WISCONSIN HISTORICAL SOCIETY

Ninth Annual

# Local History and Historic Preservation Conference

WISCONSIN COUNCIL FOR Local History

## Middleton, Wisconsin

Madison Marriott West/Middleton Conference Center

**OCTOBER 9-10, 2015**

**For conference information visit**

**wisconsinhistory.org/conference**

*Thank you to Gorman and Company, Inc., the City of Middleton, the Wisconsin Council for Local History, the Wisconsin Association of Historic Preservation Commissions, the Wisconsin Trust for Historic Preservation, and the Wisconsin Historical Foundation for their financial support of the 2015 Annual Local History and Historic Preservation Conference.*

On behalf of the Wisconsin Historical Society, it's my pleasure to invite you to the Ninth Annual Local History and Historic Preservation Conference in Middleton. The largest gathering of its kind in the state, the Annual Conference is an exciting venue to gather with professionals and volunteers from local history and preservation groups from across Wisconsin and beyond.

In 2015, we are pleased to offer nine tracks of programming, including 24 informative sessions, 16 in-depth workshops, as well as ample opportunities for networking and socializing. The Wisconsin Council for Local History will sponsor the Fourth Annual Town Square, a unique networking event for local groups to share information about their organization's activities. The popular Coffee and Conversation hour on Saturday morning will also return. The variety of offerings will appeal to professionals and volunteers, students, and preservation commissioners and staff.

Located just west of Madison, the Madison Marriott West in Middleton offers top-notch meeting facilities with many nearby attractions and amenities. After the conference concludes on Saturday, you can explore a few historical highlights including the First Unitarian Society Meeting House (a Frank Lloyd Wright design), visit the Rowley House and Middleton Depot museums, or explore archaeology at Pope Farm Park. We've also arranged for a special tour time at Taliesin, the former home and estate of architect Frank Lloyd Wright.

I look forward to seeing you in Middleton.

*Jim Draeger, Director of Outreach*
*State Historic Preservation Officer, Wisconsin Historical Society*

*Many of the photographs in this brochure are courtesy of the Middleton Area Historical Society and the Visual Materials archives of the Wisconsin Historical Society. For more information about MAHS go to middletonhistory.org. For more information about the Wisconsin Historical Society's Visual Materials collection go to wisconsinhistory.org/whi.*

# 2015 FEATURED SPEAKERS

## SECRETARY STEPHANIE KLETT

Appointed by Governor Walker in January 2011, Stephanie Klett has the privilege of spearheading the state's $18.5 billion tourism industry as the Secretary of the Wisconsin Department of Tourism. The mission of this cabinet level agency is to market the state as the Midwest's premier travel destination for fun.

She has been promoting Wisconsin for more than two decades, logging over one million miles in the state during her 20-year career hosting the award-winning Discover Wisconsin Television & Radio series. She has received eight Emmy nominations from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences and an Emmy Award for "Individual Excellence for On-Camera Hosting" in 2010. Prior to Discover Wisconsin, she represented our state as Miss Wisconsin.

She has been featured in numerous newspaper, television and radio broadcasts, including the Chicago Tribune, The New York Times, Good Morning America, The Travel Channel, Peter Greenberg's Worldwide Radio Network, and the Rudy Maxa Show.

She is a graduate of Beloit College, where she majored in Philosophy and Theatre Arts/Communications. In 2014, Klett was the recipient of Beloit College's highest honor, the Distinguished Alumni Award.

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## RON MCCREA

Ron McCrea is a prize-winning journalist and former Alicia Patterson Fellow who worked on the news desks of New York Newsday, the San Jose Mercury News, the Washington Post, the Washington Star, the Boston Globe, and the Capital Times in Madison, Wisconsin, where he served for a decade as city editor. He appears in the E! Entertainment Network's documentary "Mysteries and Scandals: Frank Lloyd Wright" and the BBC's "Frank Lloyd Wright: Murder, Myth and Modernism," and wrote the script for "The Making of Monona Terrace: Frank Lloyd Wright's Last Public Building," a finalist at the New York Film Festival. He serves on the board of directors of AIA Wisconsin, the Wisconsin Society of Architects, as a professional affiliate member, and was the communications director for Wisconsin governor Tony Earl. He holds degrees from Albion College and the Fletcher School of Law and Diplomacy at Tufts University and lives in Madison, Wisconsin.

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# CONFERENCE SESSION SCHEDULE

| TIME | SESSION A | SESSION B | SESSION C | SESSION D |
|---|---|---|---|---|
| **THURSDAY, OCTOBER 8** | | | | |
| 4:00-6:00 PM | EARLY REGISTRATION - CONFERENCE CENTER LOBBY | | | |
| 4:00-6:00 PM | WISCONSIN COUNCIL FOR LOCAL HISTORY ADMINISTRATIVE COMMITTEE MEETING | | | |
| **FRIDAY, OCTOBER 9** | | | | |
| 8:45-9:00 AM | CONFERENCE OPENING REMARKS- GENEVA ROOM | | | |
| 9:15-10:25 AM | Federal Historic Preservation Tax Incentives | Condition Assessment of In-Service Wood | Introduction to Major Gifts Fund Raising | A Sustainable Model for Collections Management |
| 10:50-12:00 PM | Greening Historic Rehabilitation Projects | Preservation at Taliesin | Saying Yes to New Program Opportunities | Newspapers: Research, Collect and Manage |
| 12:15-1:30 PM | LUNCHEON PRESENTATION - SECRETARY STEPHANIE KLETT, WISCONSIN DEPARTMENT OF TOURISM: HERITAGE TOURISM | | | |
| 1:45-2:55 PM | Structure of Historic Tax Credit Deals | Faith in Building Maintenance | Foot Traffic: A Fresh Look at Walking Tours | Finding African Americans in 19th Century History |
| 3:20-4:30 PM | Jobs in Historic Preservation | Everybody Eats: Food as History | Interpreting Sports History | Research Local History Without Leaving Home |
| 5:00-8:00 PM | SPRECHER RESTAURANT WITH FRIENDS - LIMIT 50. DINNER IS ON A SELF PAY BASIS. | | | |
| **SATURDAY, OCTOBER 10** | | | | |
| 8:00-9:00 AM | COFFEE & CONVERSATION - INFORMATIONAL ROUND TABLE DISCUSSIONS AND BREAKFAST BUFFET | | | |
| 9:15-10:25 AM | Identifying Unmarked Graves with Geomagnetics | Signs of the Times | Web Presence and Social Media | Developing Unique and Authentic Programs |
| 10:50-12:00 PM | Drawing on the Example of Frank Lloyd Wright | Creating a Historical St. Norbert Walking Tour | Beyond the Public History Internship | 1970s Living Room: Unique Exhibit and Program Ideas |
| 12:15-1:30 PM | LUNCHEON PRESENTATION - RON MCCREA: BUILDING TALIESIN - FRANK LLOYD WRIGHT'S HOME OF LOVE AND LOSS | | | |
| **OPTIONAL TOURS** | | | | |
| 1:00-4:00 PM | ROWLEY HOUSE MUSEUM AND MIDDLETON DEPOT MUSEUM, MIDDLETON. SELF DRIVE. NO CHARGE. | | | |
| 2:00-4:30 PM | FRANK LLOYD WRIGHT'S FIRST UNITARIAN SOCIETY MEETING HOUSE, SHOREWOOD HILLS. BUS LEAVES FROM MADISON MARRIOT WEST HOTEL. LIMIT 30. $25 | | | |
| 2:00-3:30 PM | TOUR OF POPE FARM PARK, MIDDLETON. SELF DRIVE. NO CHARGE. | | | |
| 3:15-5:00 PM | TOUR OF FRANK LLOYD WRIGHT'S TALIESIN, SPRING GREEN, WI. SELF DRIVE. LIMIT 20. $55 or $50 for seniors 62 and over | | | |

# CONFERENCE WORKSHOP SCHEDULE

| WORKSHOP 1 | WORKSHOP 2 | WORKSHOP 3 | WORKSHOP 4 | WORKSHOP 5 | WORKSHOP 6 |
|---|---|---|---|---|---|
| **THURSDAY, OCTOBER 8** | | | | | |
| **FRIDAY, OCTOBER 9** | | | | | |
| Laying the Foundation for Collections Preservation LIMIT 30 | Home Movies and Amateur Films as Local History LIMIT 15 | Moving Your Collections LIMIT 40 | Membership 201: Take Your Membership to the Next Level LIMIT 25 | Archives 101: Processing Archival Collections LIMIT 40 | |
| Copyright and Related Legal Issues LIMIT 30 | Planning Digital Projects LIMIT 24 | "The Buck Starts Here" Fund Raising Plan LIMIT 40 | Creating Corporate Membership LIMIT 30 | Managing Your Collections with PastPerfect LIMIT 30 | Forest Products Lab Offsite Tour LIMIT 20 |
| **SATURDAY, OCTOBER 10** | | | | | |
| Geneaological Collections: Online and Offline LIMIT 30 | Exhibit Makeover: Adding New Elements to Existing Exhibits LIMIT 30 | Papers, Pictures, and Patrons: Archives Management Basics LIMIT 30 | Wisconsin 101: Interpreting History with Objects LIMIT 30 | Learn the Basics of Collections Care LIMIT 30 | |

## THURSDAY, OCTOBER 8

**4:00–6:00PM**
**WISCONSIN COUNCIL FOR LOCAL HISTORY – ADMINISTRATIVE COMMITTEE MEETING**

**4:00-6:00PM**
**EARLY REGISTRATION**
CONFERENCE CENTER LOBBY

Pick up your nametag and conference packet including session and workshop room assignments.

*2014 Town Square in Elkhart Lake*

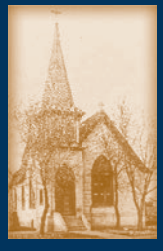
# TOWN SQUARE

### TOWN SQUARE

The Wisconsin Council for Local History is pleased to sponsor the Fourth Annual Town Square. This popular networking opportunity features table-top exhibits and information from various historical and preservation groups from around Wisconsin.

The Town Square will be open during registration and conference breaks. Conference attendees can gather for refreshments and networking opportunities with representatives from various organizations. The Town Square provides organizations with the opportunity to share their projects, programs, and success stories with conference attendees and colleagues. Alli Karrels, Town Square co-coordinator explains, "The mission of the Wisconsin Council for Local History is to promote communication and cooperation among local history groups. The Town Square offers that opportunity for dialog and sharing of ideas." **For more information, contact co-coordinator Chris Dunbar, Brown County Historical Society, at bchs@netnet.net.**

*2013 Town Square in Wisconsin Rapids*



## FRIDAY, OCTOBER 9

### FRIDAY MORNING
### REGISTRATION: STARTS 7:30AM
CONFERENCE CENTER LOBBY

Pick up your nametag and conference packet including session and workshop room assignments.

### OPENING REMARKS: 8:45 – 9:00AM
GENEVA ROOM

### FRIDAY MORNING: 9:15–10:25AM

FEDERAL HISTORIC PRESERVATION TAX INCENTIVES
The Federal Historic Tax Credit has become an important incentive for the preservation and rehabilitation of commercial and rental residential historic buildings. It is one of the Federal Government's most successful and cost-effective community revitalization programs. The results of the program are evident throughout the country, where vacant and underused buildings have been returned to productive use. This presentation will cover the basics of the federal program, what buildings qualify for the credit, the types of expenditures that qualify, the application process, and the application of the Secretary of the Interior's Standards for Rehabilitation. *Presented by* **Liz Petrella**, *technical preservation services, National Park Service*

CONDITION ASSESSMENT OF IN-SERVICE WOOD
This session will focus on in-service condition assessment of wood including how wood works as a building material and factors that influence wood's performance. A review of technologies currently used for inspection will be presented and results from several inspections will be discussed. Participants may also want to register for the Friday afternoon tour of the Forest Products Laboratory's Centennial Research Facility to learn more about testing wood materials (See page 10). *Presented by* **Robert J. Ross**, *project leader, USDA Forest Service*

INTRODUCTION TO MAJOR GIFTS FUNDRAISING
Learn tips from the Wisconsin Historical Foundation on how to manage a successful major gifts program that secures high-value gifts from a small number of higher capacity prospects. You will learn how to: identify donors, build relationships, involve leadership, make the right ask, develop a case, steward donors, and track activity. This beginner session will get you thinking about how major gifts can enhance your organization's fundraising potential. *Presented by* **Julie Lussier**, *director of development, Wisconsin Historical Foundation, and* **Michael Turner**, *director of communications, Wisconsin Historical Foundation*

A SUSTAINABLE MODEL FOR COLLECTIONS MANAGEMENT
How well does your collection serve your mission? How many items relate directly to the stories you seek to document and share? Are standards of care and management appropriate for the roles that objects play in your institution? How do we balance our responsibility to preserve with our obligation to educate when our resources are limited? Learn about the concept of sustainable collections at activecollections.org and what this new paradigm may mean for your organization. Come prepared to talk about your challenges and discuss steps we all might take to make collections development and management more sustainable. *Presented by* **Paul Bourcier**, *chief curator, Wisconsin Historical Society*

### FRIDAY MORNING: 10:50–12:00PM

GREENING HISTORIC REHABILITATION PROJECTS
National Park Service staff will discuss how to balance energy conservation, sustainable practices, and new technology with the preservation of historic buildings. Participants will gain an understanding of how to sensitively rehabilitate an historic building for a sustainable future. Current NPS guidance on sustainable rehabilitation practices will be covered *Presented by* **Liz Petrella**, *technical preservation services, National Park Service*

PRESERVATION AT TALIESIN: THE BLUE LOGGIA AND BEYOND
This presentation will provide an overview of the comprehensive restoration of the Blue Loggia and Guest Wing at Taliesin, Frank Lloyd Wright's personal residence in Spring Green. You will learn about the multi-year, multi-faceted project in detail, including the unique challenges associated with restoring the spaces that Wright himself used as a laboratory and teaching venue. Participants in this session may also want to purchase tickets for Saturday's Highlight's tour of Taliesin with spaces reserved for conference attendees (See page 13). *Presented by* **Carol McChesney Johnson**, *president, Taliesin Preservation, Inc.*

SAYING YES TO NEW PROGRAM OPPORTUNITIES
Do you always see the same "regulars" at your programs? Are you tired of posting the same events on your website? Are you looking to diversify your programming lineup? Wisconsin Historical Museum staff will lead a lively discussion on creating new programs at local institutions. Come ready to discuss innovative ideas, unique partnerships, and potential barriers. *Presented by* **Katie Schumacher**, *special events coordinator, and* **Jenny Kalvaitis**, *museum educator, Wisconsin Historical Museum*

WISCONSIN NEWSPAPERS: OPTIONS FOR RESEARCHING, COLLECTING AND MANAGING
Ron Larson will discuss the collection of Wisconsin newspapers at the Wisconsin Historical Society, its beginnings, the depth and breadth of the collection, and the value of local newspapers (microfilm, paper or digital) as a research tool. John Friend will discuss what to consider in managing a newspaper collection, comparing the options of microfilm, digital or hard copy. He will explain the partnership opportunities between local organizations and the Wisconsin Historical Society and describe the microfilming and digitizing services at the Society. We will also discuss the digital partnership with the Wisconsin Newspaper Association and future plans. *Presented by* **Ron Larson**, *serials resources librarian, and* **John Friend**, *microfilm lab supervisor, Wisconsin Historical Society*

## FRIDAY LUNCHEON: 12:15–1:30 PM

### HERITAGE TOURISM IN WISCONSIN

Secretary Klett will focus on the significance of heritage tourism in Wisconsin. As caretakers of historic sites, museums, and buildings, we all contribute to the experience of discovering Wisconsin's history and heritage and bridging connections between the past and present. Secretary Klett will provide insights on the importance of heritage tourism to the state's economy and inspire us to continue to create new opportunities through partnerships and collaboration.

Presented by **Stephanie Klett**, *Secretary of the Wisconsin Department of Tourism*

*A group of resort and hotel owners gathered in front of a Wisconsin tourism sign. Wisconsin Historical Society, Wisconsin Conservation Department, Date Unknown, Image 37927.*

## FRIDAY AFTERNOON: 1:45–2:55PM

### STRUCTURE OF HISTORIC TAX CREDIT DEALS

This session will talk about the structure of historic tax credit deals from a developer's perspective and will discuss some specific details of completed projects that have used both federal and state historic tax credits. *Presented by* **Ted Matkom**, *Wisconsin market president, Gorman & Company*

### FAITH IN BUILDING MAINTENANCE

Cyclical maintenance is work required on a regular basis to deal with the gradual deterioration of a historic property, its components, and finishes. This maintenance is critical with historic structures, especially those with museum or contemporary uses. Compared to reactive, unplanned maintenance, planned programmed maintenance has the benefit of reducing major unexpected expenditures, allows the operation of the historic building to run more efficiently and productively, and a well-kept property conveys a positive image to visitors and the community. This session will provide an overview of the importance of cyclical maintenance, outline the benefits and priorities, and provide a case study for how to develop a plan. *Presented by* **Charles Quagliana**, *preservation architect, Charles Quagliana Preservation Architect*

### FOOT TRAFFIC: A FRESH LOOK AT WALKING TOURS

Walking tours are among the best and most cost-effective educational tools for raising awareness about historic downtowns. The density and variety of downtown districts make them particularly well suited for effective walking tours. But walking tours can incorporate more than just local social history. They can communicate how local buildings fit into the larger narrative of American architecture. Because of how downtowns developed and evolved, they can also be classrooms for exploration of concepts like change over time and the effect of technology on the built environment. Engaging walking tours can not only explore the diversity of our shared architectural heritage, but also bolster volunteerism or membership in the organization, foster an awareness of local businesses, and provide a social and networking venue. *Presented by* **Anthony Rubano**, *project designer, Illinois Historic Preservation Agency*

### FINDING AFRICAN AMERICANS IN 19TH CENTURY HISTORY

African Americans migrated to Wisconsin in the 19th century first as free people of color and later as former slaves. Although their numbers were small, they settled widely throughout the state during this period. By the turn of the 20th century, they had largely disappeared from Wisconsin except for the largest cities, their history forgotten. This session will review the efforts of local historians across Wisconsin who are studying African American genealogical and archival sources to resurrect that aspect of their community's past. It will also examine the sources available for further study and the difficulties in understanding and interpreting the data. *Presented by* **Carolyn J. Mattern**, *Middleton Area Historical Society*

## FRIDAY AFTERNOON: 3:20–4:30PM

### JOBS IN HISTORIC PRESERVATION

The field of historic preservation offers a broad range of professional opportunities. Hear from two professionals in the field, one public and one private, about typical professional positions and the type of education that is often required for those positions. *Presented by* **Rick Bernstein**, *field services representative, Wisconsin Historical Society and* **Charles Quagliana**, *preservation architect, Charles Quagliana Preservation Architect*

### EVERYBODY EATS: FOOD AS HISTORY

Join Wisconsin Historical Society staff archaeologists as they discuss their experience using foods and produce gardens as a portal to the past. Over the last several years the staff has experimented with using what we eat and how we grow it to engage people in understanding the diversity of our experiences and celebrating the commonalities of our lives. *Presented by* **John Broihahn**, *state archaeologist,* **Leah Rausch**, *archaeologist,* **Amy Rosebrough**, *archaeologist, Wisconsin Historical Society*

### INTERPRETING SPORTS HISTORY

Join this session for a discussion on interpreting local sports history and the approach the Green Bay Packers Hall of Fame took in telling the Packers' history during their most recent renovation. Share ideas and approaches with Packers' curator Brent Hensel and team historian Cliff Christl. Learn how they tried to tell the Packers' story through researched facts and not previous urban legend that has been passed through the decades. *Presented by* **Brent Hensel**, *curator, and* **Cliff Christl**, *team historian, Green Bay Packers*

### RESEARCH LOCAL HISTORY WITHOUT LEAVING HOME

As digitized sources continue to grow on the web, you can do much of your initial research from your home or office. This session will highlight major online tools such as published county histories, Google Books, Ancestry.com, and newspapers and introduce some lesser-known resources like Sanborn maps, Works Progress Administration records, Recollection Wisconsin, and the Digital Public Library of America. Learn all that you can discover before visiting the county courthouse and other archives. *Presented by* **Michael Edmonds**, *deputy administrator, Library-Archives, Wisconsin Historical Society*



## FRIDAY WORKSHOPS: 9:15AM–12:00PM

### LAYING THE FOUNDATION FOR COLLECTIONS PRESERVATION

PREREGISTRATION REQUIRED: LIMIT 30

Feeling overwhelmed by the preservation needs of your collection? Discover how you can cover all your bases by laying a solid foundation for preservation in your institution. Preservation experts will discuss setting goals and crafting a preservation policy. Learn about all the overall elements of a mature preservation program and decide which make sense for your institution. Discover strategies for preservation fundraising and resources for your next preservation steps. *Presented by* **Katie Mullen**, *preservation coordinator, and* **Sara Andrews**, *preservation specialist, Wisconsin Historical Society*

### HOME MOVIES & AMATEUR FILMS AS LOCAL HISTORY

PREREGISTRATION REQUIRED: LIMIT 15

In this workshop, we will view examples of home movies and amateur films, discuss their value as objects of local history, and learn some best practices for caring for these items in a museum or historical collection. This will include some hands-on training for viewing and identifying small gauge films as well as guidance on storage standards and reformatting procedures for providing access to precious home movie materials. *Presented by* **Amy Sloper**, *film archivist, Wisconsin Center for Film and Theater Research*

### MOVING YOUR COLLECTIONS

PREREGISTRATION REQUIRED: LIMIT 40

Learn from the experience of the La Crosse County Historical Society's curator who recently organized a move of over 10,000 artifacts and books to new quarters. This workshop will address common issues with moving collections and focus on the steps involved: planning, budgeting, packing, de-accessioning, and handling hazardous materials. Moving is a great time to evaluate what you have and why you have it. And finally, the move itself: how not to get hurt and how not to go crazy. *Presented by* **Peggy Derrick**, *curator, La Crosse County Historical Society*

### MEMBERSHIP 201: TAKE YOUR MEMBERSHIP PROGRAM TO THE NEXT LEVEL

PREREGISTRATION REQUIRED: LIMIT 25

Go a step beyond Membership 101! While the top 10 tips will still be covered, the workshop will also take an in-depth look at industry best practices, samples of successful (and unsuccessful) membership acquisition and renewal packages, sample communication timelines, and easy ways to reach new audiences. This workshop will also include an opportunity to brainstorm on common struggles and ways to overcome them. Bring along samples of your membership materials for optional review by the presenter. *Presented by* **Laura Ingersoll**, *director of annual giving, Wisconsin Historical Foundation*

### ARCHIVES 101: PROCESSING ARCHIVAL COLLECTIONS

PREREGISTRATION REQUIRED: LIMIT 40

You discover three boxes of early business records sitting forlornly on one of your shelves. You just returned to the Historical Society with ten boxes of records of the town founder and early land dealer. What should you do with each of these collections? This workshop will focus on arranging and describing collections so they can be used by researchers. There will be time set aside to answer specific questions arising from your own experiences. *Presented by* **Rick Pifer**, *retired director of reference and public services, and* **Emil Hoelter**, *manuscripts processing archivist, Wisconsin Historical Society. Sponsored by the Wisconsin Historical Records Advisory Board.*

# FRIDAY AFTERNOON WORKSHOPS

## FRIDAY WORKSHOPS: 1:45–4:30PM

### COPYRIGHT AND RELATED LEGAL ISSUES FOR ARCHIVES

PREREGISTRATION REQUIRED: LIMIT 30

One of our most challenging and perplexing issues can be determining whether and how copyright applies to historical records and photos, and how to assess the risk of using historical records. This workshop will introduce basic to intermediate copyright legal issues for those who create exhibits and websites and assist researchers in using materials protected by copyright. We will review the ethics of access, learn which materials are protected or in the public domain, and discuss how to secure permission for use. *Presented by* **Menzi Behrnd-Klodt**, *Klodt and Associates*

### PLANNING DIGITAL PROJECTS

PREREGISTRATION REQUIRED: LIMIT 24

Are you thinking about sharing your collections with the world by bringing them online? Have you been scanning but aren't sure what to do next? This workshop will walk through the essential elements of a successful digitization project including selection, copyright, storage, and access. We'll also look at examples of digital projects from around the state and discuss ways to share your digital collection statewide, through Recollection Wisconsin, and nationally, through the Digital Public Library of America. *Presented by* **Emily Pfotenhauer**, *Recollection Wisconsin program manager, WiLS, and* **Sarah Grimm**, *electronic records archivist, Wisconsin Historical Society*

### "THE BUCK STARTS HERE" FUND RAISING PLAN

PREREGISTRATION REQUIRED: LIMIT 40

The Buck Starts Here program is designed to help staff and board members develop a fund raising plan that includes a launch campaign with all the elements of a capital campaign on a smaller scale, including asking for major gifts. Participants will leave with plans specific to their organization to take the next steps for raising the "big bucks." Participants will be asked to complete a simple questionnaire in preparation for the workshop. *Presented by* **Jodi Sweeney**, *president, and* **Genell Scheurell**, *consulting associate, The Sweeney Group*

### CREATING CORPORATE MEMBERSHIP

PREREGISTRATION REQUIRED: LIMIT 30

Learn how to create a corporate/business membership structure at your museum that will increase fundraising revenue and build community relations. This workshop will outline the steps to develop a program, make professional looking appeal materials at a reasonable cost, and strategies to approach community businesses and encourage them to join your museum as corporate members. This is a cost effective way for museums with limited resources to look professional and attract monetary community support. Every museum is capable of developing this kind of program. *Presented by* **Alli Karrels**, *executive director, Deke Slayton Museum*

### MANAGING YOUR COLLECTION WITH PASTPERFECT

PREREGISTRATION REQUIRED: LIMIT 30

This workshop will focus on collections management and cataloging using PastPerfect version 5. We will talk about setting up the database, field descriptions, adding multimedia, and data backup as well as delve into how PastPerfect online can help make collections more accessible. There will be ample time for questions. Some general knowledge of collections cataloging will be helpful. *Presented by* **Sarah Kapellusch**, *registrar, Wisconsin Veterans Museum*

### TOUR THE FOREST PRODUCTS LABORATORY

PREREGISTRATION REQUIRED: LIMIT 20

We are very excited to offer this rare opportunity for a two-hour tour of the Forest Products Laboratory's Centennial Research Facility (CRF) with Robert Ross from the USDA Forest Service. The CRF is home to one of the largest testing facilities in the world dedicated to safe and durable wood materials. **The tour will begin at 2:00 pm at the Forest Products Laboratory in Madison which is approximately 20 minutes from the Madison Marriot West. Participants are responsible for their own transportation.**

# FRIDAY SPECIAL EVENT

## RSVP FOR DINNER WITH FRIENDS AT SPRECHER'S RESTAURANT AND PUB

1262 JOHN Q. HAMMONS DR., MADISON

**5:30 P.M.**

After a full day of sessions and workshops, unwind with friends new and old at Sprecher's Restaurant and Pub, located conveniently across the street from the Madison Marriot West. Limited group seating for 50 participants in the private dining room is available starting at 5:30 p.m. Sprecher's is a locally owned and operated restaurant that features fresh, local ingredients as well as a large selection of beers and gourmet sodas from Sprecher Brewery. See sprecherspub.com for a full menu. Please RSVP on the registration form to reserve your seat at this self-pay event.

*Attendees enjoying a special Friday dinner at Wade House in 2014.*

## SATURDAY, OCTOBER 10

### SATURDAY REGISTRATION: 7:30 AM
CONFERENCE CENTER LOBBY

Pick up your nametag and conference packet including session and workshop room assignments.

### SATURDAY MORNING: 8:00-9:00AM
### COFFEE AND CONVERSATION – ROUNDTABLE DISCUSSIONS

A variety of subject experts will be available at tables to answer your questions and lead topic-related discussions. A hot breakfast buffet will be available to all attendees throughout the hour. A full list of discussion topics will be included in your registration packet. Open tables will also be available for conversation and meeting new people.

### SATURDAY MORNING: 9:15–10:25AM

IDENTIFYING UNMARKED GRAVES WITH GEOMAGNETICS

The disturbance of unmarked graves has become a growing problem in Wisconsin as vacant land within or adjacent to expanding communities is developed. Geomagnetics is a quick and inexpensive way to identify archaeological deposits, including graves, in advance of a construction project. The presenter's work at an abandoned cemetery in Outagamie County is used to demonstrate the utility of geomagnetics for the preservation of historic cemeteries. *Presented by* **Peter Peregrine**, *professor, Lawrence University*

SIGNS OF THE TIMES

This heavily illustrated presentation will examine business signs, both historic and new, in commercial historic districts. Signs are often among the last elements in a commercial district that one considers "historic." They can be seen as necessary evils – they have to be there, they can cover up historic fabric, and they can look tawdry and cheap. Even decades of well-meaning sign ordinances have done little to provide a consistent and creative framework for their review and approval. However, signs contain layers of meaning and history and can involve techniques of traditional craft as well as high technology. At their most creative, they approach miniature sculptures that both complement and contrast their buildings. This session will place signs into a historic context and within interpretations of the Standards for Rehabilitation and Main Street guidelines. Signs may be relatively temporary, but that doesn't mean they can't be significant and beautiful. *Presented by* **Anthony Rubano**, *project designer, Illinois Historic Preservation Agency*

WEB PRESENCE AND SOCIAL MEDIA

In this session, you will learn strategies combined with real-life data and examples on how to use analytics, content creation, website optimization, paid promotions and social media to give your organization a powerful web presence that increases its visibility, makes a great first impression, and helps gain a huge competitive advantage. *Presented by* **Joe Hoover**, *digital technology outreach specialist, Minnesota Historical Society*

DEVELOPING UNIQUE AND AUTHENTIC PROGRAMS

Programs and special events are a wonderful way to increase audience, generate revenue, and gain media attention. They also can be a lot of work, divert staff time and resources from core mission tasks, and dilute the organization's focus. Developing unique and authentic programs that support the organization's mission is key. This program will demonstrate how to develop programs that are specific to your site and your collection. Instead of trying to be all things to all people, you can narrow your focus and play to the strengths of your site or collection. Through this program we will discuss the benefits of program specialization and how less can often be more when it comes to programming. *Presented by* **Dave Desimone**, *director, Black Point Estate*

### SATURDAY MORNING 10:50–12:00 PM

DRAWING ON THE EXAMPLE OF FRANK LLOYD WRIGHT

This session will provide an overview of mid-century trends in American architecture and explore how the work of architects William V. Kaeser and John W. Steinmann was distinctive. Both designed churches, schools, institutional and commercial buildings, and numerous private residences. They succeeded in adapting the contemporaneous example of Frank Lloyd Wright in their use of passive solar design, zoned floor plans, and natural building materials. *Presented by* **Anne Biebel**, *Cornerstone Preservation Research & Planning, and* **Gary Tipler**, *Tipler & Associate*

CREATING A HISTORICAL ST. NORBERT WALKING TOUR

This session will examine the possibilities of bringing Historic Preservation Commissions into partnership with college history departments and undergraduate history majors. We will present a case study of a research project undertaken by a St. Norbert College faculty member and student, in collaboration with the De Pere Historic Preservation Commission. Through this cooperative relationship, Erick Konop, an undergraduate history major, researched historic buildings at St. Norbert College and developed a scholarly and accessible historical walking tour of the campus. Our research demonstrates the benefits of bringing together undergraduate research, public history, and historic preservation. *Presented by* **Abby Trollinger**, *assistant professor of history, and* **Erick Konop**, *student, St. Norbert College*

BEYOND THE PUBLIC HISTORY INTERNSHIP:
PUBLIC HISTORY FIELD SCHOOL & HISTORY LAB

Traditionally, community partners and public history programs work together through internships which provide students training while helping institutions accomplish goals consistent with their missions. This session will present creative ways that public history programs and community partners can work together. In particular, the presenters will focus on two models recently employed by the UW-Eau Claire Public History program: the public history field school and the history lab. *Presented by* **John W.W. Mann**, *professor, and* **Erin Krutko Devlin**, *assistant professor, History Department, UW-Eau Claire*

1970S LIVING ROOM: UNIQUE EXHIBIT & PROGRAM IDEAS

All historical societies would like to have more visitors and a larger membership base. But how do you get more people to care about your historical organization? One tactic historical organizations can employ is targeting new audiences through specific exhibits and unique programming. Hear case studies about how historical organizations successfully built new audiences through novel programming efforts and unique exhibit ideas. *Presented by* **Jarrod Roll**, *director, Monroe County Local History Room & Museum*

# SATURDAY WORKSHOPS

## SATURDAY WORKSHOPS: 9:15AM–12:00PM

GENEALOGICAL COLLECTIONS: ONLINE AND OFFLINE
PREREGISTRATION REQUIRED: LIMIT 30
There are many collections in a variety of places that genealogists use to put together their family history. Ancestry.com and FamilySearch.org offer most of the available online collections as well as many services. Online collections are exciting to find but can be limited. This workshop will provide guidance on what you can find on the two largest websites, other websites to consider, and how to find the collections that are not online. *Presented by* **Lori Bessler**, *reference librarian, Wisconsin Historical Society*

EXHIBIT MAKEOVER: ADDING NEW ELEMENTS TO EXISTING EXHIBITS
PREREGISTRATION REQUIRED: LIMIT 30
Limited budgets, limited staffing, and limited outside funding all work against developing new exhibits. There are things you can do to freshen up existing exhibits. This session will look at three features that can make your exhibit more relevant and engaging to your audiences: photographs, oral histories, and low-cost interactives. Participants will practice analyzing photographs and learn about factors that affect the quality of reprints. We will discuss how to use oral histories in an exhibit, survey some options for interactives, and ways to engage audiences. *Presented by* **Carrie Ronnander**, *curator, and* **John Vanek**, *editor, Chippewa Valley Museum*

PAPERS, PICTURES AND PATRONS: THE BASICS OF MANAGING AN ARCHIVES
PREREGISTRATION REQUIRED: LIMIT 30
Letters, diaries, photographs and scrapbooks galore; what do we do with all of this and more! This hands-on workshop will explore the steps needed to take archival collections from unorganized donations and get those materials into the hands of your researchers and patrons. Participants will learn the basic steps needed to organize and catalog archival collections as well as the basics of providing quality reference services. Let us show how your archival collections can become an integral part of your organization! *Presented by* **Greg Kocken**, *university archivist, UW-Eau Claire,* **Peter Shrake**, *archivist, Circus World Museum. Sponsored by the Wisconsin Historical Records Advisory Board.*

WISCONSIN 101: INTERPRETING HISTORY WITH OBJECTS
PREREGISTRATION REQUIRED: LIMIT 30
This workshop will introduce the statewide public history project "Wisconsin 101: Our History in Objects" and offer an approach to developing object-centered content for interpretive purposes. We will discuss why we collect artifacts and what kinds of significance they carry. We will then explore the "Wisconsin 101" web site which includes a number of examples from the Society Collections and is soliciting artifact submissions from local historical societies. We will discuss the importance of storytelling and the process that led to the finished interpretive presentation and identifying multiple stories as a means of assessing significance. The final section will present other objects from the collection and discuss different ways to interpret them through research. *Presented by* **David Driscoll**, *curator of economic history, Wisconsin Historical Society*

LEARN THE BASICS OF COLLECTIONS CARE
PREREGISTRATION REQUIRED: LIMIT 30
Learn the basics of collections care from a nationally-recognized conservator for the many types of items common in local museums. This workshop will discuss: optimizing your storage environment, how to properly house your collection on a budget, and the common conservation myths that could result in more harm than good. *Presented by* **Craig Deller**, *historic artifact conservator*

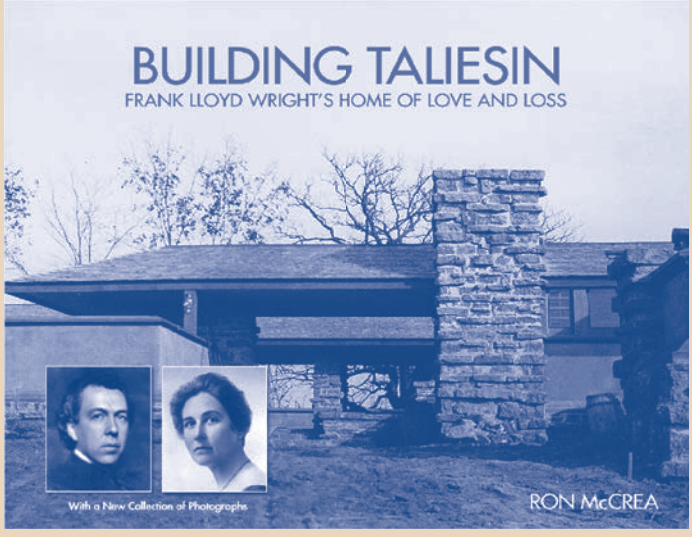
# SATURDAY LUNCHEON

## SATURDAY LUNCHEON: 12:15–1:30PM

"ANNA'S COTTAGE" -- THE SECRET STORY OF TALIESIN

**Ron McCrea** will share the story of how, Taliesin, Frank Lloyd Wright's famous homestead, was originally built under conditions of secrecy and deception. Seeking a way to return to the United States from Europe and live out of sight with his lover, Mamah Borthwick Cheney, until they could marry, Wright conspired with his mother Anna Lloyd Wright in 1911 to buy land in her name outside Spring Green and pretend that he was building "a little cottage up-country" for her. When it was revealed in Chicago on Christmas Eve, 1911, that Wright and the now-divorced Mamah Borthwick were living together in a "love bungalow" in Wisconsin, a scandal erupted.

Ron McCrea is the author of *Building Taliesin: Frank Lloyd Wright's Home of Love and Loss*, and of the article "Love's Labors Not Lost," about the 100th anniversary of the Taliesin mass murder of 1914, in the Frank Lloyd Wright Quarterly.



# SATURDAY SPECIAL EVENTS

## GUIDED TOUR OF FRANK LLOYD WRIGHT'S FIRST UNITARIAN SOCIETY MEETING HOUSE, SHOREWOOD HILLS (BUS TOUR)

Take a guided tour of the Frank Lloyd Wright-designed First Unitarian Society Meeting House, internationally significant as a premier example of Wright's architecture. A shuttle bus will leave promptly from the hotel entrance at 2:00 PM.

**2:00 PM - 4:30 PM**
**Registration cost: $25 per person (non-refundable)**
**Registration limit: 30 people**

## ROWLEY HOUSE MUSEUM AND THE DEPOT MUSEUM, MIDDLETON (DRIVE ON YOUR OWN)

The Rowley House Museum and the Depot Museum will be free and open to the public on Saturday afternoon. The Rowley House includes a large and significant collection of Depression-era glass while the Depot features exhibits about World War II and the history of Middleton. More about these museums can be found at middletonhistory.org.

**1:00 PM - 4:00 PM**
**Registration cost: Free**

## POPE FARM PARK, TOWN OF MIDDLETON (DRIVE ON YOUR OWN)

Wisconsin Historical Society archaeologists will lead a walking tour of Pope Farm Conservancy, an educational and historical conservancy just a few short blocks from the hotel. Come see how the Conservancy has been turned into an educational showcase highlighting Wisconsin's farming heritage. Teaching gardens, sunflower fields, exhibition crops, interpretive signs designed by University of Wisconsin and Wisconsin Historical Society experts, and 100-year-old stone fences make the Conservancy a one-of-a-kind destination. This tour will include walking on un-paved grass or gravel trails.

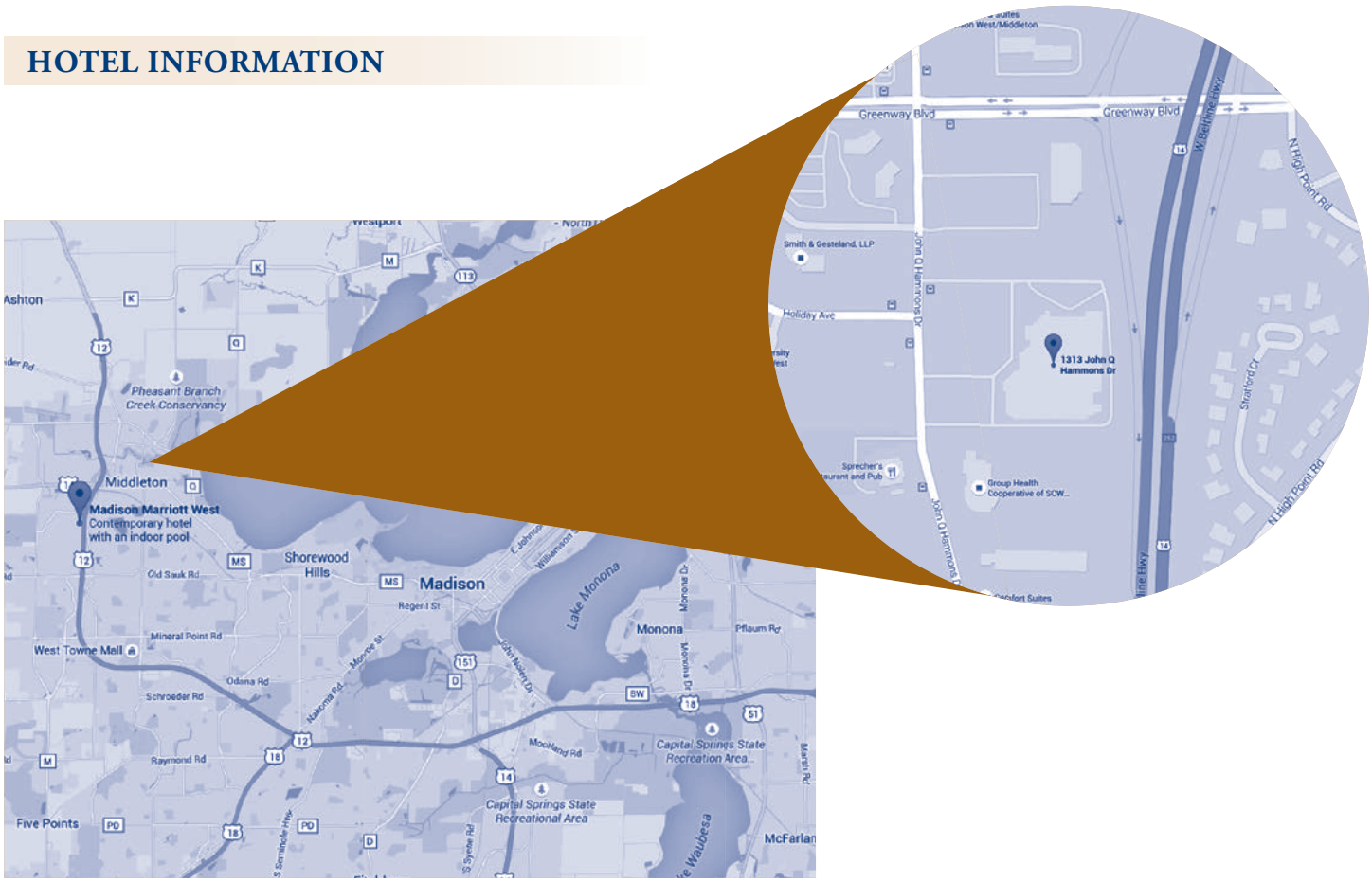
**2:00 PM – 3:30 PM**
**Registration cost: Free**
**Registration limit: 30 people**

## HIGHLIGHTS TOUR OF FRANK LLOYD WRIGHT'S TALIESIN, SPRING GREEN (DRIVE ON YOUR OWN)

The Highlights Tour is a way to experience the interiors of two significant, yet distinctly different Wright-designed buildings, Hillside and Taliesin. Created for the Wright enthusiast and the casual visitor, the Highlights Tour couples the history and masterful design of two architectural landmarks into one quick-paced two-hour tour. This tour is a rich overview of the Taliesin property's finest architectural jewels, beginning with Hillside's expansive Assembly Hall, the Fellowship Dining Room, the 5,000 sq. ft. "abstract forest" Drafting Studio, and the delightful Theater, after which you'll drive across the estate to Taliesin and enjoy Wright's personal Studio, the Living Room, his Guest Bedroom, the Blue Loggia, Mrs. Wright's recently restored bedroom, as well as Mr. Wright's bedroom. It is a refreshing gateway experience into the legacy of both Wright and Taliesin for both the novice and the seasoned Wright enthusiast.

**3:15 PM-5:00 PM**
**Registration cost: $55 for adults, $50 for seniors 62 and over (non-refundable)**
**Registration limit: 20**

## HOTEL INFORMATION




**MADISON MARRIOT WEST – MIDDLETON CONFERENCE CENTER** http://www.marriott.com/hotels/travel/msnwe-madison-marriott-west/
1313 John Q Hammons Dr, Middleton, WI 53562 • 608-831-2000

### HOTEL RESERVATIONS

Hotel Reservations: A block of rooms has been reserved for the conference. Please make hotel reservation at 1-608-831-2000 or 1-888-745-2032 and mention the Wisconsin Historical Society Conference to get the conference room rate. A limited number of rooms are available at a discounted rate of $70 for a single room and $99 for a double room. **Please make reservations early for the discount since there are a limited number of rooms at this rate. Rooms will not be available at the discounted rate after September 17 or if they are filled.**

## CONFERENCE RATES

### REGISTER EARLY & SAVE!

Register by August 21 and save $20
FINAL DEADLINE TO REGISTER – September 25
**NEW THIS YEAR – WISCONSIN HISTORICAL SOCIETY MEMBERS RECEIVE 10% OFF REGISTRATION (STUDENT RATES EXCLUDED)**

EARLY BIRD REGISTRATION
- EARLY BIRD TWO DAY REGISTRATION FEE $110 PAYABLE BEFORE AUGUST 21, 2015
- EARLY BIRD FRIDAY REGISTRATION FEE $65 PAYABLE BEFORE AUGUST 21, 2015
- EARLY BIRD SATURDAY REGISTRATION FEE $60 PAYABLE BEFORE AUGUST 21, 2015

REGULAR REGISTRATION
- REGULAR TWO DAY REGISTRATION FEE $130 PAYABLE BEFORE SEPTEMBER 25, 2015
- REGULAR FRIDAY REGISTRATION FEE $70 PAYABLE BEFORE SEPTEMBER 25, 2015
- REGULAR SATURDAY REGISTRATION FEE $65 PAYABLE BEFORE SEPTEMBER 25, 2015

STUDENT REGISTRATION,
- STUDENT TWO DAY REGISTRATION FEE $60 PAYABLE BEFORE SEPTEMBER 25, 2015
- STUDENT ONE DAY REGISTRATION FEE $35 PAYABLE BEFORE SEPTEMBER 25, 2015

The registration fee includes morning refreshments, lunches, and all sessions and workshops.

Please note that your registration entitles you to attend any open session, but workshop space is limited and requires advance registration as do optional events and tours.

## OPTIONAL ACTIVITIES

Please indicate on your registration form if you plan to attend.

**FRIDAY**

SPRECHER'S RESTAURANT DINNER WITH FRIENDS 5:30 – 7:00 PM
Limit 50. Advanced registration is required. Dinner is on a self-pay basis.

**SATURDAY TOURS:**

TOUR OF FRANK LLOYD WRIGHT'S FIRST UNITARIAN SOCIETY MEETING HOUSE, SHOREWOOD HILLS

2:00 - 4:30 PM $25
Limit 30. Bus transportation to leave from and return to the Madison Marriot West Hotel.

GUIDED TOUR OF POPE FARM PARK, MIDDLETON,

2:00 - 3:30 PM, NO CHARGE
Limit 30. Participants are responsible for their own transportation.

TOUR OF FRANK LLOYD WRIGHT'S TALIESIN, SPRING GREEN,

3:15-5:00 PM $55, $50 FOR SENIORS 62 AND OVER
Limit 20. Tours conducted by Taliesin staff. Participants are responsible for their own transportation.

**FOR MORE INFORMATION**

Contact Amy Norlin at 608-264-6579 or amy.norlin@wisconsinhistory.org

# REGISTRATION FORM

**ALL REGISTRATIONS MUST BE PREPAID BY CHECK OR CREDIT CARD**
**POSTMARKED BY SEPTEMBER 25, 2015**
**ONE REGISTRATION FORM PER PERSON**

Name and Organization

Address, City, State, Zip

Telephone, Email

**PAYMENT INFORMATION:** ALL REGISTRATIONS MUST BE PREPAID BY CHECK OR CREDIT CARD POSTMARKED BY SEPTEMBER 25, 2015

**EARLY BIRD REGISTRATION BY AUGUST 21**

- ☐ FRIDAY AND SATURDAY $110
- ☐ 10% MEMBER DISCOUNT $100
- ☐ FRIDAY ONLY $65
- ☐ 10% MEMBER DISCOUNT $58
- ☐ SATURDAY ONLY $60
- ☐ 10% MEMBER DISCOUNT $54

**REGULAR REGISTRATION**
**AFTER AUGUST 21 AND PRIOR TO SEPTEMBER 25**

- ☐ FRIDAY AND SATURDAY $130
- ☐ 10% MEMBER DISCOUNT $117
- ☐ FRIDAY ONLY $70
- ☐ 10% MEMBER DISCOUNT $63
- ☐ SATURDAY ONLY $65
- ☐ 10% MEMBER DISCOUNT $58

**SPECIAL STUDENT RATES** – INCLUDE COPY OF VALID STUDENT ID

- ☐ FRIDAY AND SATURDAY $60
- ☐ FRIDAY ONLY $35
- ☐ SATURDAY ONLY $35

WHS MEMBER DISCOUNT CANNOT BE APPLIED TO STUDENT RATES

WISCONSIN HISTORICAL SOCIETY MEMBERSHIP
MEMBER NUMBER: # _____

DON'T HAVE YOUR MEMBERSHIP NUMBER? CALL 1-888-748-7479

**REGISTRATION AMOUNT DUE:** _____

**OPTIONAL ACTIVITIES:**

**FRIDAY EVENING:**

☐ SPRECHER'S RESTAURANT DINNER WITH FRIENDS, MIDDLETON
FRIDAY, 5:30-7:30 PM. DINNER IS ON A SELF-PAY BASIS.

**SATURDAY TOURS, CHOOSE ONE ONLY:**

☐ FRANK LLOYD WRIGHT'S TALIESIN, SPRING GREEN
PARTICIPANTS ARE RESPONSIBLE FOR THEIR OWN TRANSPORTATION
SATURDAY, 3:15 PM, LIMIT 20 $55, $50 FOR SENIORS 62 AND OVER

☐ FRANK LLOYD WRIGHT'S FIRST UNITARIAN SOCIETY MEETING HOUSE, SHOREWOOD HILLS. BUS TO LEAVE FROM MADISON MARRIOT WEST HOTEL
SATURDAY, 2:00 PM, LIMIT 30 $25

☐ TOUR OF POPE FARM PARK, MIDDLETON
PARTICIPANTS ARE RESPONSIBLE FOR THEIR OWN TRANSPORTATION
SATURDAY, 2:00 PM, LIMIT 30 NO CHARGE

**ACTIVITY AMOUNT DUE:**_____

IN ADDITION TO OPEN SESSIONS,
**I WOULD LIKE TO ATTEND THE FOLLOWING WORKSHOPS:**
Space is limited for each workshop, please call 608-264-6579 for availability:

**FRIDAY: 9:15**AM-**12:00**PM

- ☐ Laying the Foundation for Preservation – limit 30 participants
- ☐ Home Movies & Amateur Films as Local History – limit 15 participants
- ☐ Moving Your Collections – limit 40 participants
- ☐ Membership 201: Take Your Membership Program to the Next Level – limit 25 participants
- ☐ Archives 101: Processing Archival Collections – limit 40 participants

**FRIDAY: 1:45-4:30**PM

- ☐ Copyright & Legal Issues for Archivists, Librarians and Public Historians – limit 30 participants
- ☐ Planning Digital Projects – limit 24 participants
- ☐ "The Buck Starts Here" Fund Raising Plan – limit 40 participants
- ☐ Creating Corporate Membership – limit 30 participants
- ☐ Managing Your Collections with PastPerfect – limit 30 participants
- ☐ Forest Products Lab Offsite Tour – limit 20 participants

**SATURDAY: 9:15**AM-**12:00**PM

- ☐ Genealogical Collections: Online & Offline – limit 30 participants
- ☐ Exhibit Makeover: Adding New Elements to Existing Exhibits – limit 30 participants
- ☐ Papers, Pictures & Patrons: Archives Management Basics – limit 30 participants
- ☐ Wisconsin 101: Interpreting History with Objects – limit 30 participants
- ☐ Basics of Collections Care – limit 30 participants

**PAYMENT METHODS:** ALL REGISTRATIONS MUST BE PRE-PAID BY SEPTEMBER 25, 2015 ONE REGISTRATION FORM REQUIRED FOR EACH INDIVIDUAL

☐ CHECK (MAKE PAYABLE TO WISCONSIN HISTORICAL FOUNDATION)

☐ VISA ☐ MASTERCARD

Card Number _____ Security Code_____ Exp Date _____

Name on Card_____

Signature _____

**SEND YOUR COMPLETED REGISTRATION FORM & PAYMENT BY SEPTEMBER 25, 2015:**
WISCONSIN HISTORICAL SOCIETY • ATTN: AMY NORLIN • 816 STATE STREET • MADISON WI 53706

LOCAL HISTORY AND HISTORIC PRESERVATION CONFERENCE • OCTOBER 9-10, 2015

WISCONSIN HISTORICAL SOCIETY

# Ninth Annual Local History and Historic Preservation Conference

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WISCONSIN COUNCIL FOR Local History

Middleton, Wisconsin

Madison Marriott West/Middleton Conference Center

OCTOBER 9–10, 2015