WORKSHOPS

FRIDAY, SEPTEMBER 26

8:30-9:00 **Registration and Morning Refreshments** Grand Canyon Ballroom, Radisson Hotel

9:00-9:15 **Opening Remarks (Plenary)**

9:15-12:00 ARCHIVAL MANAGEMENT WORKSHOP

INDIVIDUAL SESSIONS 9:15-10:30

LOCAL HISTORY: 1

Fuelish Thoughts: Lessons Learned from the Lowly Gas Station

Wonder why anyone would be interested in commonplace, ordinary gas stations? You will be surprised by what Jim Draeger and Mark Speltz, co-authors of the book, Fill'er Up: The Glory Days of Wisconsin Gas Stations have to say about the history of gas stations and what their architecture and evolution has to say about us. Unlock the meaning of old gas stations and see examples that have been preserved and adapted to new uses. Presented by: Jim Draeger, Deputy State Historic Preservation Officer, Wisconsin Historical Society, and Mark Speltz, Historian at American Girl and independent researcher

LOCAL HISTORY: 2

Fundraising: Building a Capital Campaign

"Capital Campaign," two words that strike fear into the hearts of many. Learn exactly what a capital campaign is, how to prepare for one, and more importantly, how to execute it successfully. Presented by: Jodi Bender Sweeney, President, The Sweeney Group, Madison

LOCAL HISTORY: 3

Marketing History: Websites and Publications

Learn how to market your organization's website and publications with lessons from wisconsinhistory.org, and some of the Wisconsin Historical Society's popular publications. Discussion will address how to market existing products and generate "buzz" for titles during the acquisition, editorial, and publication process, including the Society's new fourth grade textbook, Wisconsin: Our State, Our Story. Presented by: Michael Edmonds, Head, Digital Collections & Web Services, Wisconsin Historical Society, and John Motoviloff, Editor of the Society's Wisconsin: Our State, Our

HISTORIC PRESERVATION

Story textbook

Building a Preservation Constituency

Interested preservationists often respond to threats to historic preservation when it is already too late. Learn what you can do to organize and how to foster local partnerships to be prepared for these situations. Presented by: Trent Margrif, Director, Wisconsin Field Office, National Trust for Historic Preservation

10:30-10:45 BREAK

INDIVIDUAL SESSIONS 10:45-12:00

LOCAL HISTORY: 1

Gravestone and Cemetery Preservation

Hear from an expert what it takes to properly clean historic gravestones, as well as from a local preservationist what she and others have done to restore the National Register-listed Evergreen Cemetery in Dunn County. Presented by: Jarrod Roll, Save Your Stones, Onalaska and Carolyn Ohnstad, Executive Director, Evergreen Cemetery Association, Menomonie

LOCAL HISTORY: 2

Fundraising: Two Local Case Studies

Discover how two small all-volunteer historical societies met the terms of a Jeffris Family Foundation challenge grant to restore two of Wisconsin's most significant historic house museums: Orchard Lawn in Mineral Point, Iowa County; and the Timm House in New Holstein, Calumet County. Presented by: Terry E. Thiessen, CMP, President, New Holstein Historical Society and James A. Stroschein, President, Mineral Point Historical Society

LOCAL HISTORY: 3

Marketing History: Historic Districts and Sites

Learn how On Broadway Inc. used the Main Street approach to redefine Green Bay's once-neglected Broadway historic district into a destination for niche businesses. Also hear about strategies and specific successful tactics employed by the Wisconsin Historical Society's historic sites. Presented by: Naletta Burr, Director, On Broadway Inc., Green Bay and Steve Lightbourn, Marketing Specialist, Wisconsin Historic Sites

HISTORIC PRESERVATION

Advocating for Historic Preservation



Heather MacIntosh will provide an entertaining "top ten tips" for grassroots lobbyists, share the latest about important preservation legislation now being considered by Congress, and provide insights about connecting local advocacy efforts

with national-level issues. Presented by: Heather MacIntosh, President, Preservation Action, Washington DC

12:00-1:30 Lunch & Opening Address (Plenary)

Design as an Agent for Community Change:

- New Approaches to Preservation: Sympathetic & Implementation-Focused Planning
- Integrating Heritage and Planning Presented by:



Randy L. Wilson

President, Community Design Solutions Columbia, South Carolina

History has played a role in shaping your community in the past, but it can also help shape the present. Randy Wilson will share his successes using history and community character as a means to guide change. Randy will share simple strategies and principles that can bring transformative change to any community.

1:30-4:30 ORAL HISTORY WORKSHOP 1:30-2:45 INDIVIDUAL SESSIONS

LOCAL HISTORY: 1

Making the Most of a Museum Store This session will focus on the basics of setting up your museum store,

including store metrics, merchandising, marketing, product selection, and product development ideas. Presented by: John Lemke, Retail, Marketing and Publicity, Wisconsin Historical Museum

LOCAL HISTORY: 2

Affordable Professional Advice for the Small Museum

Hear about the American Association of Museum's Museum Assessment Program and the Midwest Art Conservation Center's preservation programs and how these organizations can provide consultant services at a price a small museum can afford. Presented by: Elisa L. Redman, Assistant Director of Preservation Services, Midwest Art Conservation Center, Minneapolis, MN, and Ann L. Koski, Director, Wisconsin Historical Museum

LOCAL HISTORY: 3

Finding Your Story

Does your city or region have a hidden history? Learn how to find the keys and clues that will allow your community to tell its unique story. Presented by: Joe DeRose, Historian, and Daina Penkiunas, National Register Coordinator, Wisconsin Historical Society

HISTORIC PRESERVATION

Historic Structures Reports 101

Learn about the basic components that comprise a Historic Structures Report and the advantages of having one done for your project. Presented by: Andrew P. Fielding, Preservation Services Assistant, Wisconsin Historical Society

2:45-3:00 BREAK

3:00-4:15 INDIVIDUAL SESSIONS

LOCAL HISTORY: 1

Wisconsin Vietnam War Stories: Partnership Opportunity

Wisconsin Public Television will continue its innovative program series focusing on our state's war veterans with Wisconsin Vietnam War Stories. This session will provide an overview of how your group can participate in this program through specialized training and public program opportunities. Presented by: Mik Derks, Documentary Producer, and Carol Larson, Executive Producer, Wisconsin Public Television; Jeff Kollath, Curator of Programs and Exhibitions, Wisconsin Veterans Museum; and Janet Seymour, Field Services Representative, Wisconsin Historical Society

LOCAL HISTORY: 2

Insurance 101 for the Small Historical Organization

Hear from two insurance experts about the different types of insurance available for small non-profit organizations. Presented by: Casey Wigglesworth, Fine Art Division, and Sameena Merchant, Commercial Property & Casualty Division, Huntington T. Block, Inc., Washington D.C.

LOCAL HISTORY: 3

Decorating Your Victorian House for the Holidays Always wondered if the Christmas decorations in your historic house

parlor were appropriate to the period? In this session, learn about customs and decorations to help celebrate a Victorian Christmas. Presented by: Ann L. Koski, Director, Wisconsin Historical Museum

HISTORIC PRESERVATION

Identifying Architectural Character: A Checklist Approach Based on Universal Principles of Good Design

In this session you will discover that there are universally accepted principles that govern design-related issues. You will leave armed with both a systematic process for analyzing a building or design, and the terminology to give you confidence in communicating your judgments. Presented by: Randy L. Wilson, President, Community Design Solutions, Columbia, SC

OPTIONAL FRIDAY EVENING EVENT (SEPARATE FEE OF \$35)



Mazomanie Reception Walking Tour and Dinner Join your colleagues for a trip to the historic community

of Mazomanie. On the guided walking tour of the historic downtown, you will see the successful community revitalization efforts firsthand. In addition, the Mazomanie Historical Society will host a reception and provide tours of their museum. The evening will conclude with a fish and chicken dinner at Mazomanie's Old Feed Mill, a restored 1857 mill.

SATURDAY, SEPTEMBER 27

8:00-9:00

Registration – "Coffee & Conversation" **A Series of Informational Roundtables** Grand Canyon Ballroom

9:00-12:00 CURATORIAL MANAGEMENT WORKSHOP 9:00-10:15 **INDIVIDUAL SESSIONS**

LOCAL HISTORY: 1

Saving by Moving: Is a Free Building Worth the Price?

Learn about the implications for history, your collection, and your organization when moving a building or salvaging parts of a building. Presented by: Daina Penkiunas, National Register Coordinator, Wisconsin Historical Society, and David M. Grabitske, Manager, Outreach Services, Minnesota Historical Society

LOCAL HISTORY: 2

Common Questions & Challenges for New Organizations: Part I

This two-part session offers answers to the most common questions asked by new organizations as they seek to build public support and interest in their new endeavor. Topics covered will include financial issues, long range planning, membership and volunteer programs, collections management, and more. Presented by: Janet Seymour, Field Services Representative, Wisconsin Historical Society

LOCAL HISTORY: 3

Archaeology Inside and Out • The Land, People, and History at an Educational Park in Dane County

- Learn how Wisconsin Historical Society staff integrates archaeology, geology, history, and public education at Pope Farm Park.
- Managing and Presenting Archaeological Collections Tips on documenting and presenting archaeological collections. Both Presented by: Amy Rosebrough, Assistant State Archaeologist, Wisconsin Historical Society

ARCHIVAL MANAGEMENT WORKSHOP Friday, September 26 • 9:15-12:00

The workshop will cover decision-making, best practices, as well as resources and methods for collecting historical papers and documents. Participants will learn practical approaches to deciding what they need to collect, how to distinguish the collections they need from those they don't, and how to manage acquisitions of manuscripts and records. Bring questions and examples from your own collection to discuss.

Presenter: Matt Blessing is head of Special Collections & University Archives at Marquette University. He previously worked as a collection development archivist at the Wisconsin Historical Society. Matt is active in the Midwest Archives Conference and is also a member of the Wisconsin Historical Records Advisory Board.

ORAL HISTORY WORKSHOP Friday, September 26 • 1:30-4:30

This stimulating and informative half-day workshop will provide an overview of the art and science of oral history from initial idea through finished product. The workshop will cover specifics within three sub-categories of oral history: Pre-Interview, Interview, and Post-Interview, including project planning, technology, funding, questions & follow-up questions, release forms, index or transcript, publication, and any other topic of interest to the attendees.

Presenter: Since June, Troy Reeves has led the University of Wisconsin-Madison Oral History Program, a part of UW Archives and Records Management Services. From June 1999 to September 2006, Reeves directed the oral history program for the Idaho State Historical Society.

CURATORIAL MANAGEMENT WORKSHOP Saturday, September 27 • 9:00-12:00

This session will provide attendees with an introduction to museum

registration methods and preventive conservation. The first part of the workshop will cover acquisition policy and procedures, object cataloging, and loan transactions. The second will focus on curatorial care and handling of museum objects. Principles of preventive conservation will be introduced. Agents of object deterioration will be discussed along with safe, non-intrusive techniques to minimize their impact.

Presenter: Ellen Penwell has over 25 years of curatorial experience working in both indoor and outdoor museum environments. She has served as the Curator of Collections at Old World Wisconsin since 1995 where she developed the museum's first fully integrated collections program. Ellen also serves as President of the Whitewater Historical Society, a volunteerrun local affiliate of the Wisconsin Historical Society.

HISTORIC PRESERVATION

A Vision without a Plan is Just a Dream: Keys to Successful **Preservation Planning for Small Communities**

While governments at all levels recognize the need for strategic planning, few local governments have developed effective plans for historic preservation. See what can be learned from communities that have achieved success in preservation with long-range plans. Presented by: Robert C. Vogel, Historian & Managing Partner, Pathfinder CRM, Spring Grove, MN

10:15-10:45 BREAK

10:45-12:00 INDIVIDUAL SESSIONS

LOCAL HISTORY: 1

Developing Community Partnerships Find out how two counties have learned to recognize and develop

community partnerships with local governmental and other community entities to support the mission of the local historical society and to best serve local communities. Presented by: Bob Harker, Executive Director, Sheboygan County Historical Museum, Sheboygan

LOCAL HISTORY: 2

Common Questions and Challenges for New Organizations: Part II

The second half of the session features a roundtable discussion that offers participants opportunities to share ideas and solutions. Presented by: Janet Seymour, Field Services Representative, Wisconsin Historical Society

LOCAL HISTORY: 3

Hosting a Historic House Walking Tour

Learn how two historical organizations developed different types of historic house tours. The Sauk County Historical Society designed a Halloween tour of historic homes with interpretation provided by costumed guides. The Madison Trust for Historic Preservation developed docent-led tours for six historic neighborhoods that are provided on weekends throughout the Spring and Summer. **Presented by:** Paul Wolter, President, Sauk County Historical Society, Baraboo, and Erica Fox Gehrig, Madison Trust for Historic Preservation

HISTORIC PRESERVATION

Making the Secretary of the Interior's Standards for Rehabilitation Work for You

Preservation architect and former landmark commissioner discusses the Secretary of the Interior's Standards for Rehabilitation and what to do when they do not fit the political reality of your community or the comfort level of your preservation commission. Presented by: Jim Sewell, Senior Preservation Architect, Wisconsin Historical Society

12:00-1:30 Lunch & Closing Address (Plenary)



Featuring Diane Sanvidge Seckar and Jean Sanvidge Wouters, authors of Apple Betty & Sloppy Joe, and their mother, Helen Sanvidge, former member of the Wisconsin Council for Local History Administrative Committee.

Join the Sanvidge sisters as they share memories of learning classic recipes like Tomato Soup Cake while growing up in Oshkosh in the 1950s and 60s. With loads of charm and good humor, they'll celebrate the ways food and food memories link us to our past, just as they did in their recent book, Apple Betty & Sloppy Joe, published by the Wisconsin Historical Society Press. Helen Sanvidge has been a long-time advocate for local history in Wisconsin.

Wisconsin Council for Local History Administrative Committee Meeting

For more conference details, visit: wisconsinhistory.org/localhistory/annual_conference.asp

RATES & HOTEL INFORMATION

Two Day Conference Registration Fee The \$65 fee includes two morning refreshments,

two lunches, and all sessions. (Please note that your registration entitles you to attend any session.) **Optional Activities**

The Village of Mazomanie is the site of Friday night's

activities. The bus for the dinner and walking tour will

depart from the hotel at 4:30pm. The cost is \$35 per person and pre-registration is required. **Hotel Information**

I Want to Go!

The Radisson Hotel Conference Center is the site of all activities and sessions. Discounted room rates are available for participants. Those who need lodging during the conference may reserve standard hotel rooms (single/double) at the Radisson Hotel at a discounted

rate of \$95 per night. Please call the hotel directly at (608) 833-0100 to make reservations. Be sure to mention the Wisconsin Historical Society to get the discounted rate. The discounted room block is available September 25 and 26. The special conference rate can only be guaranteed for reservations made before September 5, 2008. For more information about the Radisson Hotel, please visit www.radisson.com/madisonwi.

Drive, Madison, Wisconsin 53719. Take the South Gammon Road exit off the Madison Beltline

Road to Grand Canyon Drive.

Directions The Radisson Hotel is located at 517 Grand Canyon

For More Information: Contact Amy Norlin at 608-264-6579 or amy.norlin@wisconsinhistory.org

(US 12/14). Take Gammon Road north to Odana



REGISTRATION FORM

• If multiple people from your organization are attending, please copy the registration form and fill out a form for each individual

Name							
Organization							
Address							
elephone	Email						
Will Be Attending:	☐ Both Friday and Saturday: \$65	☐ Friday Only: \$40	☐ Saturday Only: \$35				
ign Me Up for These Workshops (No additional fee. Each workshop is limited to the first 25 people who sign up.)							
	 ☐ Archival Management – Matt Blessing, Marquette University, Friday 9:15–12:00 ☐ Oral History – Troy Reeves, University of Wisconsin-Madison, Friday 1:30–4:30 ☐ Curatorial Management – Ellen Penwell, Old World Wisconsin, Saturday 9:00–12:00 						

☐ Mazomanie Walking Tour & Dinner – \$35 per person (Limited to the first 55 people

who sign up. All tour registrants will receive a free copy of *Flavor of Wisconsin*.)

Registration Total Payment Methods ☐ Check (Payable to Wisconsin Historical Society) □ VISA □ MasterCard Account No _____ Expiration Date Signature ____

Please send your completed registration form with payment by Wednesday, September 10 to: Amy Norlin

Wisconsin Historical Society 816 State Street Madison WI 53706-1482

Register By Wednesday, September 10 2008

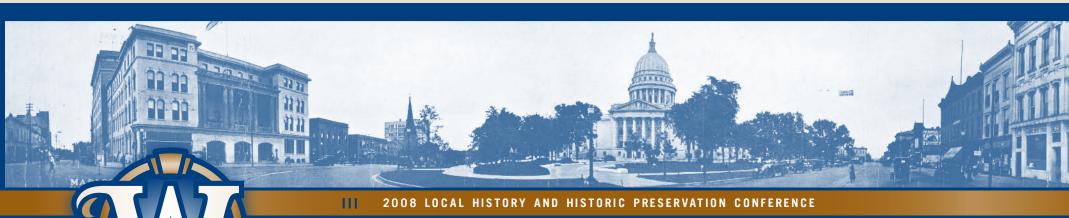
PLEASE REGISTER BY WEDNESDAY, SEPTEMBER 10, 2008

Complete the registration form on reverse and send with payment to:

Amy Norlin Wisconsin Historical Society 816 State Street, Madison WI 53706-1482

CONFERENCE SCHEDIII F

TIME	WORKSHOPS	LOCAL HISTORY #1	LOCAL HISTORY #2	LOCAL HISTORY #3	HISTORIC PRESERVATION
TIME	WORKSHOI 3		RIDAY, SEPTEMBER 26	LOUAL III310K1 #3	HISTORIO I RESERVATION
9:15 - 10:30	Archival Management Matt Blessing	Fuelish Thoughts Jim Draeger/Mark Speltz	Fundraising: Building a Capital Campaign Jodi Bender Sweeney	Marketing History: Websites and Publications Edmonds/Motoviloff	Building a Preservation Constituency Trent Margrif
10:45 - 12:00	Archival Management Matt Blessing	Gravestone and Cemetery Preservation Jarrod Roll/Carolyn Ohnstad	Fundraising: Two Case Studies Terry Thiessen/Jim Stroscheim	Marketing History: Historic Sites and Downtowns Steve Lightbourn/Nalletta Burr	Advocating for Preservation Heather MacIntosh
		LUNCH PRESENTATION: Randy L. Wilso	n, Preservation Architect: Design as an Ag	gent of Community Change	
1:30 - 2:45	Oral History Troy Reeves	Making the Most of a Museum Store John Lemke	Affordable Professional Advice for the Small Museum Elisa Redman/Ann Koski	Finding Your Story Joe DeRose, Daina Penkiunas	Historic Structures Report 101 Andrew P. Fielding
3:00 - 4:15	Oral History Troy Reeves	Vietnam War Stories: Partnership Opportunity; Mik Derks, Jeff Kollath, Janet Seymour	Insurance 101 for the Small Historical Organization; Casey Wigglesworth/Sameena Merchant	Decorating Your Victorian House for the Holidays Ann Koski	Universal Principles of Good Design Randy L. Wilson
۷	1:30 OPTIONAL EVENT > WAL	KING TOUR & DINNER IN MAZOMANIE:	Visit historic Mazomanie and enjoy dinner	r at the Old Feed Mill, a beautifully resto	ored 1857 feed mill.
		SAT	URDAY, SEPTEMBER 27		
8:00 - 9:00	Registration – "Coffee and Conversation" Roundtable Discussions, Grand Canyon Ballroom				
9:00 - 10:15	Curatorial Management Ellen Penwell	Saving by Moving: Is a Free Building Worth the Price? Daina Penkiunas/David Grabitske	Common Concerns and Challenges for New Organizations: Part I Janet Seymour	Archaeology Inside and Out Amy Rosebrough	Historic Preservation Planning for Small Communities Robert Vogel
10:45 - 12:00	Curatorial Management Ellen Penwell	Developing Community Partnerships Bob Harker	Common Concerns and Challenges for New Organizations: Part II Janet Seymour	Hosting a Walking Tour Erica Gehrig/Paul Wolter	Making the Secretary of the Interior's Standards for Rehabilitation Work for You; Jim Sewell
			SENTATION: THE SANVIDGE SISTERS		
	Diane Sanvidge Seckar, .	lean Sanvidge Wouters, and their mother,			& Sloppy Joe.
2:00 - 3:30	Wisconsin Council for Local History: Administrative Committee Meeting				



BUILDING ON THE BASICS

For one registration fee, participants may attend any session at the conference. Highlights include addresses by preservation architect Randy L. Wilson and by the Sanvidge family, authors of a recent cookbook published by the Wisconsin Historical Society Press. Friday night there is an optional tour of downtown Mazomanie, a historic community 30 minutes from the conference hotel. The tour will be followed by dinner at the historic 1857 Old Feed Mill restaurant. This theme expresses our dual goals to provide a host of introductory sessions, and to offer material for the more experienced. Five concurrent tracks allow all that and more. New hands-on workshops will provide training in three disciplines—archival management, curatorial management and oral history—issues central to many of Wisconsin's local historical societies. The three Local History tracks provide a veritable smorgasbord of options, including how to get the most out of your gift shop, cemetery preservation, marketing history, and the pros and cons of moving a historic building. The Historic Preservation sessions feature presentations that include historic character, building a local constituency, and

advocating for preservation—issues essential to the success of any local historic preservation effort. Added to all this is a walking tour and dinner in Mazomanie on Friday night and a number of Saturday morning informational roundtables. If all the offerings make it hard for you to choose, we suggest attending with a friend or two to share notes. With such a broad array of choices, every one should be able to find something of interest. We hope you will join us in Madison!

Michael Stevens

State Historic Preservation Officer and Division Administrator Historic Preservation-Public History, Wisconsin Historical Society



2008 LOCAL HISTORY AND HISTORIC PRESERVATION CONFERENCE

BUILDING

September 26-27, 2008 Madison • Wisconsin



Wisconsin Historical Society 816 State Street, Madison WI 53706-1482

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2008 LOCAL HISTORY AND HISTORIC PRESERVATION CONFERENCE



BUILDING ON THE **BASICS**

September 26-27, 2008 • Madison, Wisconsin