

2011 Oregon Heritage Conference Session Descriptions

Thursday, April 7

8:00

Take 1

Oregon Heritage Commission meeting, Elliot Hotel.

11:00-1:00

Take 2

Workshops

Creating Satisfied Customers: It's More Than Just Popcorn – Star performers give that little something extra that attracts people. Learn how your museum, downtown, store, theater, and performance hall can be more welcoming and pleasantly memorable. Make your community known by word of mouth for its star qualities and repeat visitors. Join Paul Paz of Waitersworld for great tips and lots of fun!

Standing Room Only: Energizing Public Places that Matter - Reinventing historic theaters and public gathering places such as fraternal halls and granges through historic preservation and adaptive reuse. Organized by the National Trust for Historic Preservation.

Museum Software Users Group – Collections software is a critical issue for many museums. Share issues and solutions with other museums about software such as Past Perfect.

1:30-4:30

Take 3

Walking Tour

Heritage as Economic Development: The Places and People That Made it Happen

Stroll behind the scenes of heritage development efforts. Guides and building proprietors will show you the Fort George Brewery, Liberty Theater, Commodore Hotel, Clatsop Community College, Hotel Elliott, Pier 39, Astoria Column, Spexarth Building, and possibly others.

2:00-5:00

Book Fair – Take a look at some recent publications about Northwest and Astoria heritage and history. Elliott Hotel.

2:30-4:30

Take 4

Workshops

Filling the Seats: Opening Your Organization to Diversity – Heritage organizations throughout Oregon said last year that one of their biggest issues was attracting new people. Learn ways to make the culture of your organization welcoming to a variety of

ages, races, ethnicities, abilities, etc. as staff, volunteers and visitors. This session is designed to help organizations take action.

Roll Out the Red Carpet: Creating Successful Promotional Events

Special events are a great way to create excitement, fun and exposure for your organization. Learn the fundamentals of organizing a special event from brainstorming the concept, creating realistic budgets, assigning tasks, finding sponsors, and attacking the "to-do" list. Examples of successful events from around the country will be featured. Presented by Sheri Stuart of the Oregon Main Street Program

Sessions

Taste of History Sessions – Open free to the public

2:30

“Astoria’s 1st Presidential Visit”

Rutherford B. Hayes, along with the first lady and General Sherman had an eventful visit to Astoria. Hear the interesting story and the ramifications of the visit on Astoria.

3:30

“Astoria’s Military Heritage”

The Astoria region has a long and diverse military-related heritage. It ranges from native peoples defending their communities to British Navy explorations, Army expeditions and posts, Oregon Naval Militia and Oregon National Guard units, a U.S. Naval Station and a continuing U.S. Coast Guard presence. This illustrated narrative describes the sequence of events, units and installations that encompass this heritage.

5:00

Take 5

Reception – Fort George Brewery, Lovell Building

Get a sneak preview of Saturday’s Preservation Fair and see Astoria’s preservation tradespeople in action. The Columbia-Pacific Preservation Craftsperson Guild, the Clatsop Community College Preservation Program and the City of Astoria have created a showcase of preservation trades. Enjoy a no-host beer tasting and savor the flavor of Astoria’s history.

7:00

Take 6

Oregon at the Movies – Columbian Theater

Learn about Oregon movies in a downtown historic theater with a special history introduction. No-host pizza, snacks, beer and other beverages available during the movie.

Friday, April 8

6:30

Take 7

The Early Risers' River Walk Adventure. Enjoy a guided stroll on the Astoria River Walk for great views and connections to the Columbia River, which has so influenced Astoria's character and heritage.

7:00-8:00

Take 8

Breakfast Discussions – Informal, no host breakfast gathering at a local restaurant for folks who want to have some interaction. They will address:

Building the Heritage Community - The Heritage Vitality Report of the Oregon Heritage Commission showed that many heritage efforts are working in isolation. Brainstorm solutions for pulling together heritage related organizations into a strong voice for heritage in the state. Conclusions will be shared with the Oregon Heritage Commission. Moderator: George Vogt, executive director of the Oregon Historical Society.

Conveying the Value of Heritage and Preservation– Heritage efforts are always looking to show the value of heritage and culture on the local, regional and state levels. As you share coffee and conversation, brainstorm ways to gather statistics, evidence, and anecdotes and to disperse them for local use. Conclusions will be shared with the Oregon Heritage Commission. Moderator: Jon Tullis, Oregon Heritage Commission.

Oregon Women's Suffrage Discussion – Enjoy a great view of the river and a display of historic boats as you discuss the 2012 women's suffrage centennial and potential activities.

7:30-10:15 Exhibit Hall – Liberty Theater

7:30 Registration Opens – Liberty Theater

8:30-9:45

Take 9

The Big Picture: Premier Plenary Session – Listen to the leading players on the Oregon heritage stage deliver news, insights and inspiration on the state of Oregon heritage. A special welcome will be provided by Daily Astorian publisher Steve Forrester, who has led efforts to restore the Liberty Theater and publicly supports heritage efforts in the area. Liberty Theater.

9:45-10:15 Intermission

10:15-11:30

Take 10

Capturing Tourists and Locals through Oregon Film History – Some Oregon communities have embraced and benefited from the film industry. Learn how they have used the heritage to capture the interest of locals and tourists.

Making Heritage Areas: Collaboration Beyond Borders -- Panelists will discuss the challenges and benefits of using broad-based regional approaches to heritage and preservation.

3/24/2011

Heritage Collaborations the Statewide Way – Get ahead of the gossip. People involved in statewide partnerships and collaborations in Oregon will talk about how they created them, how they operate and how you can benefit from them.

12:00-1:30

Take 11

The Big Picture: The Sequel – includes lunch

Join other Oregon heritage enthusiasts for a meal, a local welcome and the conference's keynote talk. Keynote speaker: Dan Shilling Topic: "Creating a Blockbuster Place: The Role of Tourism"

2:00-3:15

Take 12

Revitalizing Astoria: Embracing Unique Character and Resources for Economic Sustainability –The revitalization of Astoria and the surrounding region has not been by accident. Learn how planning efforts worked hard to determine how local residents wanted to develop. Learn how "Astoria for Astorians" became the effort's theme.

Think Outside the Fence: A Guide to Sustainable Historic Cemetery Management - Innovative partnerships and possibilities exist in every community and state to begin a conversation on the care and preservation of your local historic cemetery. This presentation will focus on five key steps for historic cemeteries to balance in the development of a sustainable approach for preserving historic cemeteries both inside, and outside, the fence. Special presenter: John Bry, a Midwest cemetery restoration and revitalization specialist and creator of the Indiana Cemetery Trail.

Breakout Stars – Oregon Heritage Fellows

Three of Oregon's brightest university students have been selected to present new research into Oregon's history and heritage.

3:45-5:00

Take 13

Preservation in Digital – Technology, including 3D imaging and online work, is changing preservation and documentation. Learn how the Columbia River Maritime Museum and the City of Astoria have teamed up with college students to document historic wood boat design and assist the downtown revitalization and preservation. In addition, the Travel Information Council will share a mobile phone tour program.

Creating Community Jobs through Preservation – Communities have embraced preservation and used preservation resources to train and employ craftspeople. Learn how to expand your own community's preservation resource bank.

Archaeology and Communities Explore archaeological efforts in communities throughout the state. The presentations include:

“Diverse Stakeholders and Archaeology: The Case of Old Town Bandon,” by Mark Tveskov, Southern Oregon University Laboratory of Anthropology;
“Living on the Upper End: The Archaeology and Architecture of a 19th Century Native Homestead on the former-Klamath Reservation, Oregon - Chris Ruiz, Oregon State Museum of Natural and Cultural History;
“Many Hands, Many Feet: Relocating the Free Emigrant Road,” - Leslie Hickerson, Deschutes National Forest

6:00

Take 14

Red Carpet Reception

Rub shoulders with other heritage stars and savor the view of the Columbia River during a no-host wine and cheese tasting at the Cannery Pier Hotel. From its exposed steel beams and wooden trusses to the historical cannery labels and photographs lining the walls, the hotel reflects both the architecture and heritage of the original 1900's Union Fish Cannery Building. From here, it's only a 100-yard walk to the Heritage Excellence Awards banquet.

7:00

Take 15

Oregon Heritage Excellence Awards Banquet

Enjoy a wonderful meal and celebrate exceptional heritage efforts with the presentation of the Oregon Heritage Excellence Awards. Get additional pleasure from an encore performance of the women's suffrage debate of a century ago. In recognition of the Oregon women's suffrage centennial and the city's film history, we encourage attendees to dress in 1910s period or movie theme clothing.

Saturday, April 9

9:00

Take 16

“On Location: Partnerships and Heritage.” 9:00-12:00

Partnerships are important tools in developing programming and in preserving heritage resources. Learn how parks – state and national – simultaneously create and support programming to attract visitors, at the same time preserving resources. This session includes a mini tour of historic Fort Stevens State Park.

9:00-11:00

Oregon Museums Association Meeting. Clatsop County Historical Society, 16th and Exchange streets.

9:30-2:00

Take 17

Preservation Fair

3/24/2011

Explore everything you ever wanted to know about this preservation in this fair filled with booths and exhibits about preservation. Talk to suppliers and contractors. Learn about education program. See booths about successful preservation projects. Fort George Brewery, Lovell Building.

9:30-5:00

Hometown Tourism Day

Heritage and tourism sites throughout the Lower Columbia region are offering special openings and programs today. Take time to visit one or more of these places on both sides of the Columbia River.

10:00-noon

Take 18

How to Find Great Stories at Local Research Libraries and Museums. With Oregon's woman suffrage centennial taking place in 2012, learn how to find women's history in libraries, archives, museums and online. Jointly organized by the Columbia River Maritime Museum, Clatsop County Historical Society and the Century of Action's Woman's Suffrage Project.

Oregon Commission on Historic Cemeteries Meeting

Meeting at the historic 1927 Pioneer Presbyterian Church, 33324 Patriot Way, Warrenton.

12:00-1:00

Take 19

Historic Clatsop Plains Cemetery Tour – Enjoy a tour of one of this 1846 cemetery by Historic Cemeteries Commissioner and local cemeterian Mike Leamy. Meet at Pioneer Presbyterian Church, 33324 Patriot Way Warrenton.

The Final Takes

While the Heritage Conference officially ends now, extend your stay so you can enjoy Astoria's character and charm.

Among the opportunities are:

The 5 p.m. Astoria Downtown Art Walk

Columbia River Maritime Museum

Clatsop County Historical Museum

Oregon Film Museum

Flavel House Museum

Pier 39 – Cannery History exhibit

Fort Stevens State Historic Park

Fort Clatsop National Historic Site

Peter Iredale shipwreck

1912 Hospital of the US Columbia River Quarantine Station

And more!

And, of course, there's shopping, eating and entertainment, too!