



CONFERENCE SCHEDULE

Thursday, 27 September 2012

Registration Open 9:30-4:00 at Claymont Court, or alternatively, at the Quality Hotel & Conference Center

***Note:** Lunch will be served at 12:00, and there will be a break in the workshops.

****Note:** There will be a break from 1:45 to 2:00 at both workshops for people wanting leave the workshop to attend the Washington Family Homes tour.

10:00 – 4:30 Historic Masonry Hands-on Workshop (Skills)

Presenter: Moss Rudley, Exhibits Specialist, *NPS Historic Preservation Training Center*

Learn to rehabilitate historic masonry through a how-to demonstration by a masonry expert followed by a hands-on session for you to practice your new skills.

Location: Claymont Court

10:00– 5:00 Building Capacity for Historic Preservation Workshop (Development)

Presenters: John G. Williams III, *US Advisory Council of Historic Preservation*; Beth Erickson, *Journey Through Hallowed Ground*

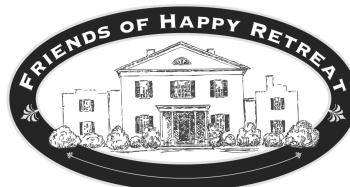
Some myths of historic preservation: 1) It's just for rich people; 2) It's just for old people; 3) It's all about the Preservation Police telling you what you can and can't do. This workshop will debunk such outdated myths. It will focus on the local preservation activities of economics, education and conservation while exploring partnerships from the state, regional and national levels.

Location: Morgan Room, Quality Hotel & Conference Center

2:00 – 4:30 Washington Family Homes Tour (Heritage)

**** Meet by 2:00 at Claymont Court to board bus!**

The tour will be lead by architectural historian John C. Allen, Jr. who will use these famed houses to explain the development of the local building vernacular. The first home on the tour will be Harewood. This Georgian limestone residence was completed in 1770 for Samuel Washington, George Washington's younger brother. The landmark house features handsome gardens and fine interior detailing. Current owner, Walter Washington, will be on hand to give information about the house and his family's fascinating history. The second residence on the tour will be Happy Retreat. This scenic property was once the home of another of George's brothers, Charles Washington, founder of Charles Town. The main block of the house is a nineteenth century Greek-Revival manor with the locally distinctive transverse-hall floorplan. The earlier wings and outbuildings, dating to the Washington ownership, feature fine 18th-century woodwork. The last home on the tour is Claymont Court. Built in the 1820s for Bushrod Corbin Washington, this brick house was one of the largest in the Shenandoah Valley until recent times. Historian Samuel Kercheval wrote in 1833 that Claymont was the "most tasteful style of modern architecture." This enormous house features spacious rooms, generous porches, and a beautiful setting. Each of these Washington Homes is an excellent example of Jefferson County's diverse and rich architectural history.





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Thursday, 27 September 2012

Explore Historic Shepherdstown!

Free parking in Shepherdstown is available behind the Scarborough Library, 301 North King Street, Shepherd University

5:00-6:30 Shepherdstown Historic District Walking Tour

****Meet outside the Scarborough Library, 301 North King Street, Shepherd University**

Led by local historic preservationist, Dr. Keith Alexander. Enjoy a tour of the downtown Shepherdstown Historic District and arrive just in time for the Opening Reception at the Byrd Center.

6:00 – 7:15 Opening Reception & Registration at Byrd Center

Enjoy the historic sites in downtown Shepherdstown and meet for light refreshments at the Byrd Center. Registration will be available. Mingle with PAWV board members, staff, and conference guests.

Location: Byrd Center, 213 N. King St., Shepherd University

****Dinner on Your Own ~ Featured Restaurants in Historic Downtown Shepherdstown****

~**Bistro 112**, 112 West German Street (PAWV Conference Sponsor)

Bistro 112 is a French Bistro in the center of historic downtown Shepherdstown. www.bistro112.com

~**Blue Moon Café**, Corner of Princess & High Streets

Casual dining with a menu of over 100 choices and a bountiful selection of vegetarian fare.

~**China Kitchen**, 101 West German Street

Fine Chinese and Japanese restaurant with Chef specialties that include Sushi, Orange Chicken, Kung Pao Pork, Hunan Shrimp and Beef & Broccoli, as well as many vegetarian dishes.

~**Kazu**, 120 West German Street

Thai & Japanese Cuisine with Sushi Bar

~**Press Room**, 129 West German Street

The menu features a variety of fresh seafood, grilled meats and pastas with an emphasis on local and regional specialties.

~**Shaharazade's Restaurant & Tea Room**, 141 West German Street

Specializes in freshly made Middle Eastern and Mediterranean items with many vegetarian options.

~**Tony's Pizza & Pub**, 101 Mill Road (PAWV Conference Sponsor)

Pizza, subs, chicken, soft drinks and beer.

~**Yellow Brick Bank**, 201 East German Street

Yellow Brick Bank has since been known for its home-made breads, pasta, mozzarella, desserts and much more. www.yellowbrickbank.com



CONFERENCE SCHEDULE

Friday, 28 September 2012

Registration Open 9:30-4:00 at the Quality Hotel & Conference Center Ballroom

Visit the **Exhibitor Space between 8:00-5:00** in the Ballroom

A list of exhibitors is available in the registration packet.

8:30 – 11:30 **Arsenal Square, Lower Town of Harpers Ferry Walking Tour**

****Meet by 8:30 am outside the Quality Hotel & Conference Center to board bus!**

Presenters: Peter Dessauer, Mia Parsons, Darlene Hassler Godwin, Andrew Lee, Michael Hosking, & Michelle Hammer, *Harpers Ferry National Historical Park*

The tour will feature and highlight the construction chronology of the Arsenal Square, from the early Armory period and including post-Civil War development as a commercial district, to an interpretive landscape of the National Park Service. The Arsenal Square site is historically significant as the storage facility for arms produced at the Federal Armory at Harpers Ferry begun during the last decade of the eighteenth century. The Arsenal was also the target of John Brown's infamous raid in 1859 and is the current, although not original, location for the Armory Engine House; renamed "John Brown's Fort" after Brown was captured there during the raid. Arsenal Square is the location of the earliest NPS archeology in Harpers Ferry, starting in the late 1950s. A significant archeology collection from this early excavation is managed by the park's museum staff. The site is also managed as a cultural landscape. An interdisciplinary approach has enabled the NPS to protect and preserve the archeology site, interpret the major structures from the Armory period, and provide access for park visitors. The site is far from static and has undergone a number of changes through the years. The decision-making process for the development of the site will be discussed and a question and answer session will be included

11:30 - 1:00 **Lunch & Scavenger Hunt**

Enjoy lunch and take some time to meet with the exhibitors. The Historic Preservation Scavenger Hunt will be explained and begin during lunch.

Location: Ballroom, Quality Hotel & Conference Center

1:15-2:15 ***Presenter Change:**

Welcome Plenary Session: *On the Logic and Limitation of Economic Approaches in Historic Preservation*

Presenter: Dr. Peter Schaeffer, *West Virginia University*

Since the 1980s, economic market solutions to public policy problems have gained acceptance in such areas as environmental protection and historic preservation. This presentation explains the logic and philosophy behind such economic approaches. In so doing, the presentation indicates limitations of an economic approach, particularly when economic values conflict with non-economic values, such as those labeled sentiment and symbolism by Walter Firey, a pioneer in the field of urban ecology.

Location: Ballroom, Quality Hotel & Conference Center

2:15-2:30 **BREAK**



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2:30 Concurrent Sessions Begin ~ Educational sessions to be presented this afternoon and Saturday include 3 conference tracks:

- (1) **Heritage Tourism track** will debunk myths and present new ideas for solving common historic site problems.
- (2) **Organizational Development track** will focus on developing the support needed to pair economic development with historic preservation.
- (3) **Preservation Skills track** will highlight and provide new tools for doing historic preservation.

2:30 – 3:45 Concurrent Sessions

Activism & Heritage Tourism (1)

Presenter: Doug Estep, *Coal Country Tours*

With a focus on heritage tourism, this educational session will begin with an overview of Doug's participation as one of the three lead activists in the successful eight-year fight to save the historic Jefferson County Jail from demolition. Doug will explain how with no training or experience in tourism he embarked on a journey to establish and promote Coal Country Tours LLC. He will share his experiences and approaches to dealing with the media and the public, as well as his plans for future growth.

Location: Morgan Room, Quality Hotel & Conference Center

Role & Responsibility of Non-Profit Preservation Board Members (2)

Presenter: Norman A. Schwertferger, MPA, *West Virginia University Extension*

This workshop presents the roles and responsibilities of non-profit boards and their interworking with paid staff if available, fundraising, legal considerations for board members, the importance of board orientation, developing your annual reports and board leadership.

Location: Berkeley Room, Quality Hotel & Conference Center

WV GeoExplorer Project (3)

Presenters: Dr. Keith Alexander, *Shepherd University*; Dr. Bill Theriault & Martin Burke, *Jefferson County Historic Landmarks Commission*

The WV GeoExplorer Project (WVGP) is a geographically-based web resource for documenting and exploring the history, culture, and architecture of the state of West Virginia. This ongoing project has applied Geographic Information System (GIS) technology to create digital map layers for Jefferson County that store and display historical information specific to both time and place. WVGP also entailed the creation of a historical gazetteer of the county, a GIS layer featuring place names, rivers, and roads mentioned in historic documents, enabling users to search for a place by name, location, or type (e.g. roads) and to trace place-name changes for a specific location through time, among other things. The panel will give a brief overview and demonstration of the project while discussing how the project can foster historic preservation in Jefferson County. Asserting two preservation truths – the crucial importance of documenting our historical resources and the power of cooperation and alliances between organizations – panelists will show how WVGP can help overcome obstacles to preservation. See the blog about this project at <http://westvirginiageoexplorerprojectblog.wordpress.com/>

Location: Jefferson Room, Quality Hotel & Conference Center



CONFERENCE SCHEDULE

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4:00-5:15 Concurrent Sessions

The Role of Wayfinding in Heritage Tourism – 1.25 AICP CM credit hours (1)

Presenter: Kathleen O. Frazier, AIA, *Frazier Associates*

Wayfinding signs are just one component of an overall tourism and economic development promotional strategy. When great investment is made either in community revitalization or the development of a historic site, it can be frustrating and daunting for visitors at times to find the destination, park and enjoy the experience. More and more regions and communities are investing in wayfinding signage not only to help visitors navigate complicated roadways but they give an area or region a unique sense of place. These signs help welcome and orient visitors, not only to the destination they were planning to visit, but to other destinations that they may not have been aware of previously. A successful system provides a seamless and relaxed experience with less frustration. In turn, this can result in longer stays and a positive visitor experience. This session will define goals of a successful wayfinding system, identify the wayfinding system components, explain the design and implementation process, list funding sources, and show sample projects. It will also describe other wayfinding elements that can be thought of as “from website to on-site”, as well as explore ways that communities can get input during the design process.

Location: Morgan Room, Quality Hotel & Conference Center

Panel: Revitalization of the Historic Capitol Theatre (2)

Presenters: Jeremy Morris, *Wheeling National Heritage Area*; Hydie Friend; Frank O'Brien, *Wheeling/Ohio County Convention and Visitors Bureau*

Hear about an outstanding success story!

Location: Berkeley Room, Quality Hotel & Conference Center

Sketch-up – an important preservation tool (3)

Presenters: Michael Mills, AIA; Jared Gorby; Sandra Scaffidi—*Mills Group*

They say a picture is worth a thousand words. Sometimes it is hard to visualize the potential of dilapidated or vacant buildings. As preservationists, we not only need the skills to rehab historic buildings, but to also encourage others to invest in our structures. Google Sketch-Up is a free program that can easily help illustrate ideas and design solutions for historic properties. Whether you are trying to show a parking-lot setback in a downtown environment, changing the exterior materials on a building or recreating a historic structure to show its changes over time, Sketch-up is an important preservation tool. During this session, you'll learn the fundamentals of Google sketch-up, how to use it for your preservation projects and several examples of projects around the state where Sketch-up helped change public perception of a vacant building.

Location: Jefferson Room, Quality Hotel & Conference Center

5:15-6:30 **Break: Enjoy good conversation & cocktails in the Vista Tavern (1st floor of Quality)**

6:30-8:30 **Dinner & Awards Banquet with Keynote Speech:**

The Dollars and Sense of Preserving and Enhancing Community Character –.75 AICP CM credit hours

Keynote Speaker: Ed McMahon, *Urban Land Institute*

When it comes to 21st-century economic development, a key concept is "community differentiation." If you can't differentiate your community from any other, you have no competitive advantage. Economic development experts say that "the unique characteristics of a place may be the only truly defensible source of competitive advantage for communities in a world where capital is footloose." Historic buildings and compatible new development are critical to differentiating one community from another. During this keynote speech learn about the tools and techniques for preserving community uniqueness and the economic advantages of preserving community character and identity.

Location: Ballroom, Quality Hotel & Conference Center



CONFERENCE SCHEDULE

Saturday, 29 September 2012

Registration Open 8:00-11:00 at Claymont Court.

Visit the **Exhibitor Space between 8:00-11:00** in the Ballroom

A list of exhibitors is available in the registration packet.

8:30-9:45 **Concurrent Sessions**

WVU History Department Presents: New Solutions for House Museums (1)

Presenter: Donna Ann Harris, *Heritage Consulting, Inc.*

Five years ago the publication of Donna Ann Harris's book New Solutions for House Museums: Ensuring the Long Term Preservation of America's Historic Houses prompted a series of conversations that some historic sites were no longer sustainable or relevant. In the mean time, there have been some notable failures primarily in the government sector as recession has severely battered state budgets. During this session, we will provide an update about some innovative activities to sustain historic sites occurring in both the public and private sectors, showing that treasured historic sites can thrive even in straightened circumstances.

Location: Library 1, Claymont Court

Panel: Archimedes and the Farmstead: Leveraging Resources and Historic Preservation (2)

Presenters: Steve Avdakov, *Heritage Architectural Associates*; Nila J. Chaddock, Mark Swiger, & Thomas J. Tarowsky, *Cockayne Farmstead*

In 2002, the City of Glen Dale faced a dilemma of what to do with a highly visible decaying historic farmhouse that had once been so important that it had given the city its name. Choosing to avoid the wrecking ball, the City turned to the Marshall County Historical Society, which accepted the challenge. The Society then faced a series of questions of their own, including who would be in charge of saving it, how to go about saving it, and how to pay for saving it. Few gamblers would have taken the bet...

In 2012, the decay has been arrested and the property has been restored to become a productive asset for the community. This panel discussion focuses upon how it was done, and provides illustrations of how the Farmstead has leveraged its available resources to meet its goals.

Location: Library 2, Claymont Court

Historical Archaeology and Historic Preservation: A Natural Partnership (3)

Presenters: Dr. W. Stephen McBride & Dr. Kim Arbogast McBride, *University of Kentucky*

This presentation will focus on historical archaeology of 18th to mid-19th century sites, illustrating how the findings of archaeological investigations, from artifacts to structural features, can play a large role in site interpretation, reconstruction, restoration, and broader preservation. The session will also illustrate the importance of the process of archaeology, and of building partnerships with preservation organizations from the local to the national level to maximum the public benefit of archaeology. Examples will be drawn from Kentucky and West Virginia, and will include military sites, domestic sites, and specialized industrial sites

Location: Ballroom, Claymont Court

9:45-10:00 **BREAK**



CONFERENCE SCHEDULE

Saturday, 29 September 2012

10:00-11:15 Concurrent Sessions

Panel: Securing Shepherdstown Battlefield (1)

Presenters: Grant Smith, *Land Trust of the Eastern Panhandle*; Nicholas Redding, *Civil War Trust*; Martin Burke, *Jefferson County Historic Landmarks Commission*; Ed Dunleavy, *Shepherdstown Battlefield Preservation Association*; & Kristen McMasters, *American Battlefield Protection Program*

The US Congress has formally recognized 15 Civil War Battlefields in West Virginia. While one -- Harpers Ferry -- is a national park, the others can be preserved in other ways. Join national and local experts to learn how to access the various federal and others sources of funding to protect these battlefields. Hear, in particular, on this 150th anniversary of the Battle of Shepherdstown, how Jefferson County organizations raised awareness of the battle and succeeded in finding money to purchase a key property and to protect adjacent properties through conservation easements.

Location: Library 1, Claymont Court

Strengthening the Heart of Your Community: How Buckhannon is revitalizing their town with great spaces and historic places - 1.25 AICP CM credit hours (2)

Presenter: Katherine S. Wyrosdick, AICP, *City of Fairmont*

Many small towns in West Virginia struggle with initiating revitalization efforts within their communities. Obstacles such as building stakeholders, lack of funding, and identifying community priorities can seem insurmountable. Many communities, however, are succeeding and the path to their success can be mapped and duplicated. This session will discuss key elements needed in community development initiatives and how one small town used a comprehensive and focused approach to improve their downtown through creating meaningful spaces and showcasing their history.

Location: Library 2, Claymont Court

Cockayne House Wallpaper Project: Historic Artifacts as Inspiration for Art (3)

Presenter: Dr. Kathryn Burton, *West Virginia University*

The purpose of this presentation is to illustrate an ongoing project involving wallpaper samples from the historic Cockayne House in Glen Dale, West Virginia. In most of the 10 rooms historic wallpapers are visible on all four walls and ceilings. The papers have degenerated over time as humidity and disuse have taken their toll. Learn about a unique approach to preserving the patterns of the historic papers by working with wallpaper samples. Small format drawings and paintings are used to illustrate the different patterns and colors found in the original papers with the intention to create a body of work that will, potentially, generate interest in this historic property as well as educate people about American life in 19th and early 20th century America. Another goal of creating the art pieces is to help generate revenue for the ongoing work of the Cockayne Historic Preservation Committee by selling prints of the artworks and inspire others to think creatively about using historic interiors as inspiration for their art.

Location: Ballroom, Claymont Court

11:15-11:30 **BREAK**



CONFERENCE SCHEDULE

Saturday, 29 September 2012

11:30-1:00 Luncheon and PAWV Annual Meeting with Keynote Speech—5 AICP CM Credit Hours

Presenter: William Frazier, AICP, *Frazier Associates*

This keynote speech presentation will focus on the basic elements of a local historic preservation program that includes concepts of identification, designation and protection policies that local governments and non-profit organizations can use to create a comprehensive approach to preservation planning. Public education, technical assistance, financial incentives and regulations will all be explored in this presentation, as well. Recent changes and future trends in broader societal issues will be examined, as well, in terms of their impact on preservation in the next generations.

Location: Ballroom, Claymont Court

Things to Do on Your Own!

*Although the conference is over, the fun doesn't have to be.
There are many heritage activities for you to enjoy on your own.*

~Middleway Conservancy Walking Tour, www.middlewayconservancy.org~

Middleway is located at the intersection of two trails used by Native Americans and occupies a small part of the original land grant made to Lord Fairfax by the King of England. What is now a small country village used to be a prosperous regional trading center dating back to 1734 when it was established by John Smith, his son, and brother, Rees. Take a trip back to the 19th century and enjoy a walking tour of Middleway where many of its original buildings still stand. A map and walking tour brochure are provided in your packet.

Directions from the Claymont Court:

- From Claymont Court driveway, turn left onto Co. Route 13/Summit Point Road—.6mi.
- Turn right to stay on Co. Route 13/Summit Point Road—1.8 mi.
- Turn right onto Co. Route 1/Leetown Rd.—2.1 mi.
- Turn right onto Co. Route 1/Kearneysville-Virginia Line Road (Continue to follow Co. Route 1) - 2.5 mi.
- Arrive in Middleway!

~Mountain Heritage Arts & Crafts Festival, www.jeffersoncountywvchamber.org/festival/~ 1330 Job Corp Road, Shenandoah Junction, WV

Leisurely stroll among the tents as you admire the many crafts, fine arts, and wine. Meet almost 200 artisans and craftspeople carefully selected and prejudged, demonstrating and showcasing their work at this nationally acclaimed festival. The festival is open until 5:00 pm, and tickets cost \$7 for adults.

Directions from Claymont Court:

- From Claymont Court driveway, turn right onto Co. Route 13/Summit Point Road—1.5 mi.
- Continue onto Co. Route 13—2.1 mi.
- Continue onto W. Washington St.—1.4 mi.
- Turn left onto Co. Route 17/Flowing Springs Road—.4 mi.
- Turn right to stay on Co. Route 17/Flowing Springs Road—2.8 mi.
- Turn right onto Co. Route 22/Job Corps Road—.4 mi.
- Arrive at Job Corps Road and the Festival!

~Jefferson County Black History Tour in Charles Town, <http://www.jcblackhistory.org/tour> ~

The Jefferson County Black History Preservation Society has prepared a self-guided tour of significant sites in Charles Town.