREAKFAST

9:00 am–9:50 am

Theater

RHDI RURAL DESIGN GUIDELINES: PRESERVING OUR RURAL LANDSCAPES

AMY POTTS

The Rural Heritage Development Initiative Rural Design Guidelines, introduced in July 2011, are web-based documents and resources that address design issues for three key parts of rural landscapes: crossroads communities, farmsteads, and rural businesses. For each, there is a discussion of the design considerations that can help keep them as functional pieces of their rural landscapes and also case studies describing projects that have been completed and used to illustrate site preservation concepts and design process considerations. The presentation will focus on the guidelines as well as the collaborative process with University of Kentucky students and community volunteers used to create them.

10:00 am–10:50 am

Theater

PRESERVATION PARTNERS: STATE HISTORIC SITES AS SHINING EXAMPLE OF PUBLIC/PRIVATE PARTNERSHIPS

MARTHA AKINS

Seventeen historic sites owned by the state of Tennessee are administered by local non-profits. This unique partnership has its challenges and more importantly, successes. Learn the nuances of this extraordinary arrangement and what your role can be in preserving the future of these important places.

11:00 am–11:50 am

Theater

IT TAKES A HIGH SCHOOL TO BUILD A VILLAGE: HOW SCOTT COUNTY HIGH SCHOOL BUILT A MUSEUM COMPLEX AND FRONTIER VILLAGE

GARY SEXTON

Gary will share stories on fundraising, construction, and the preservation of historic buildings and artifacts at the Scott High School Museum Project.

With an engaging visual presentation, Gary takes the audience through a tour of the museum complex and the frontier village that includes a History Museum, WWII Memorial Museum, Children's Museum, log cabins, blacksmith shop, general store, and a stone cafe.

12:00 pm–1:30 pm

Library

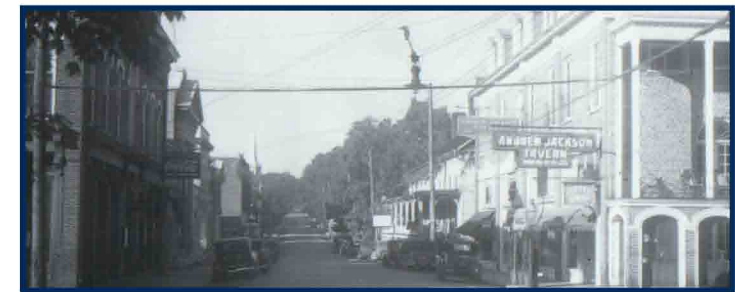
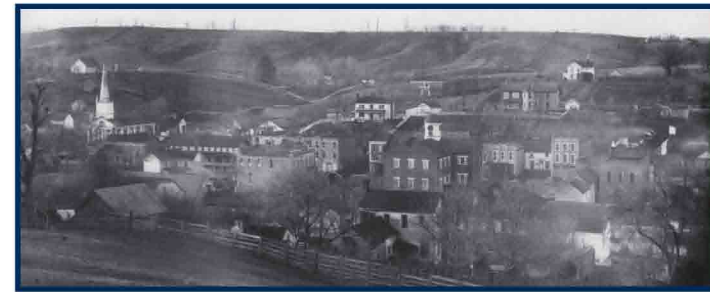
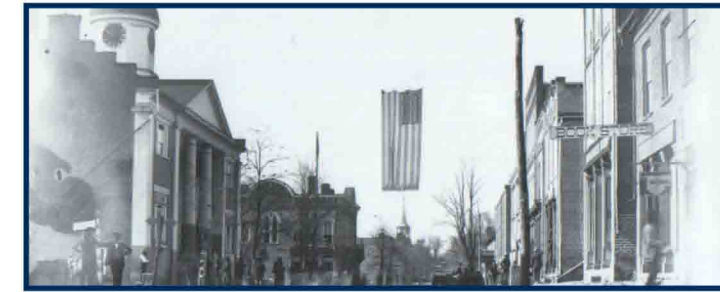
LUNCH AND CLOSING KEYNOTE

RELYING ON THE PAST TO PLAN FOR AN UNCERTAIN FUTURE

MARY RUFFIN HANBURY

The current state of the economy has left many communities wondering how to move forward with planning efforts. Mary Ruffin Hanbury, Founding Principal of Hanbury Preservation Consulting, will share her firm's strategies for identifying, evaluating and recommending treatments for cultural resources. These strategies aim to assist communities to plan for the future by understanding and protecting those resources that provide a sense of place and a quality of life.

* All sessions are subject to change.



—ALL PHOTOS USED IN THIS BROCHURE ARE COURTESY OF HERITAGE ALLIANCE, TOWN OF JONESBOROUGH, AND BETH MEADOWS

2011 EAST TENNESSEE PRESERVATION CONFERENCE REGISTRATION FORM

Cut out and return completed form with payment to PO Box 1242, Knoxville, TN 37901 by the registration deadline of **October 26, 2011**. To register by phone or if you have questions, please call Knox Heritage at 865-523-8008. For multiple registrations, please photocopy this form or download additional copies at www.knoxheritage.org. To join Knox Heritage and East Tennessee Preservation Alliance, visit www.knoxheritage.org. To join Heritage Alliance, visit www.heritageall.org.

\$40.00 Full Conference

\$30.00 Student Rate

Includes all sessions, guided tour of Jonesborough, Friday night reception, Friday and Saturday lunches, snacks, continental breakfast Friday and Saturday, and conference materials. Please note if you have special dietary needs:

Lunch on Friday

Awards Reception on Friday

Lunch on Saturday

(These are included in your registration fee, but please note if you will join us by checking the box.)

Name on your badge: _____

Mailing address: _____

Email: _____

Telephone: _____

Payment method (please do not send cash):

Check enclosed (made out to **Knox Heritage**)

Credit card (Visa, Mastercard, American Express):

Billing address (if other than mailing address): _____

Number: _____

Expiration date: _____

Verification code (on back of card): _____

Name as it appears on card: _____

For overnight lodging in Jonesborough, please visit www.historicjonesborough.com or call 866-401-4223. Conference parking is available.