

2014 EAST TENNESSEE PRESERVATION CONFERENCE



**THE
SECRET
IS OUT**

*PRESERVATION AND THE
"EXPERIENCE ECONOMY"*

November 6 - 8 | Oak Ridge, Tennessee



THURSDAY NOVEMBER 6

■ 9:00 AM - 11:50 AM

HISTORIC ZONING COMMISSIONER TRAINING

New Hope Center - Auditorium

The Tennessee Historical Commission in conjunction with ETPA and the Knoxville-Knox County Metropolitan Planning Commission presents the following commissioner training sessions that meet the continuing education requirements for all Certified Local Governments:

■ 9:00 - 9:50 AM

Saving Historic Windows

Dan Brown, Tennessee Historical Commission

■ 10:00 - 10:50 AM

Rehabilitating Downtown Facades

Kaye Graybeal, AICP, Historic Preservation Planner, Knoxville-Knox County Metropolitan Planning Commission

■ 11:00 - 11:50 AM

Design Review for Commercial Infills in Historic Districts

Mike Reynolds, AICP, Planner II, Knoxville-Knox County Metropolitan Planning Commission

■ 12:00 PM

CONFERENCE REGISTRATION OPENS

New Hope Center - Main Lobby

■ 1:00 PM - 1:50 PM

WELCOME & OPENING REMARKS

New Hope Center - Auditorium

Featuring Mayor Tom Beehan [invited] of Oak Ridge, Mayor Terry Frank of Anderson County.

THE OAK RIDGE STORY

Enjoy noted Oak Ridge historian **Ray Smith** as he tells the story of the Secret City's fascinating and powerful impact on our region and the world.

■ 2:00 PM - 2:50 PM

TELLING THE Y-12 & K-25 STORIES TO FUTURE GENERATIONS

New Hope Center - Auditorium

Join Phil Thomason of Thomason and Associates, the firm behind the Preservation Plans for Y-12 and the Oak Ridge National Laboratory, and Karen Doughty, an environmental manager for the U.S. Department of Energy and its K-25 Historic Preservation Initiative, as they discuss preservation efforts for Oak Ridge's Manhattan Project and Cold War-era properties. Phil and Karen will discuss the unique opportunities and challenges for the preservation and interpretation of Oak Ridge's scientific and nuclear programs. *AIA Credit Pending

■ 3:00 PM - 3:50 PM

ADPATIVE REUSE - THE FUTURE OF BRUSHY MOUNTAIN PRISON

New Hope Center - Auditorium

Pete Waddington and Brian May with the Brushy Mountain Group reveals their vision for the future of the historic Brushy Mountain State Penitentiary site in Morgan County. This project is an exciting example of how existing historic assets could be adapted to new uses in order to foster economic development in rural locations. *AIA Credit Pending

■ 4:00 PM - 4:50 PM

THE INTRINSIC VALUE OF HISTORIC BUILDINGS

New Hope Center - Auditorium

David Dewhirst of Dewhirst Properties will discuss how historic buildings are being used to create unique and distinctive venues for dining, shopping, living, working and special events. These buildings have special attributes not easily created with new construction and they can be valuable assets that contribute to vibrant and diverse local economies. *AIA Credit Pending



EAST TENNESSEE PRESERVATION AWARDS

■ 6:00 PM - 8:30 PM

EAST TENNESSEE PRESERVATION AWARDS DINNER

*Oak Ridge Children's Museum
461 W. Outer Drive*

Join us at the **Children's Museum of Oak Ridge** as we recognize outstanding preservation efforts around the region.

Mark Banker, author of *Appalachians All*, will be our featured speaker offering a unique glimpse into the history of the East Tennessee region and its residents.

Explore some of the fascinating Children's Museum collections including an excellent Ed Westcott photography exhibit and the Waterworks feature that shows the Tennessee River lock system. There are also impressive doll house and model train exhibits enjoyable to all ages.

Silent Auction - Distinctive products, art and packages from around our region.

Please note: The awards dinner requires a ticket that is separate from the conference registration.

FRIDAY NOVEMBER 7

■ 8:00 AM - 9:00 AM

CONFERENCE REGISTRATION & CONTINENTAL BREAKFAST

New Hope Center - Main Lobby

■ 9:00 AM - 9:50 AM

ETPA ANNUAL MEETING & TN HISTORICAL COMM. UPDATE

New Hope Center - Auditorium

Join ETPA President **Scott Brooks** and the ETPA board of directors for a review of past activities and plans for the future. **Patrick McIntyre**, State Historic Preservation Officer, will provide an overview of the current state of preservation across Tennessee.

■ 10:00 AM - 10:50 AM

KEYNOTE

"Finding the Poetic In Other People's Houses"

THE ANARCHISTS GUIDE TO HISTORIC HOUSE MUSEUMS

New Hope Center - Auditorium

KEYNOTE - Franklin Vagnone is the Executive Director of the Historic House Trust of New York City. He has been called controversial, provocative, thought-provoking and inspiring regarding his approach to managing historic house museums. Mr. Vagnone encourages those who love historic house museums to change the way they operate in order to reinvigorate and re-engage with the communities they serve. He has consulted, lectured, and taught nationally for an extensive list of historic sites, museums, historic houses, community-based historic societies, and membership organizations. Seen as a national thought leader in innovative & entrepreneurial non-profit management for historic sites, Franklin has instituted culturally diverse strategies that transform institutions, encouraged innovative thinking that increases operational functionality, engages diverse new audiences, expands relevancy, attendance and fundraising capacity. All of this facilitated with robust partnerships and strong messaging through traditional and social media. *AIA Credit Pending

■ 11:00 AM - 11:50 AM

THE EXPERIENCE OF REVITALIZED DOWNTOWNS

New Hope Center - Auditorium

Nancy Williams, Director of the Tennessee Main Street and Tennessee Downtowns programs, discusses the impact revitalized downtowns have on local economies and quality of life. See how these historic centers of commerce and culture are connecting with new generations and learn about successful methods for maintaining interest and investment in every downtown. *AIA Credit Pending

■ 11:55 AM - 1:00 PM

LUNCHEON & NETWORKING EVENT
New Hope Center - Main Lobby

■ 1:00 PM - 1:50 PM

THE ECONOMIC IMPACT OF HERITAGE TOURISM IN TENNESSEE
New Hope Center - Auditorium

Tennessee Commissioner of Tourist Development **Susan Whitaker** is a veteran tourism marketing executive who was appointed to the cabinet of Governor Bill Haslam in January 2011. Whitaker was named the 2013 National Tourism Director of the Year by the U.S. Travel Association's National Council of State Travel Directors. Tourism is one of Tennessee's largest industries and Commissioner Whitaker has a keen understanding of how Tennessee's cultural heritage and historic sites have significant impact on the state's economy. *AIA Credit Pending

■ 2:00 PM - 2:50 PM

HISTORIC BUILDINGS AND ENERGY EFFICIENCY
New Hope Center - Auditorium

Beth Eason [invited] of Elizabeth Eason Design will discuss the features that often give historic buildings better energy efficiency than their contemporary counterparts (when fully understood and utilized) as well as methods that can be used to improve energy efficiency in these buildings. Learn why historic commercial properties often rank among the best in terms of energy consumption. *AIA Credit Pending

Leave the New Hope Center and drive to the American Museum of Science and Energy located at 300 S. Tulane Avenue.

■ 3:30 PM - 5:00 PM

EXPERIENCE THE AMERICAN MUSEUM OF SCIENCE AND ENERGY
AMSE Main Auditorium

Hear from the AMSE Deputy Director Ken Mayes and a war era Oak Ridge resident. Spend an hour experiencing this museum first hand and learning about energy, especially nuclear power, and the role Oak Ridge played in the Manhattan Project. Be sure to visit the flat-top house, an example of war era dwellings that many Secret City residents called home.

GALA CELEBRATION

■ 6:30 PM - 9:00 PM

ALEXANDER INN GALA PRESERVATION CELEBRATION
Alexander Inn located at 110 E Madison Rd

Be the first to experience the newly restored and renovated historic Alexander Inn (Guest House) as we celebrate this significant preservation achievement for East Tennessee and the nation. Step back in time and enjoy a 50's era cocktail party while revisiting the Inn's storied past and discovering its exciting new place in the future of Oak Ridge.

Please note: The awards dinner requires a ticket that is separate from the conference registration.

SATURDAY NOVEMBER 8



EXPERIENCE OAK RIDGE AND ANDERSON COUNTY

This is where the theme of the conference "hits the road". Customize your own day exploring and learning about the fascinating people and places of Oak Ridge and Anderson County. The Oak Ridge Convention and Visitors Bureau is here to help make this the perfect way to end your conference experience...hands on and on site! Plan to visit one of this distinctive sites today:

HISTORIC OAK RIDGE SELF-GUIDED DRIVING TOUR

Free brochure from the Oak Ridge Convention and Visitor's Bureau (self-guided)

AMERICAN MUSEUM OF SCIENCE AND ENERGY

300 S Tulane Ave, Oak Ridge, TN 37830

CHILDREN'S MUSEUM OF OAK RIDGE

461 W Outer Dr, Oak Ridge, TN 37830

SECRET CITY SCENIC EXCURSION TRAIN

Hwy 58, Oak Ridge, TN

MUSEUM OF APPALACHIA

2819 Andersonville Hwy, Clinton, TN 37716

GREEN MCADOO CULTURAL CENTER

101 School Street, Clinton, TN 37717

*This session has been submitted for approval to receive one AIA continuing education credit. All sessions are subject to change.

CONFERENCE SPONSORS

We greatly appreciate the following sponsors who are making this conference possible!



Campbell County ■ East Tennessee Quality Growth ■ Gatlinburg Convention & Visitors Bureau

Jefferson County Chamber of Commerce ■ Morristown Area Chamber of Commerce

City of Sweetwater





2014 EAST TENNESSEE PRESERVATION CONFERENCE

PRESERVATION AND THE "EXPERIENCE ECONOMY"

November 6 - 8 in Oak Ridge, Tennessee



As America moves towards a growing "experience-based economy" preservation is more important than ever for communities seeking comprehensive and sustainable economic and community development. From revitalized downtowns to heritage tourism to new ways of experiencing history interactively, these growing segments of local economies take preservation efforts to new levels of understanding. Preservation enthusiasts have known this for a long time, but now THE SECRET IS OUT.....preservation secures our heritage while making real dollars and sense.

JOIN US IN THE SECRET CITY AND LEARN HOW TO CAPITALIZE ON THE EXPERIENCE-BASED ECONOMY!

Find out more and register online at: www.knoxheritage.org/etpa/conference



2014 EAST TENNESSEE PRESERVATION CONFERENCE REGISTRATION FORM



Please fill out and mail this form with payment to Knox Heritage/ETPA, P.O. Box 1242, Knoxville, TN 37901 by October 22, 2014. To register by phone, please call 865-685-5958 or visit www.knoxheritage.org/etpa/conference to register online.

REGISTRATION FEE includes all sessions, continental breakfast and lunch on Friday, snacks, admission to the American Museum of Science and Energy on Friday and all conference materials. Please note that the Annual Awards Dinner and the Alexander Inn Gala require separate tickets.

\$55 Full Conference (Members)

Students, Knox Heritage/ETPA Members

\$65 Full Conference (Non-Members)

To join Knox Heritage/ETPA and take advantage of discounted registration, visit www.knoxheritage.org or call 865-523-8008.

Friday Luncheon (Free with conference registration)

\$20 Preservation Awards Dinner (Thursday Evening)

Special guest speaker: Mark Banker, author of *Appalachians All*.

\$75 Alexander Inn Gala Reception (Friday Evening)

REGISTRATION BY MAIL:

Were you provided with a registration code? No (typical) Yes: _____

Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

Email: _____

Check Enclosed (Made payable to Knox Heritage/ETPA)

Credit Card, circle one: American Express Discover Master Card Visa

Card Number _____ Exp. Date _____ Verif. Code _____

(The credit card billing address must match the information above.)



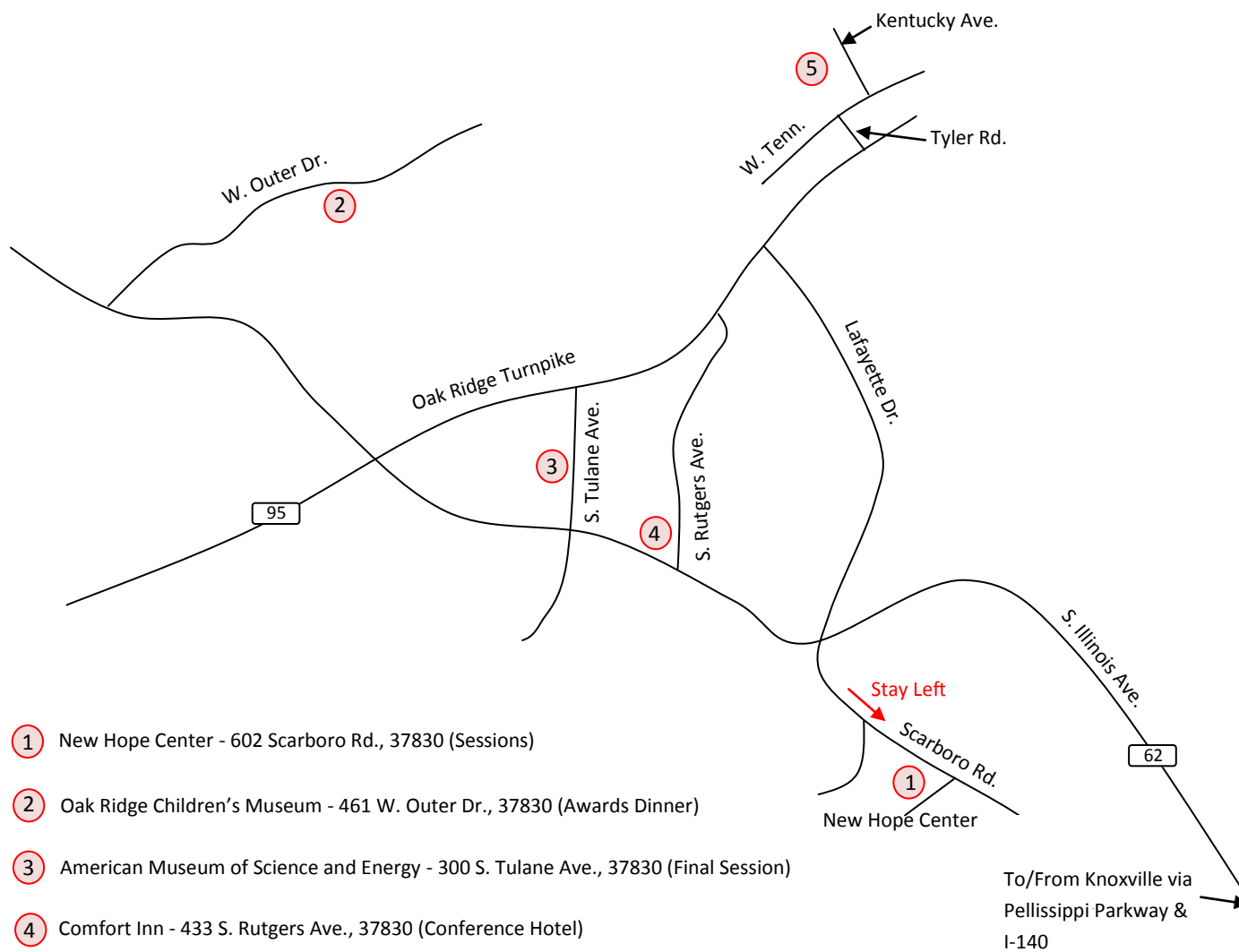
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VENUE MAP



- ① New Hope Center - 602 Scarboro Rd., 37830 (Sessions)
- ② Oak Ridge Children's Museum - 461 W. Outer Dr., 37830 (Awards Dinner)
- ③ American Museum of Science and Energy - 300 S. Tulane Ave., 37830 (Final Session)
- ④ Comfort Inn - 433 S. Rutgers Ave., 37830 (Conference Hotel)
- ⑤ Alexander Inn - 210 E. Madison Rd., 37830 (Gala Celebration)

To/From Knoxville via
Pellissippi Parkway &
I-140

VENUE DIRECTIONS

NEW HOPE CENTER/Y-12 VISITOR'S CENTER

Leaving I-40/I-75 in Knoxville, take exit 376 toward Oak Ridge. The New Hope Center/Y-12 is now only about 10 miles away. Follow TN SR/62 (Pellissippi Parkway) to the Scarboro Road/Lafayette Drive intersection. Scarboro Road will be on the left (turn lane) and you will have just passed the Y-12 Credit Union building on the right and crossed over railroad tracks as well. Turn left onto Scarboro Road. You will notice two lanes turning right, but stay in the left lane and proceed through the stoplight. You will see the New Hope Center ahead on the right.



Oak Ridge Children's Museum

From the Scarboro Road/Lafayette Drive intersection, follow TN SR/62 north toward the Oak Ridge Turnpike by turning left from Scarboro Road. Pass through the Oak Ridge Turnpike intersection (toward Oliver Springs). Turn right onto W. Outer Drive (you will see a Shell gas station on the right at this intersection). Follow W. Outer



American Museum of Science and Energy

From the Scarboro Road/Lafayette Drive intersection, follow TN SR/62 north toward the Oak Ridge Turnpike by turning left from Scarboro Road. Turn right onto S. Tulane Avenue (a Taco Bell restaurant is on the right). The museum will be ahead on



Alexander Inn/Guest House

From the Scarboro Road/Lafayette Drive intersection, follow Lafayette Drive by crossing TN SR/62. Follow Lafayette Drive to the intersection of the Oak Ridge Turnpike. Turn right onto the Turnpike and proceed to Tyler Road on the left. You will see TN Bank and a Subway restaurant on the left. Follow Tyler Road to W. Tennessee Avenue and turn right. Then turn left onto Kentucky Avenue. Follow Kentucky Avenue to Broadway Avenue. Pass through the Broadway Avenue intersection and take the next left onto E. Madison Road (you will see the Inn).

