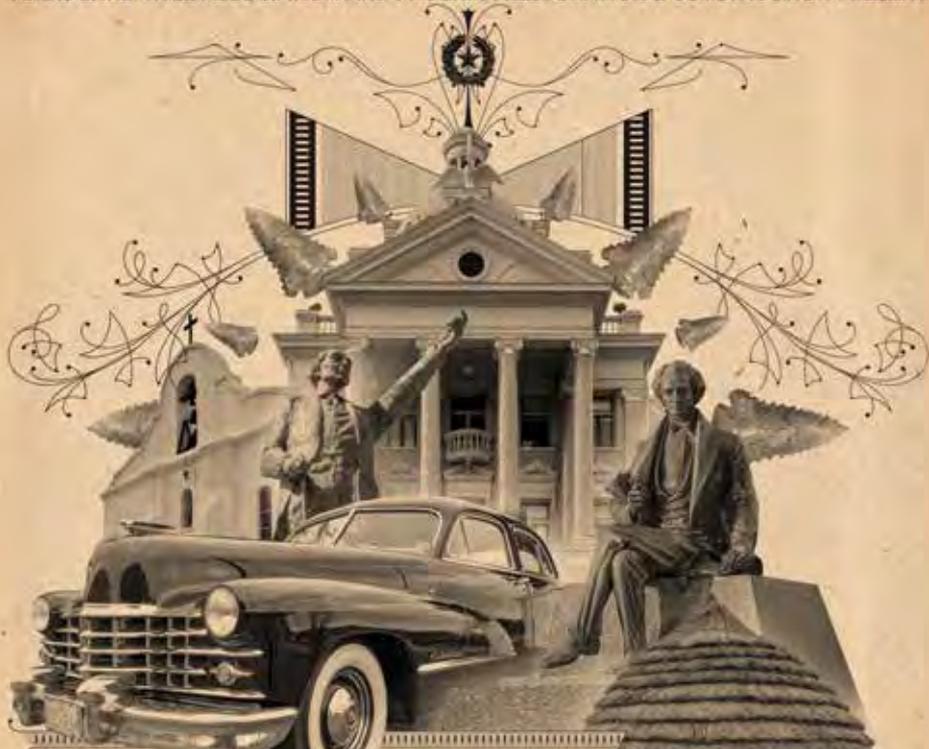


TEXAS LAND TITLE ASSOCIATION AND PHOENIX I RESTORATION & CONSTRUCTION PRESENT



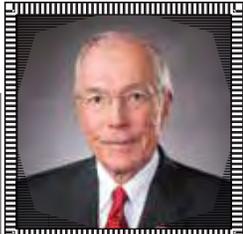
REAL PLACES

2018 CONFERENCE

PRESERVING HISTORIC TEXAS

PROGRAMMING GUIDE

WELCOME



WELCOME TO REAL PLACES 2018!

We're excited to kick off the year with so many people celebrating the vibrant heritage travel industry in Texas. From business owners to preservationists and tourism professionals across the country, everyone at Real Places 2018 can look forward to sharing the dynamic stories and places that draw millions of travelers to the Lone Star State.

This year also marks the 50th anniversary of the Texas Travel Trails, which spawned the Texas Historical Commission's successful Texas Heritage Trails Program. I hope you'll join me in discussing this milestone and its commemoration on Friday during the 50 Years of Travel Trails panel.

While celebrating these accomplishments, we must also keep in mind the challenges still facing our Texas Gulf Coast communities impacted by Hurricane Harvey. Throughout the conference, I anticipate we'll have many discussions about natural disasters like this and how they pose a threat to our history and can have a significant impact on the regional economy.

With this in mind, heritage travel is critical to Texas' economic success. Heritage travelers spend \$7 billion annually visiting the real places of Texas, and more than 10.5 percent of travel throughout the state is heritage-related—including historic sites, courthouses, local museums, and more.

At Real Places 2018, we look forward to sharing these success stories and hearing from industry professionals about best practices and how our communities can benefit from positive experiences throughout Texas.

I want to thank our sponsors, Texas Land Title Association and Phoenix I Restoration and Construction, and our partners, the Friends of the Texas Historical Commission and the Texas Department of Transportation, for their support.

We're looking forward to solidifying our partnerships and strengthening our economy and history as we celebrate the real places and stories of Texas.

A handwritten signature in black ink, reading "John L. Nau III".

JOHN L. NAU, III
Chairman, Texas Historical Commission



GREETINGS,

Welcome to Real Places 2018. The Friends of the Texas Historical Commission (FTHC) is thrilled to co-present this event—where supporters of Texas history and historic preservation gather from across the state to network and learn from one another and leading experts. As chair of the FTHC, I see firsthand the role that passionate individuals play in protecting our state's cultural heritage, and I want to thank you for being here.

The FTHC was formed in 1996 to raise funds in support of projects and programs that allow us to experience real stories in the real places they happened. Now in our 21st year, the FTHC has raised more than \$12 million for projects that range from the new museum at San Felipe de Austin State Historic Site—slated to open this spring—to the Preservation Scholars Program, focused on increasing the diversity of professionals working in historic preservation and acknowledging the variety of cultures that enrich Texas' heritage. Some projects arise unexpectedly, such as the need for emergency funds to repair damage caused by Hurricane Harvey to Fulton Mansion State Historic Site.

Preservation is an ever-evolving and expanding field of study, which is why education is such an important part of the work we do. Whether discussing the digital presence of a historic site or understanding the economic impacts of historic preservation, we're excited to cover a wide range of topics at this year's conference. We're confident you'll take some of what you learn back to your community, ensuring Texas' rich and diverse history lives on.

A handwritten signature in black ink, reading "Lareatha H. Clay".

LAREATHA CLAY
Chair, Board of Trustees, Friends of the THC



TEXAS LAND TITLE ASSOCIATION

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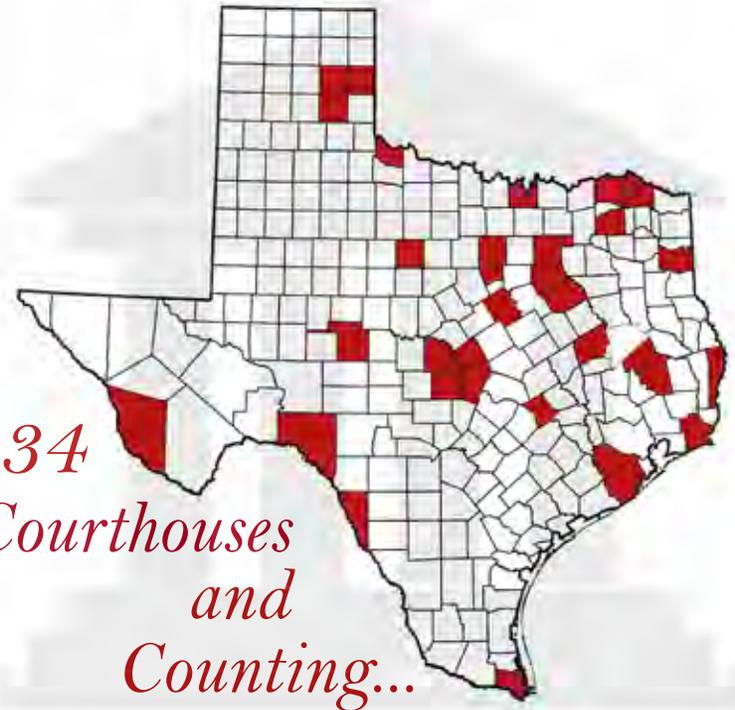
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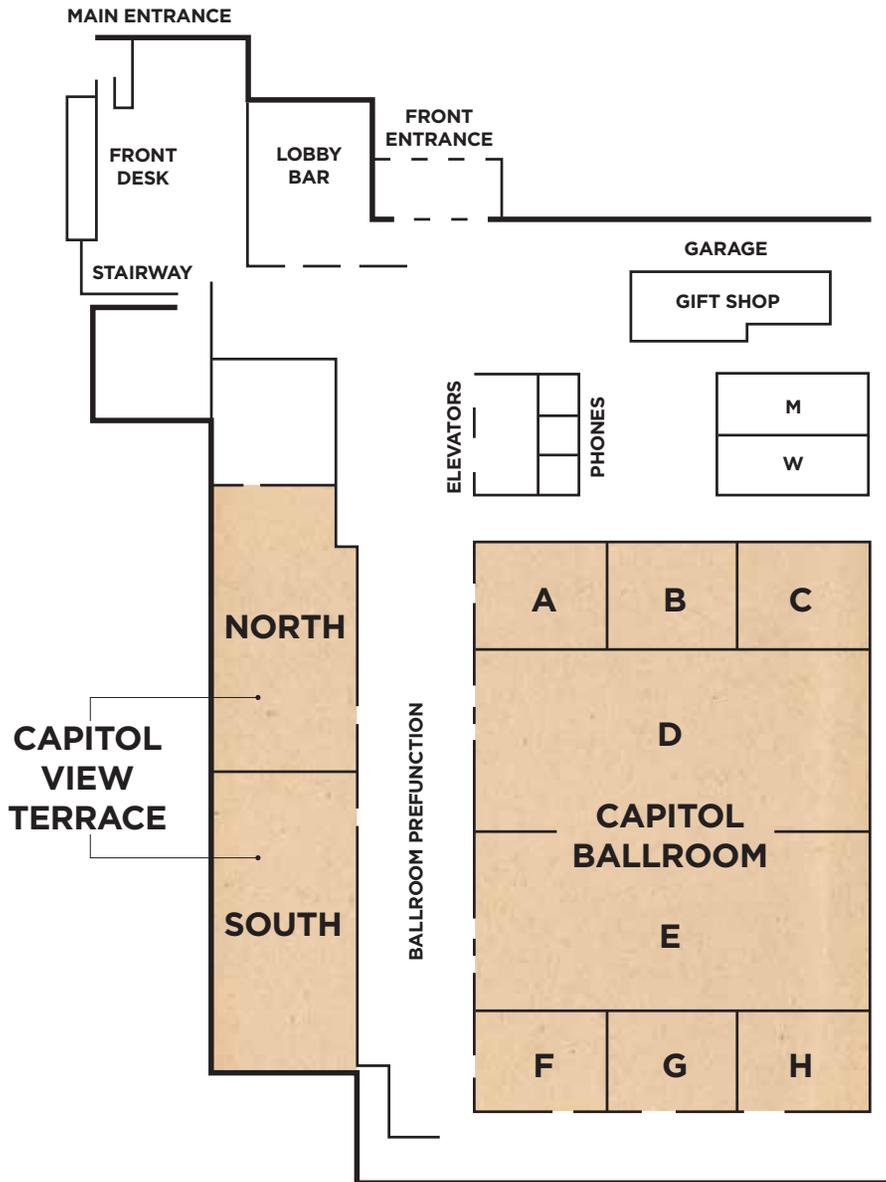
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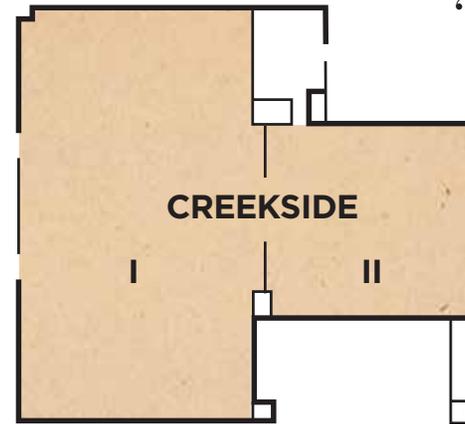
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| Dallas Municipal | Lee County | Rockwall County |
| Donley County | Leon County | San Saba County |
| Ellis County | Llano County | Shackelford County |
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SHERATON FLOOR PLAN

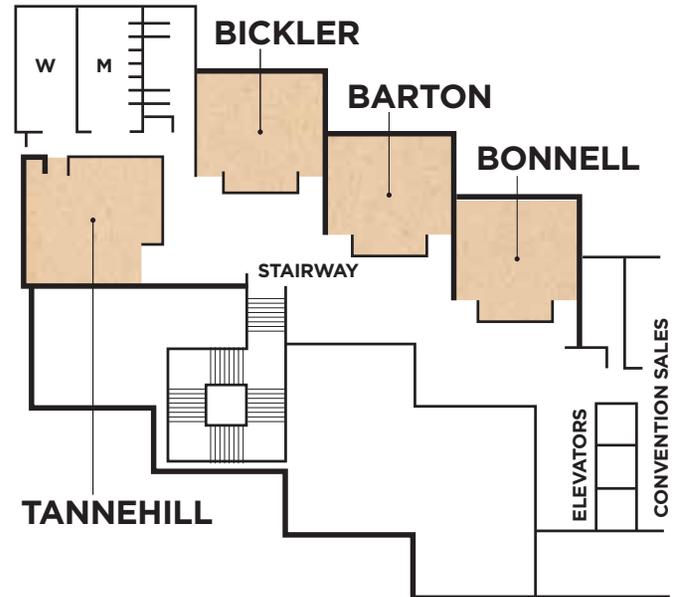
LOBBY LEVEL (THIRD FLOOR)



SECOND FLOOR



FOURTH FLOOR



WEDNESDAY, JANUARY 10

PRE-CONFERENCE ACTIVITY

ELEMENTS OF SUCCESSFUL PHILANTHROPY

BUILDING A COMPREHENSIVE AND SUSTAINABLE DEVELOPMENT PROGRAM

Time: 9 a.m.-4 p.m. | Location: Barton Room, 4th Floor

Speakers: Anjali Kaul Zutshi, Friends of the Texas Historical Commission, and Angela Reed, Texas Historical Commission

Part of the Friends of the Texas Historical Commission's Development Seminar Series, this workshop is suited for large and small organizations from any discipline with limited development staff. It highlights best practices and facilitates dynamic group interactions to help attendees build and strengthen their fundraising tool kits so they can more effectively and sustainably achieve their organizational missions.

PRE-CONFERENCE ACTIVITY

WOOD WINDOW WORKSHOP

Time: 10 a.m.-3 p.m. | Location: Capitol View Terrace South, 3rd Floor

Speaker: John Hindman, Red River Restorations

Preservationists understand the importance of saving historic windows, but many others do not. This workshop will empower you to make the argument for restoration the next time you are faced with the decision to restore or replace. The Wood Window Workshop will begin with a presentation and discussion led by John Hindman of Red River Restorations, whose projects have ranged from private homes to historic courthouses, the Alamo, and LBJ's Texas White House. The workshop will include a tour of the Red River Restorations workshop and an up-close demonstration of basic restoration techniques.

PRE-CONFERENCE ACTIVITY

CERTIFIED LOCAL GOVERNMENT WORKSHOP

Time: 10 a.m.-3:30 p.m. | Location: Capitol View Terrace South, 3rd Floor

Speakers: Madeline Clites, Laura Camayd, and Sarah Blankenship, Texas Historical Commission

Preservation is most effective at the local level, so the Texas Historical Commission's Certified Local Government (CLG) Program gives communities the tools and resources they need to be successful. This training will address common challenges among CLGs, such as window restoration versus replacement, evaluating mid-century resources, and developing a local incentive program to encourage preservation and rehabilitation.

PRE-CONFERENCE ACTIVITY

TOUR OF AUSTIN'S GERMAN HERITAGE

Time: 1-3 p.m.

Location: Begins at Capitol Ballroom C, 3rd Floor

Speaker: Bob Brinkman, Texas Historical Commission
Hosted by the German Texan Heritage Society, Austin Saengerrunde, and Scholz Garten

While attending the Real Places conference, get a taste of German Texan culture in downtown Austin. Building on the Texas Historical Commission's most recent mobile tour, "German Texans: Land, Freedom, Community," this tour will include highlights of German history in Austin and guide participants to significant sites—including the 1858 German Free School, now home of the German Texan Heritage Society, as well as Scholz Garten and Saengerrunde Hall, home of a historic and still-active singing society. Transportation will be provided, but some walking at the sites will be required.

PRE-CONFERENCE ACTIVITY

SECRETS OF THE GOVERNOR'S MANSION AND NEILL-COCHRAN HOUSE MUSEUM

Time: 1-4:15 p.m. | Location: Meet in Hotel Lobby

Hosted by Friends of the Governor's Mansion and the Neill-Cochran House Museum

Join us for an in-depth look at two similar Greek Revival landmarks designed and constructed in the 1850s by master builder Abner Cook. Located just over a mile apart, the Texas Governor's Mansion and Neill-Cochran House share remarkable similarities—but their history and unique features reveal contrasting aspects of mid-19th-century life in Texas. Transportation will be provided.

CONFERENCE KICKOFF

ROUND ROBIN SESSIONS

Time: 3-5:15 p.m. | Location: Capitol Ballrooms A, B, C, F, G, and H, 3rd Floor

Speakers: THC and TXDot

Very short sessions provided by Texas Historical Commission and Texas Department of Transportation staff will acquaint you with the agencies' programs and activities. Jump into any session to hear updates about programs from the people who staff them. Watch a brief presentation and Q&A, and then move on to catch another program session.



EXHIBIT HALL

Time: 3-5:15 p.m. | Location: Capitol View Terrace North, 3rd Floor

Stop by the exhibit hall to see the latest in historic preservation resources and products. Visit with restoration craftspeople, architects, suppliers, and firms that develop communication tools and interpretation for historic preservation and heritage tourism. Refreshment breaks will take place here.

WEDNESDAY, JANUARY 10

**OPENING
KEYNOTE
& RECEPTION**

6-9:30 P.M. | CREEKSIDE I & II/PATIO

SPEAKER

MUSIC

MUSIC



**JOE NICK
PATOSKI**



**RAY
BENSON**

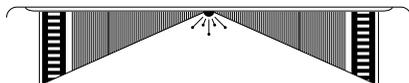


**PETERSON
BROTHERS**

Music transcends differences and defines place, and nowhere is that more apparent than in the Lone Star State. Boasting a diverse musical heritage, Texas has hundreds of existing pilgrimage sites that are destinations for a growing and affluent audience—as well as plenty of untapped destinations that are waiting to be developed and discovered. Texas writer and director Joe Nick Patoski will take us on a musical tour across the state, while encouraging towns and cities to roll out the red carpet for heritage travelers and polish and preserve the places they're seeking.

Following the opening keynote speech, enjoy electrifying musical performances by Texas music icon Ray Benson (front man of the legendary Western swing band, Asleep at the Wheel) and rising stars from Bastrop, the Peterson Brothers, who blend blues, soul, and funk. You won't want to miss the amazing finale when Benson and the Peterson Brothers come

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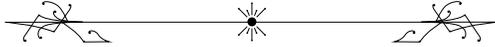
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THURSDAY, JANUARY 11

EXHIBIT HALL

Time: 8 a.m.–4:15 p.m. | Location: Capitol View Terrace North, 3rd Floor

Stop by the exhibit hall to see the latest in historic preservation resources and products. Visit with restoration craftspeople, architects, suppliers, and firms that develop communication tools and interpretation for historic preservation and heritage tourism. Refreshment breaks will take place here.



ECONOMIC LESSONS FROM 30 YEARS OF PRESERVATION

BREAKFAST AND GENERAL SESSION

Breakfast: 7:30 a.m. | Presentation: 8:15–9:15 a.m.

Location: Capitol Ballroom DE, 3rd Floor

Speaker: Donovan Rypkema, PlaceEconomics

Donovan Rypkema, principal of PlaceEconomics, is well-known for his work in studying the economic impacts of historic preservation. Rypkema and his PlaceEconomics team conduct studies and surveys focusing on the revitalization of historic neighborhoods and communities through reuse of historic buildings and other preservation efforts. His opening breakfast session will give an overview of the economics of historic preservation, the importance of preservation to community vitality, and lessons learned throughout his career.

1A-BREAKOUT: ARCHEOLOGICAL INTERSECTIONS

TEXAS ARCHEOLOGY'S CONTRIBUTION TO COMMUNITY HERITAGE AND PRESERVATION

Time: 9:30–10:45 a.m. | Location: Capitol Ballroom FGH, 3rd Floor

Speakers: Bradford Jones, Texas Historical Commission; Jason Barrett, Ph.D., Texas Department of Transportation; Jon Lohse, Ph.D., Coastal Environments; and Linda Gorski and Louis Aulbach, Houston Archeological Society

In the shadow of the built environment, archeology is often underutilized as a resource for local governments and preservation organizations to foster personal connections to communities. Yet archeological projects are happening every day across the state—presenting a variety of opportunities to engage with the archeological side of history while creating a wealth of information far greater than artifacts. This session will explore the context of archeology in Texas. Speakers will provide case studies on how archeology can be used as a community resource to engage and educate the public and to promote the preservation of our past, both buried and built.

1B-BREAKOUT: WHAT YOU LOOK LIKE ONLINE

TAKING CONTROL OF YOUR DIGITAL PRESENCE

Time: 9:30–10:45 a.m.

Location: Capitol Ballroom ABC, 3rd Floor

Speakers: Diann Bayes, San Angelo Convention and Visitors Bureau and Sheila Scarborough, Tourism Currents

What makes a great visitor experience? Increasingly, people use digital tools for everything from planning travel to making dinner reservations. This session explores lessons learned, from a traveler's perspective, on the value of an organization's online public image and how it can enhance or detract from an in-person visit. Learn how to manage your digital presence and reputation, including online reviews, and make sure people can find you on the web.

1C-BREAKOUT: OUNCE OF PREVENTION

Time: 9:30–10:45 a.m. | Location: Creekside I and II, 2nd Floor

Speaker: Nancy McCoy, FAIA, FAPT, Quimby McCoy Preservation Architecture

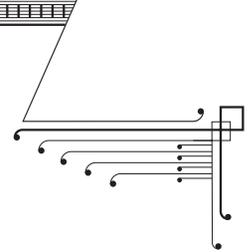
This session will examine the value and process for establishing a maintenance program for your historic building, starting with a visual assessment by the property owner, and then creating a simple plan of regular tasks that will ensure major problems are avoided and, finally, documenting the work accomplished. The presentation will include materials from a maintenance handbook being developed by Nancy McCoy's firm. It includes simple checklists and illustrations of typical conditions and maintenance tasks applicable to any historic building.

1D-BREAKOUT: DESIGN GUIDELINES THAT WORK

Time: 9:30–10:45 a.m. | Location: Capitol View Terrace South, 3rd Floor

Speaker: Steph McDougal, Preservation Consultant

Design guidelines are only effective if property owners can find the information they need quickly and easily, and if they correctly understand what you intend the guidelines to convey. Whether your city is developing design guidelines or already has them, there is an easy way to find out if they are user-friendly. Steph McDougal, founder of McDoux Preservation, will explain a simple method for evaluating usability and describe how she used it while developing design guidelines for the city of Houston. She will provide instructions and materials to help you test your own design guidelines and take steps to make them more user-friendly. NOTE: While this session focuses on design guidelines, the concepts can be applied to any sort of instructional or informational materials.



THURSDAY, JANUARY 11

INSIDER TOUR OF THE FRENCH LEGATION STATE HISTORIC SITE

Time: 9:30 a.m.-12:15 p.m. | Location: Sheraton Lobby and French Legation
Speakers: H. Glenn Reed and Ellen Busch, Texas Historical Commission

NOTE: Participants in this tour will miss the Thursday morning breakout sessions. Pre-registration is required to attend. Transportation will be provided.



Changes are in the works for Austin's historic French Legation, which is currently closed to the public for much-needed stabilization and restoration work. Join the Texas Historical Commission's Historic Sites Division staff for an insider's tour of the house and grounds, and a discussion of the site's past, present, and future evolution as a symbol of Texas' heritage and refuge for the Austin community. Constructed during the Republic of Texas era for the French charge d'affaires, the French Legation stands today as one of the oldest buildings in the city and witness to generations of growth and change in Texas. It was recently transferred to the THC, becoming the agency's 22nd state historic site.

REFRESHMENT BREAK

Time: 10:45-11:15 a.m. | Location: Capitol View Terrace North, 3rd Floor

2A-BREAKOUT: UNDERSTANDING ECONOMIC STUDIES

Time: 11:15 a.m.-12:30 p.m. | Location: Capitol Ballroom ABC, 3rd Floor
Speaker: Donovan Rypkema, PlaceEconomics

Preservation and economics expert Donovan Rypkema will follow up his breakfast session by explaining how economic studies are conducted and, most importantly, how they should be used to maximize community revitalization.

2B-BREAKOUT: BIG AS TEXAS

THE ARTS LEGACY OF THE LONE STAR STATE

Time: 11:15 a.m.-12:30 p.m.

Location: Capitol Ballroom FGH, 3rd Floor

Speaker: B. Byron Price, Charles M. Russell Center for the Study of Art of the American West at the University of Oklahoma and Adair Margo, Tom Lea Institute

Art reflects the activities, attitudes, and aspirations that have shaped the Lone Star State—from 19th-century landscapes and cityscapes to 1936 Texas Centennial works and New Deal installations. B. Byron Price will guide us through Texas' significant visual arts heritage, while highlighting the potential of historical public and private artwork to boost tourism and expand the story of place. Adair Margo will introduce the work of the Tom Lea Institute, which encourages the exploration of regional art, history, and culture through the art of Tom Lea. She will also describe the developing Tom Lea Trail, which includes 11 Texas cities.

2C-BREAKOUT: CALL THE PROS

Time: 11:15 a.m.-12:30 p.m. | Location: Creekside I and II, 2nd Floor

Speakers: Jack Pyburn, FAIA, Lord Aeck Sargent and Susan Allen Kline, preservation consultant

This session will focus on professional services for surveys and nominations to the National Register of Historic Places, preservation master plans, historic structure reports, plans and specification for construction, permit applications, grant and tax credit applications, and completion reports. It will look at considerations by the owners of historic properties, including scopes of work, procurement constraints, project delivery methods, schedule, and budget. The session will also highlight the value of other disciplines and individuals to preservation projects, such as the owner's representatives, engineers, material conservators, qualified craftsmen, and archeologists.

2D-BREAKOUT: CULTURAL MAPPING OF SAN ANTONIO

Time: 11:15 a.m.-12:30 p.m. | Location: Capitol View Terrace South, 2nd Floor

Speakers: Claudia Guerra, San Antonio Office of Historic Preservation, Carolyn Peterson, FAIA, and Rachel Wright, Ford Powell & Carson

Cultural historian Claudia Guerra and restoration architects Carolyn Peterson and Rachel Wright will discuss their roles in preserving the San Antonio Missions as living historic sites with current connections to their community. Guerra refers to her work as "cultural mapping," conducting oral histories of residents who have a connection to the missions to involve the community in the preservation process and record both intangible and tangible heritage. Peterson and Wright will discuss how community and stakeholders are included in the preservation of these World Heritage Sites.

THURSDAY, JANUARY 11

HACKING HERITAGE

LESSONS LEARNED FROM GRASSROOTS PRESERVATIONISTS
LUNCH AND GENERAL SESSION

Time: 12:30–2 p.m. | Location: Capitol Ballroom DE, 3rd Floor

Speaker: Andrea Roberts, Texas A&M University, Department of Landscape Architecture and Urban Planning

This presentation showcases how grassroots preservationists, or heritage hackers, have both challenged and claimed a right to the benefits of “authorized heritage.” By spotlighting several Texas preservation projects developed on various scales, Andrea Roberts will bring attention to the ways official heritage organizations and public agencies can learn from and better serve minority and low-income communities served by grassroots preservationists. Cases referenced will include homestead preservation projects, annual celebrations and rituals, and cemetery preservation. The presentation will also help mainstream preservationists recognize and partner with the often-invisible innovators living at the intersection of various oppressions, identities, and abilities.

3A-BREAKOUT: TAX CREDITS ON MAIN STREET

REAL WORLD DEVELOPMENT ISSUES IN SMALL TOWNS

Time: 2:15–3:30 p.m. | Location: Capitol Ballroom ABC, 3rd Floor

Speakers: Amy Miller, City of Elgin; Fran McCarthy, Central City Properties; and Caroline Wright, Texas Historical Commission

Successful projects of all sizes have taken advantage of preservation tax incentives. Both the federal and state tax credits programs can add up to big savings for small development projects. Learn from recent examples and become familiar with the process as you hear from the experts.

3B-BREAKOUT: TEXAS FRIENDLY HOSPITALITY TRAINING

Time: 2:15–3:30 p.m. | Location: Capitol Ballroom FGH, 3rd Floor

Speakers: Barbara Brannon, Texas Plains Trail Region and Margaret Hoogstra, Texas Forts Trail Region

Texas Friendly Hospitality Training is a statewide certification program offered by the Texas A&M Agrilife Extension Service. It is designed to teach front-line employees and managers alike the fundamental skills and management concepts needed for achieving satisfied and repeat customers, visitors, and guests. Program participants learn tips for managing guests’ experiences; information on hospitality habits and how to improve them; and useful background information about their communities and regional attractions. This session will provide an overview of the training and its newest features in order to help you learn how to schedule training and put the program to work in your organization.

3C-BREAKOUT: MOISTURE IN BUILDINGS

Time: 2:15–3:30 p.m.

Location: Creekside I and II, 2nd Floor

Speaker: Ron Anthony, Association of Preservation Technology, Anthony & Associates

This session focuses on the effects of moisture on wood in buildings. Beginning with a review of the relationship between wood and water, the presentation addresses how wood is affected by various forms of moisture and how to determine if you have a moisture problem. With an understanding of how to assess wood and environmental conditions, the means to determine and prioritize moisture issues can be implemented. Using best practices can provide protection of wood from moisture, with the goal of achieving long-term durability of the historic fabric.

3D-BREAKOUT: GOOD PARTNER, BAD PARTNER

WHICH ROLE DO YOU PLAY?

Time: 2:15–3:30 p.m. | Location: Capitol View Terrace South, 3rd Floor

Speakers: Amy Hammons, Texas Historical Commission, County Historical Commission (CHC) Outreach Program Coordinator and Candice McClendon, CHC Outreach Program Specialist

Discuss experiences and share lessons learned as we identify individual contributions that cultivate enduring partnerships and meaningful support systems for organizations in your area.

SPACE FOR PLACE WORKSHOP

Time: 2:15–5:15 p.m. | Location: Barton Room, 4th Floor

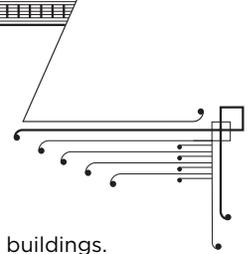
Speaker: Ted Lee Eubanks, Fermata Inc.

NOTE: Participants in this workshop will miss the Thursday afternoon breakout sessions. Pre-registration is required to attend.

This workshop will introduce participants to narrative-based planning, and help attendees better understand how historical narrative can shape planning within their agencies, organizations, and communities. The workshop will lead participants through a 12-step process for developing narrative-based strategies for their own communities. It will provide participants with both the concepts and the tools necessary to shape their communities and planning efforts through historical narrative.

REFRESHMENT BREAK

Time: 3:30–4 p.m. | Location: Capitol View Terrace North, 3rd Floor



4A-BREAKOUT: WHEN THE ARCHIVE IS “WOKE!”

ETHNOGRAPHIC METHODOLOGIES THAT BRING COLLECTIONS
AND CULTURAL LANDSCAPES TO LIFE

Time: 4-5:15 p.m. | Location: Capitol Ballroom FGH, 3rd Floor

Panel: Dr. Andrea Roberts, Texas A&M University, Department of Landscape Architecture and Urban Planning; Warner Cook and Kathleen Conti, Ph.D students, University of Texas at Austin

This roundtable session introduces the concept of the “woke” archivist, preservationist, or scholar. This concept emerges from a spring 2017 course on “cultural landscapes of demolition,” urban or rural landscapes in the crosshairs of gentrification, cultural erasure, and displacement. Two students’ presentations and lessons learned will be featured. Warner Cook’s paper questions how archives support or hinder cultural landscape scholars’ reading of racial integration amongst gentrifying neighborhoods in Austin. Through research in local historical archives, development of StoryMap and hashtagged Instagram stories, and field observations, Cook documented the ways a white family traversed racialized neighborhood boundaries at the turn of the 20th century. Kathleen Conti’s research on Rusk State Hospital, a state-run prison turned psychiatric hospital, reveals the ways relics and cast-off furniture, imbued with the memories of the convict leasing system, make visible a landscape the state actively tried to forget.

4B-BREAKOUT: TANKS, TOWERS, AND TRAILS

Time: 4-5:15 p.m. | Location: Capitol Ballroom ABC, 3rd Floor

Speakers: Rebekah Dobrasko, Texas Department of Transportation; Brian Bristow, City of Allen; and Joanna Wolaver, Shoal Creek Conservancy

The development of cities and rural areas in Texas was guided by infrastructure such as railroads, highways, windmills, trails, and dams. This session highlights the reuse of historic infrastructure in cities across the state. Attendees will learn ways to preserve this infrastructure and honor its place in Texas’ past.

4C-BREAKOUT: HISTORIC METALS

CONSERVATION AND REPLICATION

Time: 4-5:15 p.m. | Location: Creekside I and II, 2nd Floor

Speakers: Michael Van Enter, Van Enter Studio, Ltd. and Gary Behm, St. Louis Antique Lighting

This session will begin with a historical background on the use of metals in architecture and a discussion on the care and conservation of major building components such as metal roofs, doors and windows, hardware, and architectural objects. Then, presenters will focus on procuring new replica historic lighting when the original is missing, with approaches to research, period-appropriate designs, quality, and costs.

COCKTAIL RECEPTION & THC AWARDS & BANQUET

TIME: 6:30-9 P.M. | CAPITOL BALLROOM

Following a cocktail reception from 6:30-7 p.m., the Texas Historical Commission Awards Banquet will feature Texas Land Commissioner George P. Bush as the keynote speaker. The THC Awards Banquet will honor recipients of the 2017 THC Preservation Awards. These awards, fully restored after a six-year absence, recognize worthy accomplishments and exemplary leadership in the preservation of Texas’ heritage.

• RUTH LESTER LIFETIME ACHIEVEMENT AWARD

• JOHN BEN SHEPPERD COUNTY HISTORICAL COMMISSION LEADERSHIP AWARD

• GEORGE CHRISTIAN OUTSTANDING VOLUNTEER OF THE YEAR AWARD

• JOHN L. NAU, III AWARD OF EXCELLENCE IN MUSEUMS

• CURTIS D. TUNNELL LIFETIME ACHIEVEMENT AWARD IN ARCHEOLOGY

• ANICE B. READ AWARD OF EXCELLENCE IN COMMUNITY HERITAGE DEVELOPMENT

• AWARD OF EXCELLENCE IN PRESERVING HISTORY

• AWARD OF EXCELLENCE IN HISTORIC ARCHITECTURE

• AWARD OF EXCELLENCE IN MEDIA ACHIEVEMENT

SPEAKER



GEORGE P. BUSH

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FRIDAY, JANUARY 12

RUNNING WITH SCISSORS

BREAKFAST AND GENERAL SESSION

Breakfast: 7:30 a.m. | Presentation: 8-8:45 a.m.

Location: Capitol Ballroom ABCD, 3rd Floor

Speaker: Franklin Vagnone, Twisted Preservation Cultural Consulting

Join Franklin Vagnone, co-author of *Anarchist's Guide to Historic House Museums* and principal of Twisted Preservation Cultural Consulting, to learn the latest national and international museum and cultural site trends affecting community engagement efforts. Professionals from Main Streets, courthouse squares, historic districts, museums, and historic sites will be inspired to explore new approaches in their communities.

50 YEARS OF TRAVEL TRAILS

TEXAS HERITAGE TRAILS PROGRAM PANEL

Time: 8:45-9:30 a.m. | Location: Capitol Ballroom ABCD, 3rd Floor

Panel: Chairman John L. Nau, III, Texas Historical Commission; Truett Latimer, former executive director of the Texas Historical Commission; Jerry L. Rogers, former National Park Service Associate Director for Cultural Resources and Keeper of the National Register of Historic Places; and Barbara Brannon, Texas Plains Trail Region

It's time to kick off the celebration of the 50th anniversary of the Texas Heritage Trails Program! Explore the evolution of the award-winning heritage tourism initiative from its start as the Texas Travel Trails, a series of 10 driving trails developed in 1968 for HemisFair, to today's program that drives economic development in 10 regions across all 254 counties. Join Texas Historical Commission Chairman John Nau and a panel of other leaders who have been instrumental in creating and sustaining the program.

REFRESHMENT BREAK

Time: 9:30-9:45 a.m. | Location: Capitol Ballroom Foyer, 3rd Floor

COURTHOUSE STEWARDS SESSION

ROUND TABLE DISCUSSION:

TROUBLESHOOTING AND PROBLEM SOLVING

Time: 8:45-11 a.m. | Location: Creekside I and II, 2nd Floor

Speakers: James Malanaphy, Texas Historical Commission

NOTE: Participants in this workshop will miss the Friday morning sessions. Pre-registration is required to attend.

The always-popular courthouse stewardship round table discussions bring Texas Historical Commission staff and experts together with workshop attendees to discuss common problems experienced in historic county courthouses. After exchanging ideas in small teams, each topic is presented to the entire group.

5A-BREAKOUT:

SHOW'S ON AT HISTORIC THEATERS

Time: 9:45-11 a.m.

Location: Capitol Ballroom FGH, 3rd Floor

Panel: Ken Stein, League of Historic American Theatres; Jennifer Eckermann, Brenham Main Street; and Terry Tex Toler, Llano Main Street

Historic theaters have significant cultural and architectural value, but they can also be economic engines that drive tourism and serve the local population. In this session, Ken Stein, president and CEO of the League of Historic American Theatres, will inspire you with information about the importance of theaters in our communities. The panel will also include representatives of several historic theaters in Texas, who will talk about the relevancy of their local theaters.

5B-BREAKOUT: LIVING ON THE EDGE

Time: 9:45-11 a.m. | Location: Capitol View Terrace South, 3rd Floor

Speaker: Franklin Vagnone, Twisted Preservation Cultural Consulting

Learn how to make preservation matter, especially for those who don't care about it. Franklin Vagnone, co-author of *Anarchist's Guide to Historic House Museums*, will concentrate on community engagement and relevancy for heritage and cultural sites.

5C-BREAKOUT: DOWNTOWN, TX

CONNECTING INVESTORS WITH OPPORTUNITIES

Time: 9:45-11 a.m. | Location: Capitol View Terrace North, 3rd Floor

Speaker: Emily Koller, Texas Historical Commission and Sarah O'Brien, Bastrop Main Street Program

Developed by the Texas Historical Commission's Town Square Initiative, DowntownTX.org is a new online building inventory featuring historic property listings. It is changing how people connect with historic buildings, serving both as a matchmaking tool with a real estate interface that showcases the community and its unique characteristics, as well as an inventory tool for local program managers. This session will tell the DowntownTx.org story from invention to implementation, featuring an interactive demo, highlights from the public launch, including the successful Imagine the Possibilities community tours, and audience discussion.

CRAFTSMANSHIP OF TRADITIONAL BUILDINGS

LUNCH AND GENERAL SESSION

Time: 11 a.m.-12:15 p.m. | Location: Capitol Ballroom ABCD, 3rd Floor

Speaker: Peter Miller, Active Interest Media

With more than 30 years of experience covering historic preservation in the national media, Peter Miller has acquired a unique perspective on the design and construction profession. He is the publisher of *Traditional Building* and *Period Homes* magazines and producer of the annual Traditional Building Exhibition and Conference and the Traditional Building Conference Series. Miller communicates extensively with leading U.S. preservation architects, craftspeople, and providers of traditional building products. He is an enthusiastic speaker and outspoken advocate for urbanism, the revitalization of historic neighborhoods, and sustainability, including the adaptive reuse of historic buildings.

SPEAKERS



RON ANTHONY earned his master's degree in Wood Science and Technology. Prior to forming Anthony & Associates in 1999, he conducted research on wood properties and the use of wood in construction applications. He focuses on evaluating the performance of wood in historic structures and conducting



LOUIS F. AULBACH is the author of numerous historical and recreational publications. He is a graduate of Rice University and the University of Chicago, and is a member of the Texas Historical



JASON BARRETT received his doctoral degree from Texas A&M University in 2004 and has been an archeologist with the Texas Department of Transportation's Environmental Affairs Division since 2005. His archeological experience includes complex regulatory and research-based projects in Texas, Belize,



With more than 20 years of experience in the travel and tourism industry, **DIANN BAYES** is vice president of the San Angelo Convention and Visitors Bureau. She previously served as senior vice president of Member Services and Development for the



GARY BEHM is founder and president of St. Louis Antique Lighting Company and a member of the Illuminating Engineers Society of North America. He has written numerous articles and lectured for more than three decades on the restoration and replication of historic lighting. He consults for architects, lighting



SARAH BLANKENSHIP has been with the Texas Historical Commission's Texas Main Street Program since 2003, with a short hiatus in 2006-07. She has served on Georgetown's Main Street board and Historic and Architectural Review Commission. She has a bachelor's degree in Historic Preservation from the Savannah



Author and educator **BARBARA A. BRANNON**, Ph.D, is executive director of the Texas Plains Trail Region, promoting historic preservation and heritage tourism in 52 West Texas counties. A board member of Preservation Texas and a graduate of Leadership Texas, she has researched and presented on the



BOB BRINKMAN joined the staff of the Texas Historical Commission in 2001 and is coordinator of the Historical Markers Program. In this role, he has written about 600 historical marker inscriptions. He earned degrees in cultural geography from the University of Texas and historic architecture from Texas



BRIAN BRISTOW is assistant director of the nationally recognized Allen Parks and Recreation Department. During the past 18 years, his staff has improved interpretation and raised the profile of the once-obscure Allen Water Station (an H&TC Railway district designated a State Antiquities Landmark and listed in the



ELLEN CONE BUSCH has been with the Texas Historical Commission for five years as a director of historic sites operations, overseeing roughly half of the agency's 22 sites. Much of her work is focused on historic house museums and the unique challenges of keeping them sustainable, meaningful, and



In 2016, **LAURA CAMAYD** joined the Texas Historical Commission to assist local communities in developing and enhancing their preservation programs. Previously, she worked in the public review process in Miami Beach, Florida, reviewing applications for compliance with zoning codes, design guidelines, and preservation ordinances. She has a master's degree in Historic



MADELINE CLITES is the state coordinator for the Certified Local Government Program. In this role, she enjoys working with cities and counties to develop and strengthen local preservation programs. Clites joined the Texas Historical Commission in 2014



REBEKAH DOBRASKO is the lead historian and historic preservation specialist for the Texas Department of Transportation. Prior to living in Austin, she worked at the South Carolina State Historic Preservation Office for 10 years. She holds a master's degree in Public History from the University of South



TED LEE EUBANKS is a certified interpretive planner, heritage interpreter, and interpretive trainer. A widely published author and photographer, he has spoken on the topics of heritage travel, sustainable travel, and preservation throughout the world. He is currently working for the Downtown Austin Alliance on an interpretive plan for Austin's historic squares and

SPEAKERS



LINDA GORSKI has been an avocational archeologist for more than 40 years. She currently serves as president of the Houston Archeological Society and as a Texas Historical Commission



San Antonio's first cultural historian, **CLAUDIA GUERRA** serves in the city's Office of Historic Preservation to engage the community in identifying places of cultural significance. Recently, she has conducted oral histories and cultural mapping as part of an initiative for the inscribing of the San Antonio Missions as



As coordinator of the Texas Historical Commission's County Historical Commission (CHC) Outreach Program, **AMY HAMMONS** helps CHCs promote local preservation efforts. She began working for the THC in 2002 as an architectural reviewer. Hammons earned an Environmental Design degree from Texas A&M University and a master's degree in Human Dimensions of



JOHN HINDMAN is the owner of Austin-based Red River Restorations and Fine Woodworking, which restores historic commercial and residential wood windows and doors and also does fine woodworking projects. The company has worked on the Alamo, LBJ's Texas White House, O. Henry Hall, and many



MARGARET HOOGSTRA, CTE, has served the 29-county Texas Forts Trail Region since 2004. She interacts with community leaders and a variety of organizations to increase heritage and cultural tourism, foster historic preservation, and develop regional leadership. Her professional experience includes marketing, event



BRADFORD M. JONES manages the Texas Historical Commission's archeological collections and oversees the Curatorial Facility Certification Program, certifying facilities and museums to house the thousands of archeological collections procured from state land. He is an editor and author of the *Belle* shipwreck technical volume and is working on the analysis and publication of the THC's excavation of the site of La Salle's Fort



SUSAN ALLEN KLINE has nearly 30 years of experience in the preservation field. Based in Fort Worth, she specializes in the documentation of historic resources for designation and tax credit projects, and has prepared more than 45 National Register



EMILY KOLLER, AICP, joined the Texas Historical Commission in 2014 to develop the Town Square Initiative and assist Texas Main Street cities with their downtown planning needs. She previously worked as a Main Street director on Route 66 in Tulsa, Oklahoma,



TRUETT LATIMER was executive director of the Texas Historical Commission from 1965 to 1981, a particularly active time when the National Historic Preservation Act of 1966 was passed and the Texas program became administered by the THC. He served on the President's Advisory Council on Historic Preservation and as president of the National Conference of State Historic Preservation Officers. The Texas Main Street Program also began under his leadership, and nearly 200 Texas towns have benefitted



DR. JON LOHSE is the regional division director of Coastal Environments, Inc. and vice president of Moore Archeological Consulting, based in Houston. A practicing professional archeologist for more than 20 years, he has extensive experience overseeing large-scale excavations at historic and prehistoric sites across Texas and internationally. He currently serves as



ADAIR MARGO founded the Tom Lea Institute in 2009. She recorded and co-edited the award-winning *Tom Lea, An Oral History* and co-authored *Tom Lea, Life Magazine and World War II*. Margo served as chair of the President's Committee on the Arts and the Humanities and on the U.S. National Commission



JAMES MALANAPHY is an architect and planner with the Texas Historical Commission with special interests in sustainable design, historic preservation, facility management, and land use master planning. He graduated from the University of Minnesota and has worked on projects in Alaska, California, Illinois, Kansas,



FRAN MCCARTHY has been saving historic buildings in and around Fort Worth since the 1980s. He was the first developer to take on projects on Magnolia Avenue, which is now one of the trendiest areas in Fort Worth. His current restoration projects are

SPEAKERS



CANDICE MCCLENDON has worked in the Texas Historical Commission's County Historical Commission Outreach Program since January 2016. Previously, she worked in museums and nonprofits creating content and implementation strategies, and organizing outreach events. She received her bachelor's degree



NANCY MCCOY, a fellow of the American Institute of Architects and the Association for Preservation Technology, is an award-winning preservation architect with more than 30 years of experience. She is preparing a maintenance handbook for the Texas Historical Commission's Texas Courthouse



STEPH MCDUGAL is the founder of McDoux Preservation, a data- and community-driven historic preservation consulting practice in Houston. She is the author of *Lighthouses of Texas* and a minor contributor to *The Buildings of Texas, Volume One*, published by the Society of Architectural Historians. She chairs Houston's historical commission and is co-founder and current



AMY MILLER, community development director for the city of Elgin since 1996, holds bachelor's and master's degrees in Public Administration from the University of North Texas. Under her leadership as Main Street manager, Elgin has been recognized each year since 1996 as a Nationally Accredited Main



PETER H. MILLER, Hon. AIA, is vice president and publisher of Active Interest Media's *Traditional Building*, *Period Homes*, *Old House Journal* and *New Old House* magazines and producer of the Traditional Building Conference Series. He actively participates with the American Institute of Architects' Historic Resources Committee and serves on the board of directors for



Chairman and CEO of Silver Eagle Distributors, L.P., the nation's largest distributor of Anheuser-Busch products, **JOHN L. NAU, III** is also chairman of the Texas Historical Commission. He serves on the boards of many civic, community, and philanthropic organizations across the country, including the National Park Foundation, Civil War Trust, Texas State Historical Association, Abraham Lincoln Presidential Library Foundation, Baylor College of Medicine, and Gilder Lehrman Institute of American History. He



Since 2003, **SARAH O'BRIEN** has worked in rural communities honing her event planning, downtown revitalization, media relations, and community development skills. She has worked in a variety of roles in Cleburne, Nacogdoches, and Marshall, and now serves as director of Bastrop's Hospitality and



Author **JOE NICK PATOSKI**'s works include biographies of Willie Nelson, Selena, Stevie Ray Vaughan, and the Dallas Cowboys, as well as the book *Texas High School Football: More Than the Game*. His byline has appeared in the *New York Times*, *National Geographic*, the *Texas Observer*, *Oxford American*, and many other publications. In 2015, Patoski directed his first film, the music documentary "Sir Doug and The Genuine Texas



CAROLYN PETERSON, FAIA, is an architect and principal at Ford, Powell & Carson. Her preservation work encompasses notable Texas landmarks, including the State Capitol, several county courthouses, the San Antonio Missions, and buildings in the



B. BYRON PRICE is director of the Charles M. Russell Center for the Study of Art of the American West at the University of Oklahoma, holds the Charles Marion Russell Memorial Chair, and is director of the University of Oklahoma Press. He has authored more than three dozen journal articles on western American history and art, has written several books, and has served as a



JACK PYBURN, FAIA, is a principal and preservation architect with Lord Aeck Sargent in Atlanta, Georgia. He is on the board of directors of Docomomo US, is a former chair of the American Institute of Architects' (AIA) Historic Resources Committee Advisory Group, and is on the advisory board of the National Park Service's National Center for Technology and Training as well as the Tuskegee University School of Architecture's Architectural Advisory Board. He has taught preservation design at the Georgia Institute of Technology, and his projects have been



H. GLENN REED has been the chief architect of the Historic Sites Division of the Texas Historical Commission since the division was formed in 2008. He oversees the preservation and maintenance

SPEAKERS



DR. ANDREA ROBERTS is a scholar of planning history and theory, critical heritage, community and economic development, and historic preservation, as well as the founder of the Texas Freedom Colonies Project. Her research frames development, planning, and historic preservation as social justice practices. She is an assistant professor in the Department of Landscape



JERRY L. ROGERS was one of four Texas Tech graduate students who spent 1965–67 developing a proposal for a Texas Trails system. He then helped to develop the National Historic Preservation Program and served as the National Park Service’s Keeper of the National Register of Historic Places and Associate



DONOVAN D. RYPKEMA is principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development consulting firm that focuses on historic preservation and economics. He is a noted author and has worked with public and nonprofit sector clients in 49 U.S. states. He received the National Trust for Historic Preservation’s Louise du Pont Crowninshield Award, the nation’s highest preservation honor awarded for a



SHEILA SCARBOROUGH is a speaker, trainer, travel writer, and co-founder of Tourism Currents, which offers training in social media for tourism and hospitality. She writes for numerous magazines, newspapers, and blogs, and speaks about social media to a variety of audiences. She’s a Clarion communications award winner, an Austin American-Statesman “Texas Social Media



KEN STEIN is president and CEO of the League of Historic American Theatres and has raised more than \$100 million for nonprofit organizations. He has been featured in *The Chronicle of Philanthropy*, *The NonProfit Times*, *InternetWeek.com*, *Business Week Online*, and *Direct Marketing News*. *Fast Company* magazine named him one of the internet’s most



TERRY TEX TOLER’s early career paths as a journalist, publisher, advertising executive, preservationist, and urban planner eventually converged for his ideal job as the Main Street manager and historic preservation officer in Llano. As co-op marketing manager for McCann-Erickson on the Texas Tourism account, Toler traveled all 254 Texas counties, which fortified his passion



Twisted Preservation is led by **FRANKLIN VAGNONE**, a domestic-archeo-anthropologist who has consulted, lectured, and taught internationally at an extensive list of universities, cultural sites, museums, and community-based membership organizations. He co-authored the *Anarchist’s Guide to Historic House Museums* and received the 2015 Museum Association of New York’s Individual Achievement Award (along with co-author Deborah Ryan). He is also president and CEO of Old Salem Museums and Gardens (Winston-Salem, North Carolina), and a board member



As a conservator of fine art, **MICHAEL VAN ENTER** has specialized in monumental and 20th century sculpture. He has worked with leading international artists such as Kenneth Snelson and institutions such as the Dallas Museum of Art, Nasher



JOANNA WOLAVER is executive director of Shoal Creek Conservancy, a new nonprofit dedicated to improving the Shoal Creek trail and watershed in Austin. She has worked in the public and nonprofit sectors, specializing in natural resources protection, funding for parks and wildlife, urban planning, and



CAROLINE WRIGHT is a tax credit project reviewer at the Texas Historical Commission, with nearly 11 years of experience. She previously worked for the state of Georgia, which has a very active state tax credit program. Wright holds degrees in architecture and historic preservation from Tulane University.



As a preservation architect at Ford, Powell & Carson, **RACHEL WRIGHT**, AIA, has worked on a wide range of existing buildings and significant historic landmarks for the last decade, including notable and award-winning projects such as the Texas Governor’s Mansion and the San Antonio Missions.



ANJALI KAUL ZUTSHI is executive director of the Friends of the Texas Historical Commission. An architect by training, she has more than 22 years of experience in the nonprofit sector, establishing a successful track record of building sustainability through effective management and working with funders on creating partnerships for effective mission support and delivery.

TEXAS HISTORICAL COMMISSION LEADERSHIP



JOHN L. NAU, III



MARK WOLFE



ALVIN MILLER



JOSEPH BELL
Deputy Executive Director



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State Archeologist and



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Chief Development Officer and Executive Director of the Friends of the Texas

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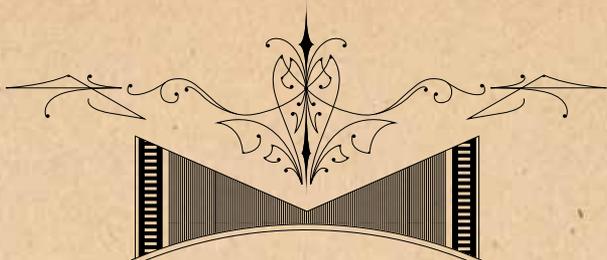


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