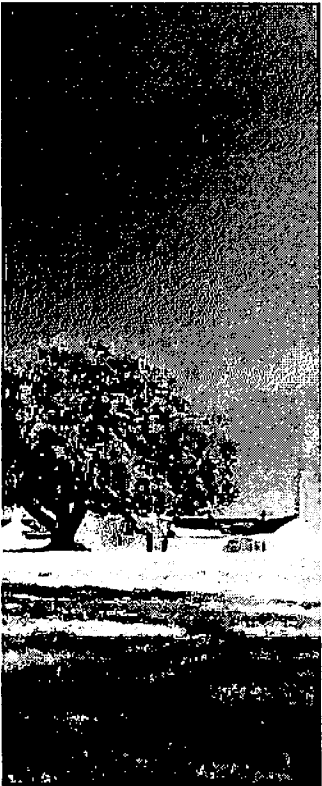


ANNUAL HISTORIC PRESERVATION CONFERENCE



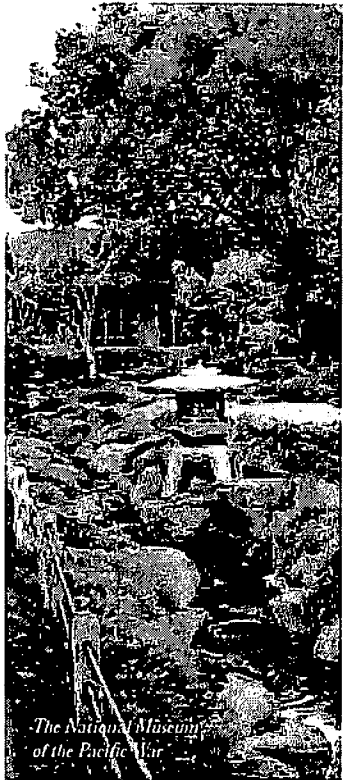
May 1-3, 2008

Omni Bayfront Hotel

Corpus Christi, Texas

EXPLORE THE SITES AND STORIES OF TEXAS

EXPLORE THE SITES AND STORIES OF TEXAS



Sun-drenched beaches and swaying palms lure visitors to the communities of South Texas. The Texas Historical Commission (THC) invites you to share experiences and explore coastal treasures in the seaport city of Corpus Christi on May 1–3 at the 2008 Annual Historic Preservation Conference.

This year's conference focuses on heritage tourism, including two dynamic components: the THC historic sites and the Texas Heritage Trails Program. Learn about the latest trends such as culinary tourism, how to promote to varied audiences and how successful sites — dance halls, heritage gardens and house museums — create memorable visitor experiences. Activities include:

- Tours of the Corpus Christi Museum of Science and History, the Corpus Christi Cathedral and the Centennial House
- Dinner aboard the *USS Lexington* celebrating the THC's annual awards
- Keynote address by Berkeley Young, presenting "The Top 10 Trends in Travel and Tourism"
- Sessions on interpretive planning, marketing strategies, maintaining partnerships and overcoming issues facing today's museums
- Workshops and sessions by John Veverka, an expert on creating outstanding heritage tourism experiences
- Sessions on mid-century architecture, historic cemeteries, the national historic trails and finding money for your preservation projects
- An evening awards dinner hosted by conference sponsor Preservation Texas
- A celebration luncheon highlighting 10 years of the Texas Heritage Trails Program



Don't miss the opportunity to meet new people and network at the Preservation Marketplace and many conference sessions. We hope to see you there!

TEXAS HISTORICAL COMMISSION'S WELCOME ABOARD!

Thursday, May 1, 6-9 p.m.
Historic *USS Lexington*

All hands on deck for an opening night of fun as we celebrate the THC's annual award winners.

Reservations required. Cost: \$55.

OPENING SESSION

Friday, May 2, 8:30-10 a.m.

Omni Bayfront Hotel

Berkeley Young, president of Young Strategies, a tourism research firm, will reveal national trends in cultural and heritage tourism experiences.

THC AWARDS LUNCHEON

Friday, May 2, Noon-1:30 p.m.

Omni Bayfront Hotel Ballroom

The THC will recognize the T.R. Fehrenbach book award winners and present its Distinguished Service Awards.

Reservations required. Cost: \$30.

PRESERVATION TEXAS

TREASURES OF TEXAS AWARDS DINNER

Friday, May 2, 6:30-9 p.m.

Omni Bayfront Hotel Ballroom

Join the Board of Directors and staff of Preservation Texas in honoring outstanding Texans and their achievements in historic preservation.

Reservations required. Cost: \$55.

EGGS AND IDEAS:

CHC NETWORKING BREAKFAST

Saturday, May 3, 7:30-8:30 a.m.

Omni Bayfront Hotel

Individuals and organizations joining forces for a common goal are often more successful in preservation efforts. Join your local county historical commission members for this networking opportunity.

Reservations required. Cost: \$22 includes breakfast.

CELEBRATION LUNCHEON

Saturday, May 3, 11:30 a.m.-1:30 p.m.

Omni Bayfront Hotel

Celebrate "The Power of the Past" at our finale event where we toast 10 years of the THC's heritage tourism program with Sherry Wagner of San Antonio, an internationally recognized preservation consultant.

Reservations required. Cost: \$30.

THURSDAY, MAY 1, 2008

9 a.m.-5 p.m.

REGISTRATION

1-5 p.m.

BUS TOUR: Corpus Christi Museum of Science and History

A behind-the-scenes tour of the La Salle Odyssey and Spanish shipwreck exhibits, with presentations on the organizational efforts of the Odyssey exhibits and classroom programs.

Rick Stryker, museum director, and several guest speakers

Reservations required. Cost: \$30.

BUS TOUR: Corpus Christi Cathedral and the Centennial House

Tour two of the oldest buildings in Corpus Christi.

Reservations required. Cost: \$30.

1:30-4:30 p.m.

CONCURRENT WORKSHOPS

WORKSHOP: The Role of Interpretation in Creating Sustainable Heritage Experiences

Discover why interpretation is the most powerful communication strategy to plan, develop and sustain successful heritage tourism programs.

John Veverka,

John Veverka and Associates

Reservations required. Cost: \$25.

WORKSHOP:

Empowering County Historical Commissions (CHC)

Learn how your CHC can evaluate, strengthen and promote its efforts in key areas such as organization, membership, training, core preservation activities and advanced preservation programming.

Reservations required.

Cost: \$10.

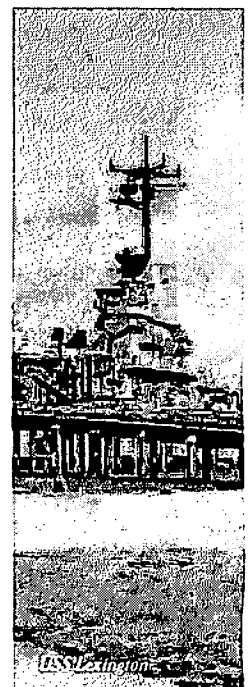
6-9 p.m.

THC AWARDS DINNER

Join us for dinner and our annual awards aboard the *USS Lexington*.

Reservations required.

Cost: \$55.



FRIDAY, MAY 2, 2008

8 a.m.-5 p.m.

REGISTRATION

8:30-10 a.m.

OPENING SESSION:

Trends in Cultural and Heritage Travel

Hear "The Top 10 Trends in Travel and Tourism," and how they relate to cultural and heritage travel.

■ Berkeley Young, Young Strategies, Inc.

9 a.m.-5 p.m.

PRESERVATION MARKETPLACE and ASK THE STAFF

10:30-11:45 a.m.

CONCURRENT SESSIONS

Working with Your Board of Directors

Find out what works (or doesn't) when working with boards for any organization.

■ Berkeley Young, Young Strategies, Inc.

The Power of Regional Interpretative Planning
Regional interpretive master planning allows a region to create a "mass customization" approach to heritage tourism and interpretation marketing.

■ John Veverka,
John Veverka and Associates

Mining the Gold: Seeking New and Innovative Funding Sources
Gather new ideas and strategies for improving your success with grants and hear from a grant guru.

■ Robert Oliver, Chisholm Trail Museum, Cuero
■ Toni Turner, THC development officer

Noon-1:30 p.m.

THC AWARDS LUNCHEON

2-3:15 p.m.

CONCURRENT SESSIONS

Establishing, Cultivating and Maintaining Partnerships
Partnering provides many benefits. Hear how two heritage regions engaged in successful strategies.

■ Nancy Deviney, board secretary, Texas Tropical Trail Region
■ Margaret Hoogstra, regional coordinator, Texas Forts Trail Region

Conducting Your Own Heritage Tourism Research

How do you know what your visitors want if you don't ask them? Learn how to gather feedback on a shoestring budget.

■ Berkeley Young, Young Strategies, Inc.

Innovative Marketing Strategies in a Technological World

Keep up with the ever-changing technology world. From MP3 technology to blogs — learn about it all in this informative session.

■ Beth Nobles, regional coordinator, Texas Mountain Trail Region
■ Chris Valentine, CEO and founder, Adeo Tours

3:15-3:30 p.m.

BREAK

3:30-4:45 p.m.

CONCURRENT SESSIONS

Ask John Veverka

Bring your community or site interpretive planning questions for a brief discussion with John.

■ John Veverka,
John Veverka and Associates

Visit a Historic Site?

It's Just Boring Old Stuff, Right?
Learn how three different historic sites create a special experience for visitors.

■ Buddy Garza, site manager, Fort McKavett State Historic Site
■ Diana Kirby, site manager, Fulton Mansion State Historic Site
■ Jennifer Price, site manager, Caddoan Mounds State Historic Site

Creative Marketing and Promotional Opportunities

Discover how cooperative advertising and creative marketing initiatives can expand budget dollars and free promotional opportunities provide added value.

■ Doris Howdeshell, travel division director, Texas Department of Transportation
■ Emily Lutz, regional coordinator, Texas Brazos Trail Region



The Mod Squad: Identify and Appreciate Mid-century Architecture in Urban and Coastal Texas

Find out about mid-century architecture resources in several Texas cities and how to apply similar strategies in your community.

- Stephen Fox, architectural historian, The Anchorage Foundation of Texas
- Ben Koush, board member, Houston Mod
- Katherine Seale, executive director, Preservation Dallas

Cemeteries, Dance Halls and Gardens: Heritage Tourism Treasures

Learn creative ways communities have showcased their often-forgotten heritage treasures.

- Brian Bray, historic sites manager, Nacogdoches
- Kathy Carter, director, Fayette Heritage Museum and Archives
- Steph McDougal, Texas Dance Hall Preservation, Inc.

6:30-9 p.m. PRESERVATION TEXAS DINNER

SATURDAY, MAY 3, 2008

7:30-8:30 a.m. CHC NETWORKING BREAKFAST

8:45-10 a.m. CONCURRENT SESSIONS

Museums of the Future:

The Challenge of Remaining Relevant

A panel of museum leaders discuss how the museum field is evolving. Discover how your museum can flourish in changing times.

- Hal Hamm, director, John E. Conner Museum, Texas A&M Kingsville
- Jennifer Rogers, education director, Texas Maritime Museum
- Rick Stryker, director, Corpus Christi Museum of Science & History

10-10:15 a.m.

BREAK

10:15-11:30 a.m.

CONCURRENT SESSIONS

Identify Your Heritage Region and Its Resources

Hear from two coordinators what is available to regional partners.

- Jill Campbell, regional coordinator, Texas Lakes Trail Region
- Douglas Harman, chair, Texas Lakes Trail Region



A Bite of Culinary Tourism

Join us for this savory session discussing the Fredericksburg culinary tourism initiative and food-related marketing.

- Dianna Howard, Texas Culinary Heritage Association
- Ernie Loeffler, director, Fredericksburg Convention and Visitor's Bureau

El Camino Real de los Tejas National Historic Trail

Get the latest update from the National Park Service (NPS) on development of Texas' first national historic trail and hear how you can get involved.

- Sharon Brown, management assistant, National Trails System, NPS
- Aaron Mahr, superintendent, National Historic Trails, NPS
- Andy Sansom, El Camino Real de los Tejas National Historic Trail Association

Local Communities Connecting Preservation and Heritage Tourism

Successful heritage tourism is a community endeavor. Learn secrets of collaborative planning that make Grapevine and McKinney desirable destinations.

- Rebecka Cook, heritage programs manager, city of Grapevine
- Guy Giersch, historic preservation officer, city of McKinney

11:30 a.m.

CELEBRATION LUNCHEON

10 Years of the Texas Heritage Trails Program

Celebrate "The Power of the Past" at our finale event where we toast 10 years of the THC's heritage tourism program.

- Sherry Wagner, preservation consultant, San Antonio



2008 CONFERENCE SPONSORS & DETAILS

SPONSORS

The 2008 Annual Historic Preservation Conference is sponsored by the Texas Historical Commission (THC) in association with Preservation Texas.



The Texas Historical Commission is the state agency for historic preservation. The THC's mission is to protect and preserve the state's historic and prehistoric resources for the use, education, enjoyment and economic benefit of present and future generations.

Preservation Texas, a not-for-profit membership organization, is the advocate for preserving the historic resources of Texas. Founded in 1985, Preservation Texas is a Statewide Partner of the National Trust for Historic Preservation.

The Friends of the Texas Historical Commission, Inc., is a nonprofit corporation dedicated to its mission of protecting, preserving and promoting Texas' rich and unique heritage. For more information or to make a donation, call Toni Turner at 512/936-2241.

DETAILS



Omni Bayfront Hotel
900 North Shoreline Blvd.
Corpus Christi, TX 78401
361/887-1600
www.omnihotels.com

HOTEL RATES AND DEADLINES

\$99 per night for a single or double room, plus applicable state and local taxes. These are special conference rates only available until Friday, April 11, 2008 or until the room block is full. To secure your room reservation at this special rate, call the hotel number above and mention the Texas Historical Commission conference.

The conference pre-registration deadline is Friday, April 18, 2008.

After this date, all registrations must be made at the conference for an additional \$20 fee. No refunds for registration can be made after this date. We encourage you to pre-register, as the activities fill up quickly.

Persons with special needs should contact the Texas Historical Commission no less than two weeks before the conference. Note: The conference program is subject to change.



ATTENTION EXHIBITORS:

The conference marketplace is an opportunity to share your products and services. Payment is required before space is reserved. For more information, contact Kristie Lawler at 512/936-6441.

2008 ANNUAL CONFERENCE REGISTRATION FORM

Name _____
 Organization _____
 Mailing address _____
 City _____ State _____ Zip _____ County _____
 Daytime phone (include area code) _____
 Email address _____

- Type or print legibly.
- Complete and return this form.
- Use a separate form for each registrant. Name tags and conference packets will be issued only to persons completing a registration form. You may order extra tickets for special events and tours only.
- Use the name and organizational affiliation (if any) as you wish them to appear on your name tag.

BASIC PROGRAM REGISTRATION

The registration fee covers admission to Friday and Saturday sessions, coffee breaks and a conference registration packet. Choose one of the following:

- | | | |
|---|-------|----------|
| <input checked="" type="checkbox"/> Basic registration on or before April 18 | \$90 | \$ _____ |
| <input checked="" type="checkbox"/> Basic registration after April 18 | \$110 | \$ _____ |
| <input checked="" type="checkbox"/> Day ticket fee on or before April 18 | \$60 | \$ _____ |
| Check one <input type="checkbox"/> Fri. <input type="checkbox"/> Sat. | | |
| <input checked="" type="checkbox"/> Day ticket fee after April 18 | \$75 | \$ _____ |
| Check one <input type="checkbox"/> Fri. <input type="checkbox"/> Sat. | | |
| <input checked="" type="checkbox"/> Student with current ID on or before April 18 | \$30 | \$ _____ |
| <input checked="" type="checkbox"/> Student with current ID after April 18 | \$40 | \$ _____ |

TOURS (PRE-REGISTRATION REQUIRED)

Thursday, May 1, 1-5 p.m.

- Bus Tour: Corpus Christi Museum of Science and History _____ @ \$30 \$ _____
 Bus Tour: Corpus Christi Cathedral and the Centennial House _____ @ \$30 \$ _____

WORKSHOPS (PRE-REGISTRATION REQUIRED)

Thursday, May 1, 1:30-4:30 p.m.

- Workshop A: The Role of Interpretation in Creating Sustainable Heritage Experiences \$25 \$ _____
 Workshop B: Empowering County Historical Commissions \$10 \$ _____

Use A or B to denote your workshop choice below. If your first choice is not available, we'll place you in your next available preference.

1st choice _____ 2nd choice _____

MEALS AND SPECIAL EVENTS (PRE-REGISTRATION REQUIRED)

- | | | |
|--|--------------|-----------------|
| THC's Welcome Aboard (Thurs., May 1) | _____ @ \$55 | \$ _____ |
| THC Awards Luncheon (Fri., May 2) | _____ @ \$30 | \$ _____ |
| Preservation Texas Awards Dinner (Fri., May 2) | _____ @ \$55 | \$ _____ |
| CHC Networking Breakfast (Sat., May 3) | _____ @ \$22 | \$ _____ |
| Celebration Luncheon (Sat., May 3) | _____ @ \$30 | \$ _____ |
| TOTAL | | \$ _____ |

**Pre-registration deadline:
 April 18, 2008.**

Registrations after this date must be made at the conference in Corpus Christi with an additional charge of \$20. Requests for refunds must be made in writing and be postmarked by April 18. Refunds are issued after the conference, and all refunds are assessed a \$30 processing fee.

PAYMENT

Specify method of payment (check one):

- Check enclosed (made payable to the Friends of the Texas Historical Commission)
 Purchase Order information
 Number _____
 Billing Information _____

- Credit Card (check one)
 MasterCard Visa
 Name on card _____
 Card Number _____
 Expiration date _____
 Signature (only for credit card payment): _____

(Note: There will be a 5 percent processing fee and a \$.75 transaction fee for credit card charges.)

MAIL OR FAX INFORMATION

Mail this form with payment to:
 Friends of the Texas Historical Commission, Inc., P.O. Box 13497, Austin, TX 78711

Fax registration to 512/463-6374.

Faxed registrations will be accepted only with payment by credit card or purchase order number. Please do not mail a duplicate copy of faxed registrations.



**TEXAS
 HISTORICAL
 COMMISSION**

The State Agency for Historic Preservation

P.O. BOX 12276 • AUSTIN, TX 78711-2276

www.thc.state.tx.us

PRE-REGISTRATION DEADLINE: APRIL 18, 2008

ANNUAL HISTORIC PRESERVATION CONFERENCE 2008

Share your successes and learn something new as we develop ways to build our preservation organizations and resources when we explore the sites and stories of Texas.

- Keynote speaker Berkeley Young, President of Young Strategies, presenting Trends in Cultural and Heritage Tourism
- Tours of Corpus Christi Cathedral and the Corpus Christi Museum of Science and History
- Workshops on county historical commissions and heritage tourism
- Presentations by John Veverka, a specialist on creating sustainable heritage tourism experiences
- Special dinners and award presentations

**PRE-REGISTRATION DEADLINE:
APRIL 18, 2008**



**TEXAS
HISTORICAL
COMMISSION**

The State Agency for Historic Preservation

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