

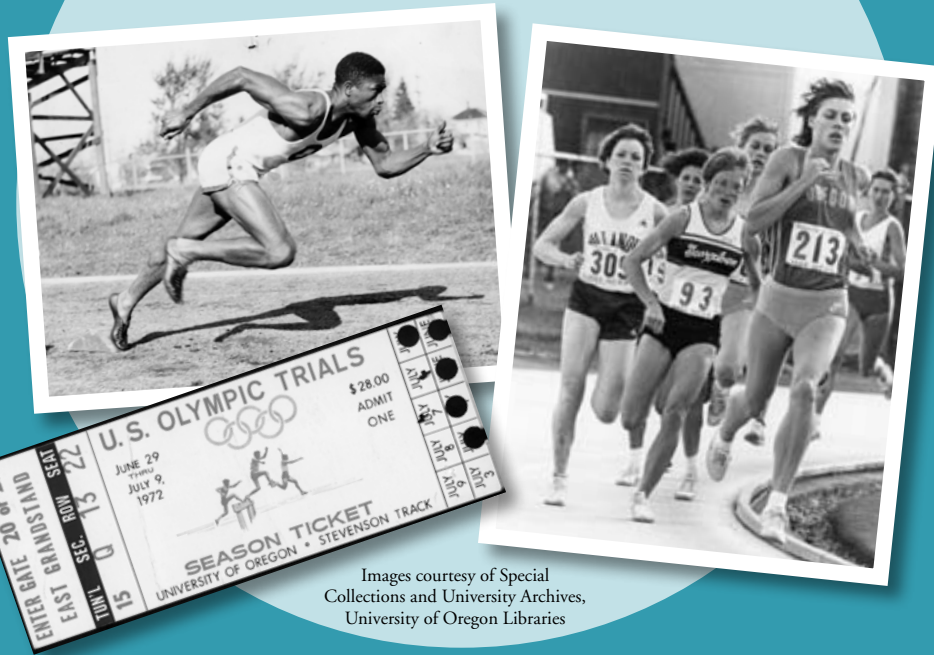
OREGON *Heritage* CONFERENCE

MAY 4-6, 2008
EUGENE

Eugene's unique athletic heritage provides the setting for a fast-paced, inspiring and informative 2008 Oregon Heritage Conference.



*"Go The Distance!
Sustain Oregon's Heritage!"*



Images courtesy of Special Collections and University Archives, University of Oregon Libraries

Bring a friend! Bring a team!



Heritage Programs Division
Oregon Parks and Recreation Department
725 Summer Street NE, Suite C
Salem, OR 97301-1266

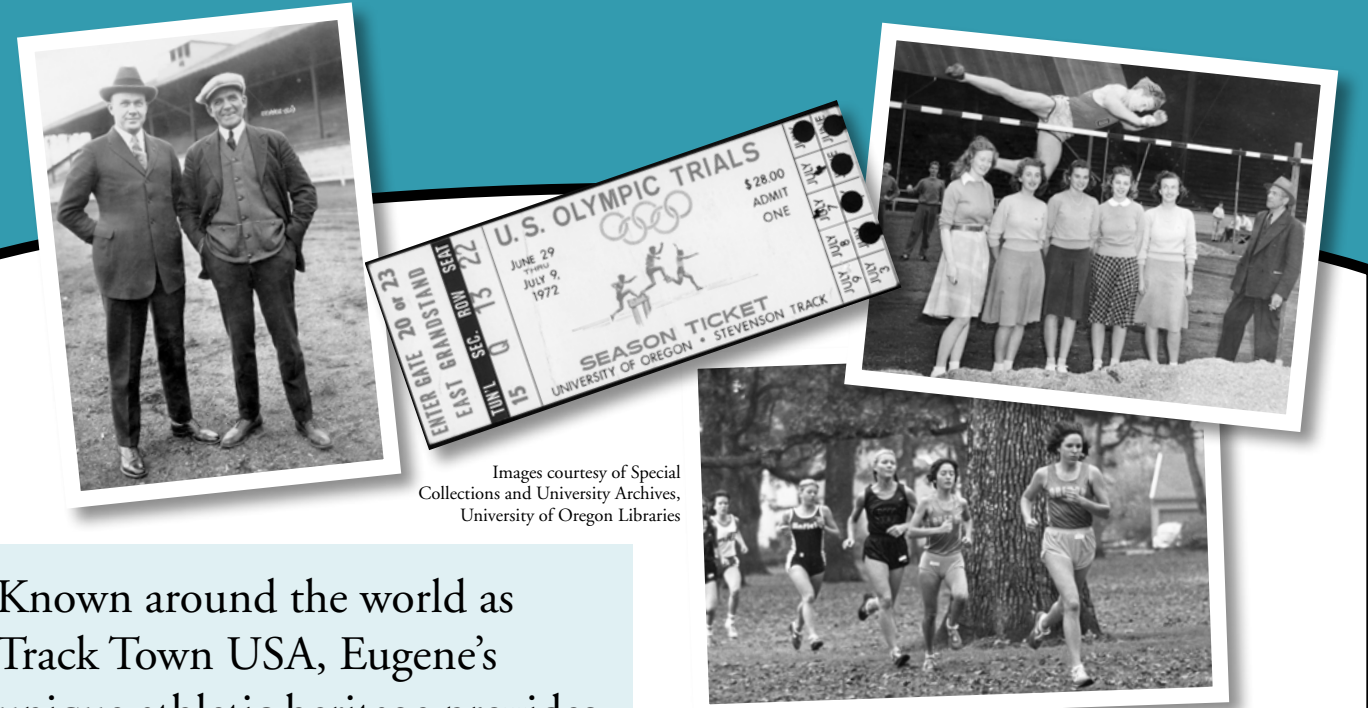
RETURN SERVICE REQUESTED

OREGON *Heritage* CONFERENCE

MAY 4-6, 2008 • EUGENE



"Go The Distance! Sustain Oregon's Heritage!"



Images courtesy of Special Collections and University Archives, University of Oregon Libraries

Known around the world as Track Town USA, Eugene's unique athletic heritage provides the setting for a fast-paced, inspiring and informative 2008 Oregon Heritage Conference.

Eugene's track heritage will be at the front of the city's attention May 4-6 as it prepares for the US Olympic Trials. Join hundreds of other Oregon heritage and community leaders in learning first-hand how-to strengthen heritage efforts in your area.

You will learn tips that you can sprint home and implement immediately, and also take back practical information on sustaining heritage organizations and preservation for the long run.

Staff and volunteers from historical societies, historic landmarks commissions, schools, humanities groups, local and state agencies, museums, tourism and economic development organizations, tribal governments, and history buffs have participated in previous conferences.

You will win four ways:

- Learn how diverse community interests and organizations can participate in heritage programs for the whole community.
- Explore a multi-disciplinary approach to preserving and promoting Oregon's heritage.
- Take home practical ideas for heritage projects in your community and how to fund them.
- Interact with people of like interests.

Lodging

The Oregon Heritage Conference is taking place at the Valley River Inn in Eugene. A special conference rate of \$119 (single or double) plus tax is available at the Valley River Inn.

To make your reservation, call 1-800-543-8266 and request the Oregon Heritage Conference rate. (It is best to call for reservations from 7 a.m.-4:30 p.m. Monday-Friday.)

Excellence Awards

Become inspired at the second Oregon Heritage Excellence Awards presentations. The awards recognize individuals, businesses, and organizations for outstanding efforts on behalf of Oregon heritage. The Heritage Programs Division of the Oregon Parks and Recreation Department, which houses the Oregon Heritage Commission and the Oregon State Historic Preservation Office, will present the awards.

Workshops

A special half-day workshop on exhibit development and a full-day workshop on historic cemetery maintenance and repair will be taught by experts. There will also be multiple sessions on important heritage topics. The conference is a great opportunity to learn new techniques, or refresh old ones.

CONFERENCE HIGHLIGHTS

- More than 30 panels and tours devoted to key challenges facing Oregon's diverse heritage community.
- The second annual Oregon Heritage Excellence Awards banquet. First Lady Mary Oberst will assist with the awards presentation.
- Informative and inspiring presentations by well-known authors Jim Loewen and Bob Welch.
- Unique panels of leading Oregon archaeologists on their latest discoveries and issues.
- Special workshops on exhibit development and historic cemetery maintenance and repair.
- Presentations by three top university students on Oregon heritage topics.
- A new Exhibit Hall full of information, ideas and networks.

SPONSORS

(as of February 25)

Gold Medal

Oregon Parks and Recreation
Department
E. John Rumpakis
Travel Oregon
Entrix, Inc.

Silver Medal

Architectural Resources Group
Oregon Department of
Transportation
Oregon Heritage Trust
University of Oregon

Bronze Medal

C.R. Ogilby and Co.
Coquille Indian Tribe
GKA Lighting Inc.
Plateau Archaeological Investigations, LLC
PreservationDirectory.com



A statue in downtown Eugene shows the late author Ken Kesey reading to his grandchildren.

Noon

Luncheon – “Oregon’s Presidential Winner: The Herbert Hoover for President 2008 Campaign Speech”

Just two weeks before the Oregon presidential primary election, the manager of the 2008 Hoover for President campaign talks about Hoover's childhood in Oregon, his love of fishing the McKenzie River, and how the former president would lead the nation if elected this year.

1:45 p.m.

An Extra Lap

Here's a chance to visit those Lane County heritage sites and organizations that you've never visited before.

1:30 p.m.

Oregon Heritage Commission and Oregon Commission on Historic Cemeteries meetings

(Conference schedule subject to change.)



The McMorran and Washburne Department Store Building in downtown Eugene was renovated with the help of state and federal incentive programs.



REGISTRATION FORM • 2007 OREGON HERITAGE COMMISSION

Name _____
Organization _____
Address _____
City _____ Zip Code _____
Phone _____ E-mail _____

Please check which of the following events you plan to attend:

Sunday

- Historic Cemeteries Workshop 101 (evaluate, clean and repair markers)
- Historic Cemeteries Workshop 102 (form new bases and basic marker repair)
- Preservation With Partners Tour
- Covered Bridges Of Lane County Tour
- Awards Dinner

Monday

- Running the Gamut: Exhibit Development Workshop
- Luncheon Speaker Jim Loewen

Tuesday

- Breakfast Speaker Bob Welch
- Tracking Campus Heritage Tour
- Oregon's Presidential Candidate Luncheon

Please list any special needs. _____

Registration Fee

Full Conference Registration	\$145 _____
Sunday only	\$45 _____
Awards Banquet only	\$35 _____
Monday only	\$75 _____
Tuesday only	\$40 _____

I am making the enclosed payment:

Check _____ Money Order _____
(payable to the Oregon Parks and Recreation Department)

Credit Card (circle one): Visa Mastercard

Number _____

Expiration Date _____

Send your complete registration form and payment to:

Oregon Heritage Conference,
Oregon Parks and Recreation Department
725 Summer St. NE, Suite C
Salem OR 97301-1266



Photo courtesy of the Lane County Historical Society and Museum.

D. More than Stats: Writing biographies

Biography is an important part of history and heritage. It gives insight into well-known people, and exposes us to people often lost in traditional historical accounts. Learn from experts how to write and incorporate biography into your website, publications, newsletters, and programs.

3:15-4:45 p.m. Heat 6

A. Passing the Torch: Baby Boomers as Volunteers

Explore the different culture of volunteerism Baby Boomers have compared the current retired volunteers. This new wave of retirees is already planning their activities. Discussion will include how to adjust for this and the variety of volunteers of all generations.

B. Endowments: One Tool for Your Nonprofit's Sustainability

The creation of endowment often is a positive turning point in an organization's life. Along with the welcome aspects of endowment, including a stable income stream and greater confidence, come new responsibilities and needs. Join staff from The Oregon Community Foundation to discuss organizational indicators and steps for endowment building success.

C. Treading Lightly: Preserving Archaeological Sites in Your Community

Archeological sites across Oregon are endangered. Hear how individuals and organizations have used planning and education to preserve these resources and raise public awareness of them.

D. Gold Medal Students – Oregon Heritage Fellows

Three of Oregon's bright university students have been selected to present new research into Oregon's history and heritage. The presentations include "The Oregon Chautauqua Circuit: Building the Foundation of the Oregon Shakespeare Festival," "Living with Exclusion: Chinese Merchants in Baker City, Oregon, 1899-1915," and "Women and Material Culture in 19th Century Oregon."

5:30 p.m. Youth Heritage Performance:

6:30 p.m. Reception

8:30 p.m. Oregon at the Movies II

Tuesday May 6

7:30 a.m. Breakfast

8 a.m. Morning Speaker

Eugene writer and speaker Bob Welch talks about whether track is Eugene's primary heritage, and how heritage organizations can impact their communities.

9:15 a.m. Heat 7

A. Winning Strategies: Making Grant Management Easy

Learn how to successfully manage grants from people who have been there and done that.

B. Marathon: Commemorating Oregon's 150th Birthday

Learn about statewide events planned for the sesquicentennial, how you can take advantage of them, how other communities are already at work, and how to connect with planning efforts in your community.

C. Highlights Show: Amazing Archaeological Research in Oregon

Archaeologists work outdoors and indoors to uncover some amazing facts about the area now called Oregon.

D. Tour: Tracking Campus Heritage

This guided walk of the University of Oregon campus includes learning how museum educators work with different types of audiences, how history and heritage is incorporated into many campus structures, and how you can successfully digitize your collections to increase public access to it. Preregistration required. (Tour will return to the hotel in time for lunch.)

10:45-Noon Heat 8

A. Sustaining Your Collections Pace: A New Paradigm

Organizations across the state are struggling to deal with mountains of artifacts and other heritage material. Hear how veterans wisely manage collections by limiting collections, dealing with would-be donors, developing policies, and making the most of your collections' interpretive value.

B. The Word on Heritage: Sustaining Culture through Language

Panelists describe how some Oregon tribal communities are preserving and restoring their languages. Speakers will discuss how they have learned their languages, the ways that the languages are used in their communities, and language-learning pathways, from organized immersion preschools and college-level courses, to self-directed methods of language learning, such as directly from elder speakers or using previously-recorded materials.

C. Blazing Ahead: A Review of the Oregon Trail Remains

The Oregon California Trails Association will review the current information about the Oregon Trail, and issues related to it.

Continued on next page

Keynote speakers

James Loewen

James Loewen's gripping retelling of American history as it could be taught, *Lies My Teacher Told Me*, has sold more than 800,000 copies and continues to inspire K-16 teachers to get students to challenge, rather than memorize, their textbooks.

Loewen taught race relations for 20 years at the University of Vermont and now lives in Washington, D.C., continuing his research on how Americans remember their past. *Lies Across America: What Our Historic Sites Get Wrong* came out in 1999. The Gustavus Myers Foundation named his most recent book, *Sundown Towns*, a "Distinguished Book of 2005."

He has been an expert witness in more than 50 civil rights, voting rights, and employment cases. His awards include the Spivack Award of the American Sociological Association for "sociological research applied to the field of intergroup relations," the American Book Award (for *Lies My Teacher Told Me*), and the Oliver Cromwell Cox Award for Distinguished Anti-Racist Scholarship. He is also Distinguished Lecturer for the Organization of American Historians.

Bob Welch

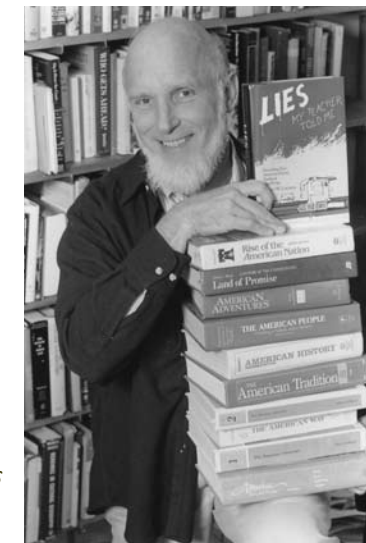
Start Tuesday, May 6, off right with gifted speaker and award-winning author Bob Welch, who as a journalist has watched the Eugene-Springfield area and its track heritage evolve for more than 35 years.

Welch wrote *American Nightingale* about the first nurse to die after the landings at Normandy. *Publishers Weekly* called the book a "stirring story". He has written seven other books, including *My Oregon*, *A Father for All Seasons*, and *Where Roots Grow Deep*.

A versatile writer, his articles have appeared in *Reader's Digest*, *Sports Illustrated*, *Runners World* and the popular *Chicken Soup for the Soul* series. For five of the last seven years, he has been honored by the National Society of Newspaper Columnists. He has served as a judge for numerous writing events, including the 2005 and 2006 Erma Bombeck Humor Writing awards.

Oregon Heritage Fellows

Three top Oregon university students will make their presentations at the inaugural Oregon Heritage Fellows session on Monday, May 5. Learn how the next generation of heritage scholars look at early 20th century Chinese businessmen in Baker City, the Oregon Chautauqua circuit and its impact on the development of the Oregon Shakespeare Festival, and the material culture practices of Euro-American and Indian women in the 19th century of Oregon.



James Loewen



Bob Welch

About the Eugene-Springfield area

Eugene will host the 2008 U.S. Olympic Team Trials for track and field this summer. The city is famous for its rich track and field history, including the only city to host three consecutive U.S. Olympic Team trials in 1972, 1976 and 1980.

While the cities of Eugene and Springfield may be best known for this unique heritage, they are diverse cultural communities. There are more than 20 museums and historical attractions, including the major archaeological repository in the state. Both cities have historic landmarks commissions.

Some of the most interesting archival collections and the state's newspaper microfilm project are located in the University of Oregon Library's special collections area. The oldest pair of footwear in the state – 10,000-year-old sandals – can be found at the UO's Museum of Natural and Cultural History.

Lane County is also home to two-dozen historic cemeteries and 20 covered bridges dating back as early as 1920; many are listed on the National Register of Historical Places. Fourteen are still open to traffic.

For more about what you can do while in Eugene and Springfield, go to www.visitlanecounty.org

Conference website

For complete and up-to-date information about the Oregon Heritage Conference, go to its website at <http://egov.oregon.gov/OPRD/HCD/OHC/Conference.shtml>

Scholarships

The Oregon Heritage Trust is providing a limited number of scholarships for people from organizations with annual budgets under \$50,000. To apply, have your organizational president send a letter by April 27 to the Oregon Heritage Trust, PO Box 3041, Portland, OR 97208-3041 stating the name of the organization's representative (the scholarship recipient) who will attend the conference and that the organization wishes to apply for a scholarship to support that participation.

If the scholarship application is approved, the representative will need to send by May 22 a letter describing the benefits they received at the conference before the scholarship is paid. Scholarships will be paid to the sponsoring organization rather than directly to the conference participant.



Photo courtesy of the Lane County Historical Society and Museum.

CONFERENCE SCHEDULE

Saturday May 3

The Oregon Historic Cemeteries Association annual meeting will take place in Eugene. For more information, visit www.oregoncemeteries.org.

Sunday May 4

Tour: Thompson's Mills State Heritage Site

This new state park is open 9 a.m.-4 p.m. Saturday and Sunday.

11 a.m. Registration

10 a.m.-3 p.m. Sustaining Memorials: Cemetery Maintenance and Repair 101 & 102

The first hands-on workshop will show you how to evaluate, clean and repair markers, while the second will let you learn how to form new bases and to do basic marker repair. Pre-registration required.

1 p.m. Heat 1

A. Picking Up the Pace: Heritage on the Web

Today, it's not about IF you're on the Web, it's about how you USE the Web. Learn 10 important characteristics of heritage websites, as well as the latest developments and trends, including interesting content, interactive possibilities, partnerships and links, marketing. (The panel will conclude at 2:45 p.m.)

B. Tour: Preservation with Partners

A team of organizations and individuals support Springfield's heritage resources. Hear them tell how they successfully undertake preservation, development, promotion and education efforts as you tour the city's Historic Washburne

District, the Springfield Museum, and the historic Dorris Ranch. Pre-registration required. (The tour will conclude at 5 p.m. at the hotel.)

C. Tour: The Covered Bridges of Lane County

Oregon has the best collection of covered bridges in the West. This tour by Oregon Department of Transportation engineers and preservationists will highlight three bridges that each show unique aspects of these Oregon-built structures. Pre-registration required. (The tour will conclude at 5 p.m. at the hotel.)

3-5 p.m. Heat 2

A. Approaches to Living History

Experienced panelists will present several perspectives about and approaches to living history. This will be done through presentations by organizations that have used living history to preserve culture, share personalities, or create re-enactments.

D. Going Green: Sustaining Heritage and Heritage Organizations

Sustainability takes many forms: financial, structural, environmental, and organizational. Hear how you can implement sustainability or green factors into historic preservation, historic cemeteries, and heritage organizations. (Begins at 3:30 p.m.)

5:30 p.m. The Warm-Up Hour

6:30 p.m. Oregon Heritage Excellence Awards Dinner

Join First Lady Mary Oberst in honoring individuals, businesses and organizations for their outstanding efforts in Oregon heritage.

Continued on next page

9 p.m. Oregon at the Movies I

Learn about some of the movies filmed in Oregon from people who were there. And have fun watching some of the state's finest films.

Monday May 5

7 a.m. Registration

7:30 a.m. Breakfast

8 a.m. Milestones – The State of Oregon Heritage

Learn about major statewide heritage issues and what leaders expect will happen during the coming year.

9 a.m. The Slow Lane Exhibit Hall (until 3:30 p.m.)

More than 15 organizations will have displays, exhibits, information and people to talk about their current efforts and answer questions for you. Take time to meet a potential collaborator, or a new funder. Greet old friends, and meet new people.

9:15-10:30 a.m. Heat 3

A. Textiles for the Long Run: Research, Interpretation, Care, & Display

Textiles in historic collections have many uses and values. As the 75th anniversary of the New Deal begins, learn how Timberline Lodge and other heritage organizations care, interpret, store and display these important items. Understand how the Siletz Tribe works to maintain the cultural integrity of artifacts. Learn tips for cleaning, long term storage, pest control, display, and more.

B. Keeping in Shape: Keeping Your Historic Building Historic

Keeping the Secretary of Interior's Standards in mind, hear about the right and the wrong way to treat your historic building. Familiarize yourself with new products and techniques that you may not have heard of.

C. Health for the Heart of Town: Oregon Main Street Program

Oregonians tell how they have revitalized their communities' historic business areas and infrastructure, and the new Oregon Main Street Program reveals its plans to help them.

D. Running the Gamut: Exhibit Development for Museums, Parks, Heritage Areas, Downtowns, etc. Workshop (2 parts)

Exhibits are valuable for all kinds of heritage sites from "permanent panels" in parks, historic districts and cemeteries to temporary exhibits in museums. This two-session workshop will show you how to incorporate multiple perspectives, make connections to the visitors, and more. The second half will be a hands-on activity for attendees to work with exhibit planning and ideas for your own sites. (This session will end at noon.)

10:45-Noon Heat 4

A. With Wind and Rain In Your Face: Racing to Survive Disaster

Disasters can come without warning, or without precedent. Hear from people who have dealt with disasters and learn important planning tips from them.

B. Hitting Your Stride: How to Run Successful Meetings

Join landmarks commission members discussing the ins and outs of running smooth, fair and responsible commission meetings, including tips on communication and process.

C. Heritage Tourism: Teamwork for the Long Run

Successful heritage tourism is more than just turning the key to open your door. It's about customer service, collaboration, and much more. Learn how your heritage organization can become connected to heritage tourists, and how heritage organizations in Oregon and Washington are working together to attract heritage tourists.

Noon Luncheon: Keynote Speaker Jim Loewen

Do communities, school and heritage sites really tell the truth? Hear this best-selling author tell what he's seen across the United States, and how improving heritage education and interpretation can improve communities.

1:45-3:00 pm Heat 5

A. Stretching and Maintaining Foundation Connections

Various Oregon foundations and grantors give you insights on characteristics of organizations they fund, how-to find the right match for your organization, and how-to-build strong relationships with those organizations.

B. Star Power: Finding, Promoting (and preserving) the Architectural Gems

Get a running start learning how the new SHPO survey process work. Learn how to turn your survey information into financial incentives for property owners, and discuss how you can get the most bang for your buck from a survey.

C. Lettering in Heritage: Reaching Youth through School

Heritage organizations and schools together can inspire and work with youth. Heritage folks should explore a multifaceted approach for getting involved with the schools. Whether through a teacher, a principal or an education service district these approaches benefit the student, school and heritage organization. Panelists will discuss process, results, successes, difficulties.

Continued on next page



Photo courtesy of the Lane County Historical Society and Museum.