

MONDAY & TUESDAY  
MARCH 10 - 11, 2008

## *beyond the velvet ropes*

### SUCCESSFUL HOUSE MUSEUMS FOR THE 21ST CENTURY



The Jefferson Street Inn  
Wausau, Wisconsin 54403  
715-845-6500 or  
866-855-6500 (toll-free)  
[www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com)

**This workshop, held in collaboration with the Wisconsin Historical Society, is designed to deal directly with the problems facing small house museums – a lack of volunteers, costly building repairs, and decreased visitation. Nationally-recognized experts and local authorities will share ideas about the most innovative ways to keep these treasures viable. Come and network with fellow museum stewards and individually interact with program experts to meet the challenges you face in new and ground-breaking ways.**

**Who Should Attend?** House museum staff, board members and volunteers, architects, historians, curators, historic preservation professionals, members of local historical societies and local historic preservation organizations, tourism professionals, educators.

The conference will take place at the Jefferson Street Inn. See [www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com) for a map and directions.

The Jefferson Street Inn ([www.jeffersonstreetinn.com](http://www.jeffersonstreetinn.com)) has reserved a block of 35 sleeping rooms for event attendees at the special price of \$85.00 + tax for the evenings of Sunday, March 9th, and Monday, March 10th. To take advantage of the special rate, your reservations must be made **by February 7, 2008** and you should mention the National Trust's **Beyond the Velvet Ropes: Successful House Museums for the 21st Century** seminar.

The seminar cost is \$80 per person. Scholarships for eligible participants are available.

All seminar information, including an electronic registration form and scholarship information can be found at [www.wisconsinhistory.org/hp/workshop](http://www.wisconsinhistory.org/hp/workshop). If you have questions, contact the Midwest Office of the National Trust for Historic Preservation at [mwro@nthp.org](mailto:mwro@nthp.org) or 312-939-5547, Ext. 37221.

**Sponsored by:** The National Trust for Historic Preservation – Midwest Office

**Co-sponsors:**

- Wisconsin Historical Society – Division of Historic Preservation-Public History ([www.wisconsinhistory.org/hp](http://www.wisconsinhistory.org/hp))
- Marathon County Historical Society ([www.marathoncountyhistory.org](http://www.marathoncountyhistory.org))

**This event is generously underwritten by the Jeffris Family Foundation of Janesville, Wisconsin.**  
[www.jeffrisfoundation.org](http://www.jeffrisfoundation.org)

# agenda

SUNDAY, MARCH 9

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- 5:00 – 7:00 pm**    **Registration Open**
- 6:00 – 7:30 pm**    **Opening reception (no host cash bar) at the Jefferson Street Inn City Grill**
- 7:30 pm**            **Dinner On Your Own and Open Discussions**  
*Please note that the cost of dinner is not included in the cost of registration.*

MONDAY, MARCH 10

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- 7:30 – 8:30 am**    **Breakfast and Round Table Discussions**
- 8:30 – 8:45 am**    **Welcome**
- 8:45 – 9:45 am**    **Sustainability + House Museums: More than Just Buzzwords**  
James Vaughn, Vice President for Stewardship, National Trust for Historic Preservation, will discuss what makes a house museum sustainable.
- 9:45 – 10:45 am**   **It's All about Your Mission**  
Barbara Silberman, Consultant, Heritage Partners, Boston, MA  
Learn how Board members, staff and volunteers at historic sites with very limited or seasonal hours can fulfill their mission year round and serve the community in which they are located.
- 10:45 – 11:00 am**   **Break**
- 11:00 – 12:00 pm**   **Creative Historic House Museum Programming: A Panel Discussion**  
Sean Malone, President, Ten Chimneys, Genesee Depot, WI  
Buddy Huffaker, Executive Director, Aldo Leopold Foundation, Baraboo, WI  
Jim Stroschein, President, Mineral Point Historical Society, Mineral Point, WI  
Find out what other historic house museum managers have done to create engaging, exciting, educational programming that continually draws people to their property.
- 12:00 – 1:30 pm**   **Lunch**

- 12:30 – 1:15 pm**   **Luncheon Speaker: *New Solutions for House Museums: Five Stewardship Alternatives***  
Donna Ann Harris, Heritage Consulting Inc. Philadelphia, PA  
Hear about a recent book that details a wide variety of pioneering solutions that house museum stewards in the U.S. and Canada have implemented to transition their historic site to a new owner or user.
- 1:30 – 2:30 pm**    **A Field Guide to Historic House Care**  
Andrew Fielding, Wisconsin Historical Society, State Historic Preservation Office  
Learn how to head off expensive repairs through regular inspection, proper maintenance, and good project planning.
- 2:30 – 3:30 pm**    **Assessing Collections: Collections' Relevance to your House Museum**  
Ann L. Koski, Museum Director, Wisconsin Historical Society  
Hear about how to assess and use your collections to interpret your site, and what to do with objects that do not "fit."
- 3:30 – 3:45 pm**    **Break**
- 3:45 – 4:45 pm**    **Sustainable Historic House Museum Case Studies**  
Dana Groves, New Carlisle, IN  
Michael Douglass, Villa Louis, Prairie du Chien, WI  
Directors of two historic house museums will talk about the paths they took to assure that their historic sites have the funds and public interest to sustain the sites for generations to come.
- 4:45 – 5:30 pm**    **Applying for Jeffris Foundation Funding**  
Trent Margrif, Director, Wisconsin Field Office, National Trust for Historic Preservation, Oshkosh, WI  
Learn what types of projects the Foundation funds, how the application and review process works, and what materials are needed to approach the Foundation for funding.
- 5:30 – 6:30 pm**    **Free time**

**6:30 – 7:30 pm Reception at Yawkey House**  
Built in 1900 for Cyrus and Alice Yawkey, this restored Classical Revival style home now functions as a historic house museum and offers regular tours during the week.

**7:30 pm Dinner on your own**

**TUESDAY, MARCH 11**

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**8:00 – 9:00 am Breakfast and Round Table Discussions**

**9:00 – 10:00 am Turning Visitors into Members and Donors**  
Martin A. Conover, Vice President of Development, Big Brothers Big Sisters of the Greater Twin Cities  
Learn how to grow your membership base and create new donors to your organization.

**10:00 – 12:00 pm Organizing for a Capital Campaign**  
Jodi Bender Sweeney, Sweeney Group  
Learn what exactly is a capital campaign, how to prepare for one, and most importantly how to execute it successfully.

**12:00 – 1:15 pm Lunch** – Draft an Action Plan for your property that will carry your organization through the next 3-5 years.

**1:15 – 5:00 pm Tour of Fox Tale and Silver Fox Retreat, Hamburg, WI**

## speakers

**Jodi Bender Sweeney**, President of The Sweeney Group, Madison, WI, a firm that counsels nonprofits on a full range of resource development needs. The firm is noted for its work with historic preservation organizations that are embarking on their first capital campaigns.

**Martin A. Conover**, Vice President of Development, Big Brothers Big Sisters of the Greater Twin Cities (MN) has 15 years of experience in working with non-profit organizations to achieve success in all aspects of advancement.

**Michael Douglass**, Director, Villa Louis, Prairie du Chein, WI, attended the State University of New York's Cooperstown Graduate Program in History Museum Studies. He has served as Director of the Villa Louis Historic Site since 1983.

**Andrew Fielding**, Wisconsin Historical Society, Division of Historic Preservation – Public History, is currently preparing a “best practices” guide for old house homeowners. Andrew has over ten years experience with hands-on restoration work and has overseen the complete restoration of numerous historic homes.

**Dana Groves**, Executive Director, Historic New Carlisle, Inc. (IN) manages the day-to-day operations of the Old Republic, an 1860 Italianate mansion. She also oversees the local history museum, membership, tours, school programs, and coordination of several programs and events throughout the year.

**Donna Ann Harris**, Principal, Heritage Consulting Inc. (PA), is the author of *New Solutions for House Museums: Ensuring the Long-term Preservation of America's Historic Houses* [AltaMira Press, April 2007] which contains case studies of historic house museums that have successfully made a transition to a new use or user to assure the building's preservation.

**Buddy Huffaker**, Executive Director, Aldo Leopold Foundation (WI). Since 1999 (he joined the Foundation as an Ecologist in 1996), Huffaker has directed the Foundation's growth from an operational budget of \$100,000 in 1999 to an annual budget of \$1,000,000 and increased the staff capacity over that time from 1.5 to 12 Full Time Equivalent (FTE) employees.

**Ann Koski**, Museum Director, Wisconsin State Historical Society, also has been Director of the Neville Public Museum and at Historic Hazelwood House, Director of the Oswego (NY) County Historical Society Richardson-Bates House Museum, and Assistant Curator of the Coles County Historical Society (IL) Greenwood School Museum.

**Sean Malone**, President, Ten Chimneys Foundation, Genesee Depot (WI), has led the Foundation through a successfully completed \$12.5 million restoration of the site; designed and constructed the Lunt-Fontanne Program Center; and opened Ten Chimneys to the public as a world-class house museum.

**Trent Margrif**, Director, National Trust for Historic Preservation-Wisconsin Field Office, has previously served as Executive Director of both Preservation Delaware and Preservation Oklahoma.

**Barbara Silberman**, Principal, Heritage Partners Consulting (MA), a national firm that provides assessment, capacity building, and fundraising counsel to historic sites and small museums. Previously, she directed the Living Legacy project, which provided assistance to historic house museums seeking new uses for their properties.

**Jim Stroschein** has been actively engaged in the successful restoration of the 1868 Italianate estate, Orchard Lawn, in Mineral Point (WI). He has owned Stro Media Productions, a video production company, for twenty years.

**Jim Vaughan**, Vice-President of Stewardship of Historic Sites, National Trust for Historic Preservation, has served as director of several historic sites including: Historic Strawberry Banke, Portsmouth (NH); Hagley Museum, Wilmington (DE); and, The Hermitage, Home of President Andrew Jackson, Nashville (TN).

# registration form

\_\_\_\_\_  
Name/Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Email Address

Number of People \_\_\_\_\_ at \$80 a person = \$ \_\_\_\_\_

## Name(s) as it should appear on badge:

\_\_\_\_\_  
Last

\_\_\_\_\_  
First

(If more than one person is being registered using this form, please attach the list of names as they should appear on badges.)

\_\_\_\_\_  
Billing Contact Name

Please make checks payable to:

**National Trust for Historic Preservation – Midwest Office**

## To register and charge your registration fees to your credit card,

go online to [www.wisconsinhistory.org/hp/workshop/reg.asp](http://www.wisconsinhistory.org/hp/workshop/reg.asp).

I am also applying for a seminar scholarship. I understand that I am to pay the full registration fee at this time. If selected and I meet all the scholarship requirements, I will receive a reimbursement check at the conclusion of the workshop.

## Please check the category box:

- House Museum Staff    House Museum Board Members/Volunteers  
 Architects    Curators    Historians  
 Local Historical Society Member    Tourism Professionals  
 Educators    Historic Preservation Professionals  
 Historic Preservation Organization  
 Student (Degree \_\_\_\_\_ )  
 Other Preservationist

## Please check below if you have any special requirements.

- Special Assistance



(describe) \_\_\_\_\_

## Please mail or fax this form with payment to:

National Trust for Historic Preservation – Midwest Office

53 West Jackson Blvd, Suite 350

Chicago, Illinois 60604

312.939.5547, ext. 37229 (phone)

312.939.5651 (fax)

[mwro@nthp.org](mailto:mwro@nthp.org)

[www.nationaltrust.org](http://www.nationaltrust.org)

*Return this panel with your payment*

*beyond the velvet ropes*

National Trust for Historic Preservation  
Midwest Office  
53 W. Jackson Boulevard, Suite 350  
Chicago, Illinois 60604