

Conference Session Descriptions

These sessions, times and descriptions are subject to change.

Wednesday, May 4

9:00-12:00 Workshop & Meetings

Advocacy: Local & Beyond Workshop Session 1 - \$15 for both sessions

Join this interactive and hands-on workshop to help you build public support, identify priority issues and develop strategies to communicate effectively. Public officials and veteran advocates will present their experiences and tips about advocacy. You will leave knowing basic things you can do to be an advocate every day and to balance advocacy with nonprofit status. The workshop includes both morning and afternoon sessions. People may attend one or both portions at the same rate of \$15.

Chris D'Arcy, Organizer

Oregon Heritage Commission meeting

The Heritage Commission, which is comprised of nine people representing Oregon's heritage and geographical diversity who have been appointed by the Governor, will consider issues related to Oregon heritage organizations, activities and sites. The commission's mission is to secure, sustain, and enhance Oregon's heritage by ensuring coordination of heritage initiatives by public and private organizations; advocacy on its behalf; education of the public about its extent and value; and promotion and celebration of its diversity. Public attendance and comment is welcome.

Oregon Commission on Historic Cemeteries meeting

The Historic Cemeteries Commission will discuss cemetery issues, the grant program and plan for future activities. Public attendance and comment is welcome.

10:30-12:00 Session

Local Historic Preservation Advocacy and Oregon's Land Use Law

Oregon's land-use regulations, 'owner consent' law, and increasing development pressure present challenges and unique opportunities for the preservation of historic resources. Recent land-use cases, including the pending Oregon Supreme Court case of Lake Oswego Preservation Society v City of Lake Oswego; King v. Clackamas County concerning the Bull Run powerhouse; and the demolition of Howard Hall in Salem highlight these issues. Experienced practitioners will present these cases and discuss with the audience their impact on preservation efforts.

Ian Johnson, State Historic Preservation Office

Mary Lou Colver, President, Lake Oswego Preservation Society

Dan Kearns, Attorney, Reeves Kearns, PC

Kimberli Fitzgerald, Salem Historic Preservation Officer, City of Salem

Cindy Wagner, Salem Hospital

Rick Michaelson, KLK Consulting

Karin Karlson, KLK Consulting

Moderator: Eric Eisemann

1:00-5:00 Open House at Salem Heritage All-Star Organizations

Stop in to register at the Capitol. Once you have your conference badge, jump on the trolley and make a FREE visit to the following heritage sites. The trolley will run a continuous shuttle circuit, so you may have to wait a few minutes for your ride.

- **Hallie Ford Museum of Art at Willamette University** - Oregon's third largest art museum celebrates the creativity of the human spirit as it is reflected in the art of different cultures, different places and different times.. Special exhibitions range from classical works to modern masters, while the permanent galleries feature works by Pacific Northwest and Native American artists, as well as a diverse collection of Ancient, European, American and Asian art. More info at <https://willamette.edu/arts/hfma/>
- **Bush House Museum** - From 1860-1953, Salem's Bush Family lived on this 100-acre farmstead in their early pioneer home and an Italianate farm house constructed in 1877-1878. Oregon history and culture associated with the influential Bush Family is interpreted through the museum's original 19th century furnishings, fine art, fixtures, infrastructure and servants' quarters. The Bush House Museum is operated by the Salem Art Association in cooperation with the City of Salem. <http://salearm.org/programs/bush-house-museum/>
- **Deepwood Museum and Gardens** - Deepwood is an 1894 Victorian historic house museum designed in the Queen Anne style, and situated in a five acre public park with formal gardens, nature trails, greenhouse and carriage house. Owned by the City of Salem and managed by the Friends of Deepwood, the property was the home of three of Salem's prominent families. More info at DeepwoodMuseum.org.
- **Willamette Heritage Center** - The Willamette Heritage Center connects generations by preserving and interpreting the history of the Mid-Willamette Valley. Early white settlement buildings, along with the 1896 Thomas Kay Woolen Mill, a National Park Service-designated American Treasure, are central to the site. Changing exhibitions highlight the rich and diverse cultural heritage of the Mid-Willamette Valley. www.willametteheritage.org

1:30-4:30 Workshops

Heritage Tourism – Making your organization part of the draw! \$10 fee, conference registration not required.

We have all heard about heritage tourism bringing money into a community, but how do you develop your community to attract tourists? This interactive workshop will help you identify opportunities and provide examples of successful heritage tourism projects in Deschutes County, Salem and Clackamas County. Travel Oregon, Oregon Travel Experience and other organizational representatives will also give information about heritage programs and grants available to communities.

Kelly Cannon-Miller, Deschutes County Historical Society

Kimberli Fitzgerald, City of Salem

Danielle Cowen, Clackamas County Tourism and Cultural Affairs

Annie Von Domitz, Oregon Travel Experience

Developer for a Day! \$10 fee, conference registration not required.

In this crash course on adaptive reuse, you will roll up your sleeves and take a 7,000 square-foot building on a 40,000 square-foot lot and envision turning it into a micro-enterprise ecosystem serving low-income immigrant entrepreneurs. Participants will put together a building program and project pro forma to make this vision a reality. Plans will be compared with data on how this business incubator was implemented. Steeped in real world case studies, participants will learn the basics of redevelopment that every jurisdiction needs to know to leverage existing historic infrastructure to create stronger towns.

Michele Reeves, Civilis Consultants

Advocacy: Local & Beyond Workshop Session 1 \$15 for both sessions, conference registration not required.

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Chris D’Arcy, Organizer

MentorCorps Workshop (State Library)

This workshop is for members of the Oregon Heritage MentorCorps. It will include training and program updates.

Kyle Jansson, Oregon Heritage

George Vogt, MentorCorps

Sarah Cantor, MentorCorps

Mary McRobinson, Willamette University Archives

1:30-2:30 Capitol Tour (limit 20 people)

Enjoy a general tour of the history and features of the Capitol, and, if it is dry, go to the roof.

3:00-4:00 Capitol Art Collection Tour (limit 20 people)

The State Capitol Art Collection is a snapshot of Oregon art in the years 1976-79, during which time an art selection committee set about to build the first gathering of work for Oregon’s Percent for Art Program. It includes sizable collection of photography and printmaking, as well as significant paintings and sculpture by Luis Bunce, Bill Hoppe and Hilda Morris.

Meagan Atiyeh, Oregon Arts Commission Public Art Coordinator

5:00-6:30 Salem Heritage All-Star Forum Reception at Willamette Heritage Center

Meet up at the Willamette Heritage Center’s Dye House to reconnect with folks. (See page XX for more information.)

Thursday, May 5

8:00am Entertainment in the Capitol Rotunda –Damon Zavala and Nicky Silver, Classical. Musicians coordinated by Instituto de Cultura Oregoniana.

8:30-9:30 Welcome and Keynote Speaker Bob Beatty in the House Chambers

Introductions by Fred Neal of the Oregon Capitol Foundation and Lisa Sumption of the Oregon Parks and Recreation Office and the State Historic Preservation Office. Beatty, who is the chief operating officer of the American Association for State and Local History, will talk about “Commemoration: The Promise of Remembrance and New Beginnings.” (See page XX for details.)

9:30-10:00 Break Sponsored by Oregon Capitol Foundation

10:00-11:15 Sessions

Oral Histories – Ways and Value

Oral history is the oldest form of preserving and transmitting a community's record. This diverse panel explores the ways oral history is being used today, the many methods and uses, and how these differ from technical oral histories of the past. Whether starting a new record, or gathering information about minority populations who were not included in the traditional **historical record**, there are lots of reasons and ways to collect and use interview-driven historical data, and all are equally valuable.

Stacie Runningbird, Confederated Tribes of Grand Ronde

Sherry Boswell, SWCA Environmental Consultants, Northwest Oral History Association
Oregon Military Museum

Todd Mayberry, Oregon Nikkei Endowment

Laura Lo Forti, Vanport Project

Beth Dehn, Washington County Historical Society

Moderator: Emily Hartlerode, Oregon Folklife Network

Commemorations: Are they useful in the age of instant history?

Has your community's 37-year-old commemoration of a historic event run out of steam? Does the thought of putting on a celebration for yet another year make you want to cry? Does anybody really care about these events? Is it time to end them because people are too busy doing other things? The leaders of several Oregon celebrations and commemorations describe their motivations, planning and practices in carrying out commemorative efforts.

David Harrelson, Confederated Tribes of Grand Ronde

Jan Dilg and Eliza Canty-Jones, Century of Action

R. Gregory Nokes, author

Kristen Stallman, Oregon Department of Transportation

Kim Stafford, Lewis and Clark College

Moderator: Aili Schreiner, Oregon Cultural Trust

Buildings and Beyond

Many of Oregon's historic properties face an uncertain future. There is much you can do to help these properties stay viable, integral parts of our built environment. And if you've lost a battle and a resource faces demolition, all is not lost. Learn about Restore Oregon's new preservation toolkit and hear historian Libby Provost talk about options you have to preserve the history of a place in the event that the buildings are lost.

Salem Downtown Preservation Tour (limit 20 people)

Join us for a behind the scenes tour of Salem's most recent successful downtown rehabilitation projects including the Grand Theater and the Heritage Excellence Award winning Roth/McGilchrist Building.

Learn how the projects were a success!

Kimberli Fitzgerald, City of Salem

11:30-1:45 Lunch on your own. Support Salem's historic downtown and fill your passport. Pick up passport at registration. Turn in your passport at the end of the conference to be entered in a drawing for a free registration at the next conference.

2:00-3:15 Session

How to Dig for Information

As heritage organizations serve their communities, the effort to include the histories of all in the community can be challenging. A basic challenge is finding information about Oregonians not documented in traditional historical resources and documents and the people who were not in power

when the documents were made. Learn from people who have done the digging how to find the information to include in your work.

Gwen Carr, Oregon Black Pioneers

Amy Drake, Southern Oregon Historical Society

Briece Edwards, Confederated Tribes of Grand Ronde

Moderator: Chelsea Rose, Southern Oregon University

Metadata? What? All I Want to Do is Digitize

Creating metadata is a crucial part to making sure that digitization is a long-term success. Learn how you can manually and automatically create metadata, including learning which fields are the most important to create. Learn from the Washington County History Online project about how to work with volunteers in creating metadata and how to choose the right online tools. Our goals are to have participants learn:

- What is metadata and why is it useful?
- How metadata is created both manually and automatically.
- The 5-10 most important metadata fields and how to create them.
- How to maintain metadata quality control.
- How to select the right platform for the data.
- How to train and work with volunteers in creating metadata.

Eva Guggemos, Pacific University

50 Years of Protecting Oregon's Special Places

First convened in 1971, the nine-member, Governor-appointed State Advisory Committee on Historic Preservation possesses a singular perspective on historic preservation efforts in Oregon, how the notion of historic significance has changed over the years, and what Oregonians are compelled to preserve in order to tell the Oregon story. Join a panel of former members of the State Advisory Committee discuss the history of Oregon's preservation movement. Help frame the discussion as they consider what works and what we could be doing better in the context of nearly 50 years of preserving Oregon.

Moderator: Chrissy Curran, Deputy State Historic Preservation Officer

Elsinore Theatre Tour (limit 20 people)

In 1980, the Friends of the Elsinore rallied to preserve from destruction a 1926 movie palace located in the middle of downtown Salem. You will explore the restoration of the Elsinore Theatre and its successful transition to nonprofit status. Discover the theatre's most unique features, and learn about Ellis Lawrence, the architect who designed it to resemble Hamlet's castle.

Sharon McCurry, Elsinore Theatre

Anne Richardson, Oregon Cartoon Institute/ Oregon Movies, A to Z

Dennis Nyback, film archivist and historian

3:45-5:00 Sessions

Archaeology: Filling the Gaps on Ethnic History in Oregon

Oregon's history is more than the Euroamerican history associated with the Oregon Trail and settlement. The story of minority groups is also important. This session will look at different ethnic groups and their experience, using archaeology to collect information. Nineteenth century Chinese immigrant workers provided crucial labor to help build the state's early infrastructure. Native Americans called Oregon home long before Euroamerican settlement and their story is the beginning of Oregon's history. Japanese American agriculturalists were a little-discussed part of pre World War II history.

Kanani Paraso, Archaeologist and Donald Shannon, Cultural Anthropologist, Willamette Cultural Resources Associates, Ltd.

Chelsea Rose, Southern Oregon University

Ian Kretzler, University of Washington

Moderators: John Pouley and Matt Diederich, State Historic Preservation Office

Saving Language and Caring for Collections at the Confederated Tribes of Grand Ronde

Learn about the traditional language and the cultural sensitive collections care programs at the Confederated Tribes of Grand Ronde. Learn about the language, why this is a priority for the Tribes and how they engage Tribal members and the public in learning and using the language. Understand how the Tribes treat and care for cultural objects.

Kathy Cole, Confederated Tribes of Grand Ronde

Bobby Mercier, Confederated Tribes of Grant Ronde

Veronica Montano, Confederated Tribes of Grant Ronde

Sibyl Edwards, Confederated Tribes of Grant Ronde

Travel Oregon 101

Travel Oregon 101 is a seminar offering an overview of Oregon's travel and tourism industry. This special edition will focus on helping heritage organizations understand their role in tourism and give ideas on partnering with visitor-related organizations and businesses locally, regionally and around the state to maximize their exposure to visitors. Tourism in Oregon is a \$10.3 billion industry and generates more than 101,000 jobs. Find out about tourism planning tools, research and resources to help your heritage organization or business take part in the many opportunities available. This is also an opportunity to tell Travel Oregon more about your organization so Travel Oregon can assist you and your specific needs.

Carole Astley, Travel Oregon

Saving our Buildings in the Time of the Really Big One: Lessons Learned from the Oregon State Capitol Renovation Project Tour

See how the design team explored the seismic needs of the Capitol buildings and came up with solutions for treatment with preservation in mind. Gain a general understanding of unreinforced masonry and non-ductile concrete buildings and why they need to be reinforced. Understand how current legislation applies to seismic strengthening of unreinforced masonry and non-ductile concrete buildings. There will also be reports about proposed legislative changes for seismic strengthening.

Leader: Maya Foty, Architectural Resources Group

SRG Partnership

Architectural Resources Group

Catena

6:00-7:00 Banquet Reception – Reed's Opera House Ballroom

Enjoy time to continue conversations from the day's events, along with the Orchard Mountain String Band. The Salem band is a traditional 'old time' American string band that plays in the Southern Appalachian style. A no-host bar will be available.

7:00-9:00 Oregon Heritage Excellence Award Banquet– Reed's Opera House Ballroom

Enjoy a meal together and celebrate the great heritage work from around the state. Six individuals, organizations and projects will be honored for outstanding efforts using available resources. (See page XX for details.)

9:00-10:00 Oregon Heritage Trivia Night – Reed's Opera House Ballroom

Bring your mobile devices and have some trivia fun. Start picking your teams! Gameshow hosts Kat Bell and Deb Vaughn of the Oregon Arts Commission will keep you entertained and challenged.

Friday, May 6

8:00 Entertainment in the Capitol Rotunda : Tony Martinez, Classic Latin Piano and Pedro Carega, Spanish Guitar. The musicians are coordinated by Instituto de Cultura Oregoniana.

8:30-9:30 Farewells and Keynote Speaker Reiko Hillyer in the Senate Chambers. Reiko Hillyer, a professor at Lewis and Clark College, will provide perspective in “Who Owns History? The politics of historic preservation.” Co-sponsored by Oregon Humanities. (See page XX for details.)

9:45-3:45 Confederated Tribes of Grand Ronde Reservation and Cultural Tour \$20 fee, conference registration required. (limit 40 people)

Travel to Grand Ronde for a tour and lunch. Learn about the cultural programs of the Tribes at the new Chachalu Museum and the community long house. Learn about the interpretive, traditional arts programs, cultural resources programs and more. Transportation and lunch are included.

10:00-11:15 Sessions

Reflections: The impact of Museums on Communities

Let’s take a thoughtful look at the positive and negative influences museums have had in their communities. This roundtable session about museums and communities will do that and then explore what can be done in the future. Join in on the conversation.

Steve Wyatt, Lincoln County Maritime Heritage Museum

Aurolyn Stwyer, Museum at Warm Springs

Kathryn Dysart, Oregon State Hospital Museum of Mental Health

Kylie Pine, Willamette Heritage Center

Moderator: Todd Kepple, Oregon Heritage Commission and Klamath County Museums

Social Media: Effective Cross-Promotion

Non-profit heritage and cultural organizations have a wealth of tools to help them promote events and activities. This session will provide easy tips that you can implement right away to effectively promote events in collaboration with the other organizations in your community.

Sarah Pearson, Deepwood Museum & Gardens

Kara Kuh, Travel Salem

Centennial Highlights

Many historic places have achieved 100 years! In this fun session learn about three of these places. The Historic Columbia River Highway was a feat of engineering and design; today portions are preserved for hiking and biking. Deschutes County, the youngest in the state, has long been known for its recreational opportunities and its own special culture. Eagle Creek Recreation Area in Multnomah County was the first developed campground in the US Forest Service.

Kristen Stallman, Oregon Department of Transportation

Kelly Cannon-Miller, Deschutes County Historical Society

Marge Dryden, US Forest Service

11:30-12:45 Lunch on your own. Support Salem’s historic downtown.

1:00-2:15 Sessions

Reflections: The Impact of Preservation on Communities

We take a thoughtful look back previous years to explore the positive and negative influences that preservation programs have had in communities. This roundtable session will also explore what can be done in the future to improve their impacts and make better communities. Join in on the conversation!

Amanda Ferguson, City of Cottage Grove

Michele Young, City of Enterprise

James Reitz, City of Forest Grove

Kim Fitzgerald, City of Salem

Moderator: Christina Robertson-Gardiner, City of Oregon City

Special Events – Value and Evaluation

Many non-profit heritage and community organizations have annual events that have been going on for years, but what if you are a new organization and want to start a special event? How do you make an event a staple in your community? How do you begin? Or conversely, how do you determine whether your ongoing event still meets your organization's mission and goals? This session provides organizations with great examples of Oregon and Salem cultural heritage celebrations, identifies important event traits, and gives evaluation topics.

Bob Reinhardt, Willamette Heritage Center

Kyle Jansson, Oregon Heritage

NPS Oregon!

The National Park Service is commemorating 100 years. This survey of some of Oregon's (and nearby) National Park Service sites. Come enjoy some history about Fort Clatsop, Crater Lake, Fort Vancouver and Oregon Caves.

Tracy Fortmann, Fort Vancouver National Historic Site

Scott Tucker, Fort Clatsop National Memorial

George Herring, Oregon Caves National Monument & Preserve

Moderator: Stephen R Mark, Crater Lake National Park

Heritage Tree Tour (limit 20 people)

Four Heritage Trees are within walking distance of the Capitol. Learn more about these trees and the Heritage Tree program of Oregon Travel Experience as you enjoy heritage outdoors.

Kristin Ramstad, Oregon Heritage Tree Committee and Community Assistance Forester, Oregon Department of Forestry

2:30-3:45 Sessions

Reflections: The Impact of Main Street on Communities

We take a thoughtful look back to previous years to find the positive and negative influences Main Street programs have had in their communities. This roundtable session will do that and then explore what can be in the future. Join in on the conversation!

Alana Garner, Astoria Downtown Historic District Association

Mike Ragsdale, Newberg Downtown Coalition

Kelly Haverkate, Dayton Community Development Association

Moderator: Sheri Stuart, Oregon Heritage, Oregon Main Street

Cemeteries: What do they provide for the living?

Explore ways historic cemeteries commemorate and memorialize for entire communities. Learn about memorial practices and the information they convey and discuss how cemeteries fit into the heritage picture.

Kim Morley, Oregon Commission on Historic Cemeteries

Oregon Heritage Fellows

Each year, Oregon Heritage supports three outstanding students at Oregon's universities in their research endeavors. Past Oregon Heritage Fellows have become professional historians and had articles published in the *Oregon Historical Quarterly*. This year's Fellows and research topics are:

"Preeminently A People's Forest: Roads, Recreation, and Wilderness in Mt. Hood National Forest, 1912–1964" by Taylor Rose, Portland State University

"Making Room for Roses: Portland's 1911 Decision to Relocate the Municipal Poor Farm" by Kira Lesley, Portland State University

"False Freedom: Japanese Americans in Eastern Oregon During the Internment Period" by Cassie Gray-Jeffries, Eastern Oregon University

Moderator: Eliza Canty-Jones, Oregon Historical Society

Saturday, May 7

10:00-4:00 Historic Cemetery Marker Cleaning and Repair Workshop \$10 fee, conference registration not required. Sponsored by the Cemetery Association of Oregon.

Learn how to assess monument condition, prioritize treatment, and practice marker cleaning, leveling and minor repair. Bring sunscreen, hat, weather protection, lunch, water, gloves and chair. Lee Mission Cemetery, 2104 D Street NE, Salem.

10:00-4:00 Sheep to Shawl, Willamette Heritage Center

The Sheep to Shawl Festival is a classic family event, offering the full spectrum of wool fiber processing: from the shearing of animals—sheep, of course, but also alpacas, llamas, and the occasional rabbit!—to the production of beautiful lace at the hands of expert fiber artists. Weaving, spinning, knitting, and rug-hooking are displayed. Blacksmiths demonstrate an operating forge and you can eat delicious samples of Dutch oven cooking. Of course, the Center's exhibits in the Thomas Kay Woolen Mill are open so you can see and hear about one of the Mid-Willamette Valley's most important industries in the 20th century.