



**2024** | 18<sup>th</sup> Annual      **Oct. 16–18** | Hilton Appleton Paper Valley

# Local History & Historic Preservation Conference

**History in Action for Thriving Communities**

FOR MORE INFORMATION VISIT [WISCONSINHISTORY.ORG/CONFERENCE](https://wisconsinhistory.org/conference)  
OR EMAIL [LHHPCONFERENCE@WISCONSINHISTORY.ORG](mailto:LHHPCONFERENCE@WISCONSINHISTORY.ORG).



WISCONSIN  
HISTORICAL  
SOCIETY

## What to Expect

Join the Wisconsin Historical Society for the 18th annual Local History & Historic Preservation Conference! This year, we are excited to travel to Appleton for our fully in-person experience featuring dynamic speakers, interactive workshops, and engaging breakout sessions.

Registration includes access to all conference sessions and workshops, as well as networking and tour opportunities. Workshops with limited space require advanced registration. Registration also includes breakfast, snacks, and lunch provided at the conference center.

Join colleagues from around the state and beyond as we exchange ideas and share our vision for the future of local history and historic preservation in Wisconsin, the Midwest, and the nation. Under the theme of “History in Action for Thriving Communities,” our keynote speakers share perspectives on how local historians and historic preservationists can activate public history to connect with and improve communities.

Check our website at [wisconsinhistory.org/conference](https://wisconsinhistory.org/conference) for updates about local events and tours, announcements, and more!

*The 2024 Local History & Historic Preservation Conference is presented in partnership with AIA Wisconsin, the Wisconsin Association of Historic Preservation Commissions, the Wisconsin Council for Local History, and the Wisconsin Historical Records Advisory Board.*



*AIA Wisconsin is a Registered Provider for the AIA Continuing Education System (CES). AIA members will earn AIA/CES learning unit hours by participating in the designated sessions. Participants must attend the entire session to receive AIA/CES credit.*



## Vince Michael, Ph.D.

Executive Director  
San Antonio  
Conservation Society



Vincent L. Michael, Ph.D. has spent over four decades as a heritage manager, advocate, consultant, and thought leader. He is Executive Director of the San Antonio Conservation Society in San Antonio, Texas. Previously he was Executive Director of the Global Heritage Fund (GHF) in Palo Alto, California, from 2012 to 2015, helping preserve World Heritage Sites through community development. As Trustee of the National Trust for Historic Preservation (2006-2015) he served as Chair of the Historic Sites Fund Subcommittee and Vice Chair of the Diversity Task Force. He is also on the Board of the National Preservation Partners Network, where he was Co-Chair of the Diversity, Inclusion, and Racial Justice Working Group from 2020-22. He recently completed his third term on the Board of the Frank Lloyd Wright Building Conservancy.

Vince received his B.A. and M.A. from the University of Chicago and received a Trustee's Award from the Graham Foundation for Advanced Studies in the Fine Arts to complete his doctorate in architectural history at the University of Illinois at Chicago. He has worked in the field of heritage development, tourism planning, community planning, historic architecture, education, and design in a wide variety of capacities and is a sought-after lecturer, tour guide, and expert.

## Caroline Klibanoff

Executive Director  
Made By Us



Caroline Klibanoff is the Executive Director of Made By Us, a New America US250 Fellow, and a Research Associate at the Smithsonian Institution. Under her direction, since its launch in 2019, Made By Us has grown into a nationwide network of 400 historic sites and museums joining forces to engage young adults — the “founders” of tomorrow — with credible, multi-perspective history and civics information, informing and inspiring millions. Through award-winning content, programs, youth leadership, and an annual “Civic Season” held from Juneteenth to July 4th since 2021, Made By Us cultivates Gen Z's belonging and connection to U.S. history and historic sites.

Klibanoff has worked for cultural and civic organizations including the MIT Museum, Bridge Alliance, Cambridge History, Frameworks Institute, and Pew Research Center. She holds a BA in American Studies from Georgetown University and an MA in Public History and Digital Humanities from Northeastern University. She is a 2023 recipient of the Northeastern University Women Who Empower Innovator Award, an MIT Solve semifinalist, and a member of the national Civic Collaboratory.

## Christian Øverland

The Ruth and Hartley Barker  
Director & CEO  
Wisconsin Historical  
Society



Christian W. Øverland is the Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society. Øverland spearheads the Society's mission to connect people to the past by collecting, preserving, and sharing stories. Under his leadership, the Society has energized public support for a world-class history center that is set to open in 2026. Before joining the Wisconsin Historical Society in 2018, Øverland was the Executive Vice President and Chief Historian at The Henry Ford, an internationally recognized history destination in Dearborn, Michigan.

Øverland earned his undergraduate degree in American Studies and Art History at the University of Minnesota-Minneapolis and his master's degree in American History and Museum Studies at the State University of New York College at Oneonta and New York State Historical Association in Cooperstown, N.Y. He has received many awards for his work and contributions throughout his career, including a National Honor Award for a New Century of Service by the U.S. Forest Service, two Outstanding Achievement awards from the Themed Entertainment Association, as well as a Dibner Award for Excellence in Museum Exhibitions. Øverland is a member of the Governor's Council on Tourism in Wisconsin.



WEDNESDAY, OCTOBER 16					WEDNESDAY, OCTOBER 16	
2:00 - 4:00 P.M.	Wisconsin Council for Local History Board of Directors Meeting					
4:30 - 6:00 P.M.	Wisconsin Council for Local History Annual Meeting of Members & Welcome Social Hour					
4:00 - 6:00 P.M.	Conference Packet Pick-Up					
THURSDAY, OCTOBER 17					THURSDAY, OCTOBER 17	
7:00 - 9:00 A.M.	Conference Packet Pick-Up and Continental Breakfast Resource Center Open					
8:00 - 8:45 A.M.	OPENING PLENARY: Making History Together with Christian Øverland					
	Session A	Session B	Session C	Session D	Workshop 1	Workshop 2
9:15 - 10:15 A.M.	Closed for the Season: Cyclical Care for Seasonal Historic Sites	Build Your Own Speaker Series	Historical Wood Structures 	Bridging Worlds: The Lost Coastal Communities of Wisconsin	Getting Started with Local History Digitization Projects	Papers, Pictures & Patrons: The Basics of Managing an Archives
10:15 - 10:45 A.M.	BREAK: Resource Center Open, Snacks Served					
10:45 - 11:45 A.M.	Mission- and History- Driven Fundraising Events	Bridging Cultures, Building Communities: Museums as Catalysts for Change	Historic Masonry Cleaning, Repair, and Repointing 	Researching Historic Buildings		
NOON - 1:00 P.M.	LUNCH & PRESENTATION: People, Places, and the Process of Preservation with Dr. Vince Michael					
1:30 - 2:30 P.M.	Wisconsin Newspapers Online	Making Your Field Trip a Success	HPC Basics: Rescission & Design Review without Staff	Preservation with Public Purpose 		
2:30 - 3:00 P.M.	BREAK: Resource Center Open, Snacks Served					
3:00 - 4:00 P.M.	Digital Customer Engagement	American Indian Studies: Act 31 and Museums	A-Frames & Flying Saucers: Midcentury Religious Architecture	Creating Your Own Google Maps		
4:15 - 5:15 P.M.	Campfire Conversations					
5:30 - 7:30 P.M.	SPECIAL EVENING EVENT: Conference Attendee Meet-Up at the History Museum at the Castle, hosted in partnership with the Wisconsin Council for Local History					
FRIDAY, OCTOBER 18					FRIDAY, OCTOBER 18	
7:00 - 9:00 A.M.	Conference Packet Pick-Up and Continental Breakfast Resource Center Open					
8:00 - 8:45 A.M.	BREAKFAST & PRESENTATION: History Meets Future: Serving the “Founding Generation” of Our Next 250 Years, Gen Z with Caroline Klibanoff					
	Session A	Session B	Session C	Session D	Workshop 1	Workshop 2
9:15 - 10:15 A.M.	Local History Engagement through Digital Humanities	Work Smart Not Hard: Website Edition	Check In! Human Rights Homestead Restored	Historic-ish: Evaluating Alternative Materials 	Diversity, Inclusion & Accessibility in your Organization	Building the Wisconsin History Center ... with Coffee & Donuts
10:15 - 11:45 A.M.	BREAK: Resource Center Open, Snacks Served					
10:45 - 11:45 A.M.	How to Work with Influencers on a Budget	Building Meaningful Donor Relationships	Strategies for Designating Local Landmarks	Partnering with UW- Madison to Explore Local History		
NOON - 12:30 P.M.	LUNCH & PRESENTATION: Christian Øverland and Staff, Awards Recognition & Closing Remarks					





Wednesday, Oct. 16

Wisconsin Council for Local History Activities

2:00 - 4:00 P.M.

Wisconsin Council for Local History Administrative Committee Meeting

(WCLH Board Members only)

4:30 - 6:00 P.M.

Wisconsin Council for Local History Annual Meeting of Members & Welcome Social Hour

(All WHS affiliates welcome)

4:00 - 6:00 P.M.

Early Conference Packet Pick-Up

(All conference attendees)

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

Thursday, Oct. 17

7:00 - 9:00 A.M.

Packet Pick-Up

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

7:00 - 9:00 A.M.

Continental Breakfast

Opening Plenary Session

8:00 - 8:45 A.M.

Making History Together

Christian Øverland, The Ruth and Hartley Barker Director & CEO, Wisconsin Historical Society



Join Christian Øverland, the Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society, for the opening session of the 2024 conference. Øverland will share updates on the Wisconsin Historical Society's key initiatives, including the commemoration of the US 250th anniversary in 2026 and the opening of the new Wisconsin History Center in 2027. The US 250th and new Wisconsin History Center are critical pieces of achieving the Society's strategic goals to expand the stories we collect, preserve, and share and strengthen and sustain connections to history statewide – and beyond. Learn more about the ways individuals, communities, and organizations can join in partnership with the Society to make history together.

Thursday Morning Sessions: 9:15 - 10:15 A.M.

Closed for the Season: Cyclical Care for Seasonal Historic Sites

**Tamara Funk**, Outreach Curator, Wisconsin Historical Society  
Do you manage a site with seasonal opening hours? Then this session is for you! Join the Wisconsin Historical Society's Outreach Curator to learn the basic outlines of seasonal historic site preparation procedures. The presentation will emphasize simple and affordable techniques that can be implemented in institutions of all sizes and budgets.

Build Your Own Speaker Series

**Christine Williams**, Board Member, Appleton Historical Society  
In 2010, the Appleton Historical Society launched a successful speaker series highlighting topics in Appleton's history. Each month, the historical society offers the free program to between 40 and 160 members of the public. Learn how to build a similar program at your historical society, including how to choose topics and find the right presenter.

Historical Wood Structures

**Robert J. Ross**, Project Leader, USDA Forest Service  
Learn how to assess the condition of historical wood structures. 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.

Bridging Worlds: The Lost Coastal Communities of Wisconsin

**Amy Rosebrough**, State Archaeologist, Wisconsin Historical Society  
In the mid to late 19th century, dozens of small rural communities sprang up along the Lake Michigan coastline, each with its own lake pier and general store. The ports shipped timber, stone, and farm products to Chicago and other cities and supplied incoming colonists and settlers with the income and goods they needed to survive. A Wisconsin Historical Society initiative is exploring the submerged and onshore remains of these lost ports and tracing the histories of the people and ships that called them home. In the process, a forgotten chapter of Great Lakes history has come to light. The lost ports tell stories of catastrophic fires, panicking cooks, angry horses, eavesdropping clerks, beer, and cheese. Most importantly, the story of Wisconsin's lost rural coastal communities is the story of how Wisconsin's Lake Michigan shoreline was transformed from timberland to today's farms and cities.

Thursday Morning Sessions: 10:45 - 11:45 A.M.

Mission- and History-Driven Fundraising Events

**John Harry**, Executive Director, Portage County Historical Society  
Special events are crucial in the outreach and fundraising efforts of small museums and historical societies. They can serve as interactive touchpoints with donors and supporters, as well as become an opportunity to attract new audiences to your organization. This presentation from Portage County Historical Society Executive Director John Harry will lay out a blueprint for how you can leverage your historical brand to hold successful events that raise money for your organization.

Bridging Cultures, Building Communities: Museums as Catalysts for Change

**Dr. Sabrina Robins**, Board Member, African Heritage Inc.  
In an increasingly diverse world, museums have the power to serve as vital nexuses for cultural understanding and community empowerment. Dr. Sabrina Robins, board member of African Heritage Inc. (AHI), invites you to explore the transformative potential of museums in fostering cross-cultural dialogue and strengthening community bonds. Through the lens of AHI's groundbreaking work in Appleton, Dr. Robins will showcase innovative strategies for cultivating partnerships between museums, local leaders, corporations, government agencies, and non-profit organizations. Discover how these collaborative efforts can amplify the voices of underrepresented communities, celebrate diverse heritage, and drive positive change.

Historic Masonry Cleaning, Repair, and Repointing

**Jennifer L. Lehrke**, AIA, LEED AP, NCARB, President, Legacy Architecture, Inc.  
This session will review available online resources from federal and state agencies, manufacturers, and trade organizations; discuss how cleaning, repair, and repointing may be addressed in construction drawings and specifications; and describe how to find qualified historic masonry contractors in your area. "The best laid plans of mice and men often go awry..." Despite these planning efforts and best practices, the session will conclude with an amusing, self-deprecating, and possibly humorous look at several case studies, their challenges, and how they were overcome.

Researching Historic Buildings

**Leah Penzkover**, Architecture and History Inventory Coordinator, Wisconsin Historical Society  
**Jason Tish**, Certified Local Governments Coordinator, Wisconsin Historical Society  
Learn how to research commercial and residential buildings. Attendees will leave this session with knowledge on how to do historical building research and how to help those in their community learn to perform similar research. Guides will be provided for attendees to take home and use in their organizations. This session is not recommended for Historic Preservation Consultants.





Thursday Morning Workshops:  
9:15 - 11:45 A.M.

Workshops provide opportunities to develop or refresh skills and discover resources through extended, focused presentations with expanded opportunities for Q&A.

**Getting Started with Local History Digitization Projects**  
**Kristen Whitson**, *Digital Specialist and Consortia Manager, WiLS/Recollection Wisconsin*

Get introduced to two key elements of successful digitization projects: scanning and describing archival images and documents. Receive practical instruction in selecting equipment; basic imaging principles, including resolution and file formats; considerations for outsourcing digitization to a vendor; understanding of the significance of metadata; and guidance on assigning titles, subject terms, and other catalog information to digitized items. *Sponsored by the Wisconsin Historical Records Advisory Board*

**Papers, Pictures, and Patrons: The Basics of Managing an Archives**

**Greg Kocken**, *Archivist, University of Wisconsin-Eau Claire*  
**Peter Shrake**, *Archivist, Circus World Museum*  
This workshop explores the role and value of archives for institutions of all sizes. The presenters share valuable tips and tools for managing archival programs that connect your archival resources with the communities you serve. The workshop features engaging activities and thought-provoking case studies to explore a variety of topics associated with managing and transforming archives into a vital aspect of your organization's program. *Sponsored by the Wisconsin Historical Records Advisory Board*

Thursday Luncheon and Keynote  
Noon - 1:00 P.M.

**People, Places, and the Process of Preservation**

**Vince Michael, Ph.D.**, *Executive Director, San Antonio Conservation Society*



Dr. Vince Michael explores the conservation of our historic built environment as a process where community participation is at the center. Historic preservation is not a set of rules but a process of identifying, evaluating, registering, and treating historic sites, structures, landscape, and traditions. Each historic site has its own individual qualities and treatments, and preservation ensures that the essential qualities of people and their places are conserved in a manner appropriate to the individual site.

Thursday Afternoon Sessions: 1:30 - 2:30 P.M.

**Wisconsin Newspapers Online**

**Katie Poland**, *Digital Newspaper Project Librarian, Wisconsin Historical Society*  
This presentation will cover two topics: how to locate digitized Wisconsin newspapers online, and general guidelines for digitizing your own newspapers. For the former, we will go through free-to-access websites such as Chronicling America and Newspapers.com and explain how to navigate and use them for research. Guidelines for digitizing will include how to choose between doing it yourself and outsourcing to a vendor, what technology to use for scanning and OCR, and technical guidance on capture and metadata.

**Making Your Field Trip a Success!**

**Abby Pfisterer**, *Director of PK-12 Education, Wisconsin Historical Society*  
**Keighton Klos**, *Executive Director, Milton House Museum*  
**Kris McDaniel**, *Social Studies Consultant, Wisconsin Department of Public Instruction*  
**Tanya Schmidt**, *Social Studies Curriculum Coordinator, Oshkosh Area School District*  
**Chuck Taft**, *Teacher and Department Chair, University School of Milwaukee, and President-elect, Wisconsin Council for the Social Studies*  
How can historic sites and history museums support classroom learning? This session will explore ways teachers and museums can work together to create standards-aligned curricula and programs that engage students in civic learning and historical inquiry grounded in the diverse histories of Wisconsin. Attendees will learn how to create connections between museums and teachers, develop relevant learning resources, and collaborate as a community in support of our students. We will provide a draft template for teachers and historic sites and museums to design great field trips.

**HPC Basics: Rescission & Design Review without Staff**

**Jason Tish**, *Certified Local Governments Coordinator, Wisconsin Historical Society*  
In this session, we will discuss two challenges that Historic Preservation Commissions can face: rescission of local designation and reviewing alterations without the benefit of professional planning staff to assist. Rescission of landmark designation doesn't come up often, but if your ordinance doesn't have a provision for addressing it, it can be a difficult request to navigate. We'll also discuss ways to find good guidance for volunteer Historic Preservation Commissions responsible for interpreting design standards and processes without professional planning staff.

**Preservation with Public Purpose**

**Laura Fiser**, *Curator of Collections and Exhibitions, Paine Art Center and Gardens*  
**Aaron J. Sherer**, *Executive Director, Paine Art Center and Gardens*  
**Charles J. Quagliana**, *AIA Preservation Architect*  
The Paine Art Center and Gardens is a historic estate in Oshkosh and recipient of the 2024 "Arts, Culture and Heritage Award" at the Governor's Conference on Tourism. Learn about the recent process of developing a long-range historic preservation plan for the estate, the Paine's first formal plan since opening to the public in 1948. Presenters share challenges and opportunities as the institution strives to preserve the past while honoring our founders' intentions for enduring vitality. Explore the Paine's goal of aligning preservation with visitor engagement through offering enriching experiences in a one-of-a-kind, beautiful setting.

Thursday Afternoon Sessions: 3:00 - 4:00 P.M.

**Digital Customer Engagement**

**Emily Ruyle**, *Marketing Manager, Wisconsin Historical Society*  
Learn different tactics for increasing digital customer engagement for your local historical sites! Learn which tactics you need to be using, inside views on how to set these tools up for success, and tips on making the most of your effort. Understanding that many societies operate on a small budget, these tactics will take into consideration the limited time and bandwidth of you and your teams.

**American Indian Studies: Act 31 and Museums**

**Rachel Byington**, *Tribal Liaison, Wisconsin Historical Society*  
Join the Wisconsin Historical Society's Tribal Liaison for a session focused on understanding the history of Act 31, problems with its enactment, and proposed legislation. Byington will share highlights from her research on the impact of Act 31 on American Indian youth and discuss how Act 31 applies to museums and historic sites.

**A-Frames & Flying Saucers: Midcentury Religious Architecture**

**Justin Miller**, *Architectural Historian, University of Wisconsin-Milwaukee*  
Babies weren't the only thing booming after World War III! Religious membership surged in the 1950s and 1960s, prompting a construction boom of new houses of worship. This fast-faced and entertaining presentation will explore the unique architectural styles and aesthetics of midcentury modern religious buildings around the state. We'll also look at the deeper significance behind these buildings to reveal the ways architects and congregations sought to find meaning in a rapidly changing postwar world.

**Creating Your Own Google Maps**

**Dave Erickson**, *Board Chair, Docomomo-WI*  
Learn how you could use a customized Google Map to better organize and communicate with the public! Docomomo-WI, a non-profit organization dedicated to identifying and preserving Modernist architecture in Wisconsin, is creating their own robust and informative Google Maps. This session will show you how to use data records to create maps that can be filtered to provide information and communicate to users with clarity. Learn how to use data-tables, filter criteria, photographs, and graphics to display locations important to your program or project.



Thursday Afternoon Networking

**Campfire Conversations**  
4:15 - 5:15 P.M.

Take some time to sit for a burning conversation on a focused topic. Each "campfire" will have a facilitator who will provide questions to ignite the topic. Campfire Conversations are an opportunity for focused, collaborative, roundtable discussions around current issues to share experiences and explore ideas. A full list of topics and the final schedule will be provided in your registration packet.

**Thursday Special Event**  
**Conference Attendee Meet-Up**  
**History Museum at the Castle, 330 E. College Ave.**  
5:30 - 7:30 P.M.

Join us for an evening of camaraderie and connection with fellow enthusiasts of public history and historic preservation. Whether you're new to these fields or a seasoned pro, everyone is welcome to relax and bond over shared stories. Savor a drink as you make new connections with like-minded folks from the region. It's a great chance for emerging professionals to sharpen their networking skills and learn from seasoned veterans in a social environment. Don't miss out on this opportunity to grow your network and enhance your conference experience! *Hosted in partnership with the Wisconsin Council for Local History*





Friday, Oct. 18

7:00 - 9:00 A.M.  
Conference Packet Pick-Up

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

7:00 - 9:00 A.M.  
Continental Breakfast

Friday Breakfast and Presentation  
8:00 - 8:45 A.M.

**History Meets Future: Serving the “Founding Generation” of Our Next 250 Years, Gen Z**  
Caroline Klibanoff, Executive Director, Made By Us



As the United States prepares to mark its 250th anniversary, Gen Z is stepping into adulthood. Young adults are seeking to understand “how we got here” to inform their passions, pursuits, and civic participation. Historic sites and museums are uniquely positioned to inform and inspire young adults, but reaching this group requires creativity, innovation, and capacity. The good news is small shifts can unleash museums’ capacity to serve. In this presentation, you’ll gain a portrait of Gen Z’s defining features, beliefs, and habits, as well as key signals to watch, tools to access, and examples to emulate.

Friday Morning Sessions: 9:15 - 10:15 A.M.

Local History Engagement through Digital Humanities

**Sylvie Leach**, *Student, University of Wisconsin-Eau Claire*  
**Greg Kocken**, *Archivist, University of Wisconsin-Eau Claire*  
**Sarah Beer**, *Archivist, University of Wisconsin-Eau Claire*  
*Vital Signs: The Chippewa Valley 1918 Influenza Project* is a digital humanities resource exploring the impact of the 1918 Influenza Pandemic on Northwestern Wisconsin. This presentation explores a collaborative local history research method, building a digital exhibit and collection with Omeka, and creating an educational toolkit for teachers. Attendees will gain a better understanding of both the process and potential of digital humanities projects like Vital Signs for historical engagement.

Work Smart Not Hard: Website Edition

**Yvonne R. Muller**, *Lead User Experience Designer, Wisconsin Historical Foundation*  
Websites are the key to organizational legitimacy, and not having one can make it seem like you don’t even exist! Advances in technology have made building a website more accessible than ever before, and whether you use WordPress, Square Space, Wix, or Droupal, there are options to make sure your website serves its purpose without you having to learn to code! Come learn about this key component of your digital footprint.

Check In! Human Rights Homestead Restored

**Samantha Crownover**, *Owner, Historic Brisbane House*  
Learn the history of this important stone house in Arena, Wisconsin, and William Henry Brisbane, the courageous man who built it in 1868. Get a feel for Brisbane’s personality and crusade for human rights through his journal entries and poetry. Visually ride the record six-month restoration roller coaster from the depths of animal-infested despair to the triumph of over 150 pairs of helping hands. Learn answers to commonly asked questions about turning the house into a rural retreat for those seeking rest, inspiration, and connection. Hear how Brisbane’s legacy, the house, and its 18 wooded acres are relevant to future generations.

Historic-ish: Evaluating Alternative Materials

**Heather Bailey**, *Preservation Planner, City of Madison*  
**Meri Rose Ekberg**, *Community & Cultural Resources Planner, City of Madison*  
In this session, we will discuss how the Madison Landmarks Commission is evaluating new materials proposed to replicate historic features in historic districts and on landmark properties. New products are coming to market and the updated NPS guidance allows for more flexibility. See how this might impact your historic preservation project.

Friday Morning Sessions: 10:45 - 11:45 A.M.

How to Work with Influencers on a Budget

**Sara Noonan**, *Social Media Manager, Wisconsin Historical Foundation*  
**Hayley Dolata**, *Content Creator, Haley Gets Funky*  
**Julia Silvers**, *Content Creator & Producer, That Wisconsin Couple*  
Want to start working with influencers, but you don’t know where to start? It doesn’t have to be expensive, overwhelming, and elaborate! Influencers can bring a fresh new voice to your content and create new audiences. Learn everything you need to know so you can start working and building relationships with influencers. We’ll highlight one of our most successful collaborations with Julia and Haley, two sisters who embarked on a “Historic Road Trip” to all Wisconsin Historical Society sites and museums in just 10 days in the summer of 2023.

Building Meaningful Donor Relationships

**Dave Desimone**, *Site Director, Black Point Estate and Gardens*  
**Hannah Hankins**, *Annual Giving Director, Wisconsin Historical Foundation*  
**Jerry Janiszewski**, *Board of Directors, Wisconsin Historical Foundation*  
**Joe Kollar**, *Development & Planned Giving Officer, Wisconsin Historical Foundation*  
Looking for insight into building meaningful donor relationships, stewarding and growing your membership base, or working with volunteers and board members to enact your mission? Each member of our panel has significant expertise and experience in core components of fundraising. We look forward to hearing from you and helping you achieve your goals.

Strategies for Designating Local Landmarks

**Jason Tish**, *Certified Local Governments Coordinator, Wisconsin Historical Society*  
A local historic preservation ordinance is the most powerful tool local governments in Wisconsin have to protect the historic places that define their local identity and sense of place. But designation is often challenged on practical and political grounds. We’ll talk about how to successfully navigate the process of local designation and cultivate a preservation ethic in your community.

Partnering with UW-Madison to Explore Local History

**Gavin Luter**, *Managing Director, UniverCity Alliance*  
**Kacie Lucchini Butcher**, *Public History Project Director, University of Wisconsin-Madison*  
Wisconsin local governments are seeking resources to explore local history and think through the respectful and responsible ways to do historic preservation. Sometimes these local governments seek academic partners to do this work but are unsure how to approach these partnerships. UniverCity Alliance is a program based at UW-Madison that partners with local governments to solve community-based challenges by connecting them with university resources. This session will present examples from UniverCity’s partner communities, including the City of River Falls and the villages of Shorewood and Waunakee, about how the program has leveraged student projects to honor local history.

Friday Morning Workshops: 9:15 - 11:45 A.M.

Workshops provide opportunities to develop or refresh skills and discover resources through extended, focused presentations with expanded opportunities for Q&A.

Diversity, Inclusion, and Accessibility in Your Organization

**Liz Arbuckle**, *Northern Outreach Coordinator, Wisconsin Historical Society*  
**Joe Corbine**, *Tribal, School & Community Liaison, Ashland High School*  
**Kate Melberg**, *Youth Experience Coordinator, Wisconsin Historical Society*  
**Abby Pfisterer**, *Director of PK-12 Education, Wisconsin Historical Society*  
**Roxana Turner**, *Teacher, Ashland High School*  
Panelists will describe some common challenges they’ve experienced in spaces and organizations that are working toward more inclusion. They will provide examples of how families and community members have been included with planning events and programs as well as with developing and building a roadmap for change. They will also discuss the value of building buy-in at every level and methods they’ve used to accomplish this ... as well as the mistakes along the way. They will also offer suggestions for positive change and give examples of success stories.

Building the Wisconsin History Center ... with Coffee & Donuts!

**Wes Mosman Block**, *Deputy Director & Chief Operating Officer, Wisconsin Historical Society*  
**Estella Chung**, *Chief Curator, Wisconsin Historical Society*  
**Nick Hoffman**, *Administrator of Museums & Historic Sites, Wisconsin Historical Society*  
**Joe Kapler**, *Lead Curator, Wisconsin Historical Society*  
**Lisa Saywell**, *Director of Public Services and Reference, Wisconsin Historical Society*  
**Jill Sterrett**, *Director of Collections and Collections Administrator, Wisconsin Historical Society*  
Join Wisconsin Historical Society leaders for an informational session on the upcoming Wisconsin History Center! You’ll hear about recent work to design the facility, exhibits, and programming; the process the Society continues to undertake to engage communities and stakeholders across Wisconsin; and the keys to successfully execute the project. Afterwards, stick around for coffee, donuts, and conversation as you share updates from your own organization and ask questions of Society leadership.

Friday Luncheon  
Noon - 12:30 P.M.

2024 Board of Curators Awards  
Local History & Historic Preservation Staff

Join us in celebrating the outstanding achievements of the organizations and individuals recognized by the Board of Curators for excellence in sharing Wisconsin’s stories and preserving historic places.

Closing Remarks

**Christian Øverland**, *The Ruth and Hartley Barker Director & CEO, Wisconsin Historical Society*  
Mr. Øverland will share closing remarks highlighting inspirations from this year’s conference and encouragement for the year ahead.





## Resource Center

Visit tabletop exhibits and informational booths from historical and preservation groups around Wisconsin in this popular networking opportunity!

The Resource Center is open during registration and conference breaks. Gather for refreshments and networking discussions with representatives from a variety of organizations.

### Table Reservation

Interested in reserving a table at the Resource Center? Affiliates and partner organizations are eligible to participate. Affiliates in the Northeastern, Central, and East Central regions and those organizations that have not previously hosted a table at the Resource Center will be given priority to reserve a table for 2024.

To request a table, register at [wihist.org/LHHP2024resource-center](http://wihist.org/LHHP2024resource-center) by September 1.



## Shop with us!

Support Wisconsin history by shopping online at [shop.wisconsinhistory.org](http://shop.wisconsinhistory.org).

Use code  
**COMMUNITY**  
for 15% off.

Valid 10/16 - 10/31



## THE BEST DEAL IN HISTORY!

Become a Wisconsin Historical Society member to gain access to free admission to our historic sites, reciprocal benefits at over 1,200 locations across the country, 10% discount on your next Local History & Historic Preservation Conference registration and more!

TO LEARN MORE VISIT US ONLINE AT  
[WISCONSINHISTORY.ORG/MEMBERSHIP](http://WISCONSINHISTORY.ORG/MEMBERSHIP)





## REGISTRATION

### Register by August 19 and save \$20 on full-price registration!

Register and pay online at [wisconsinhistory.org/conference](https://wisconsinhistory.org/conference).

The registration fee includes breakfasts, lunches, and all sessions and workshops.

Wisconsin Historical Society members receive 10% off registration. Discount taken at checkout. Join now at [wihist.org/WHSMembership](https://wihist.org/WHSMembership).

#### Early Bird Registration Rates

(through August 19) – 10% discount for members

Two-Day: \$155

Thursday Only: \$105

Friday Only: \$100

#### Regular Registration Rates

(from August 20) – 10% discount for members

Two-Day: \$175

Thursday Only: \$110

Friday Only: \$105

#### Student Registration Rates

Payable before September 23

Student Two-Day: \$70

Student One-Day: \$40

**The final deadline to register is September 23.**

For registration information, contact Amy Norlin at [amy.norlin@wisconsinhistory.org](mailto:amy.norlin@wisconsinhistory.org).



## LOCATION INFORMATION

### Hilton Appleton Paper Valley

The conference will be held at the Hilton Appleton Paper Valley, located at 333 W. College Ave. in the heart of downtown Appleton. All conference sessions and workshops will take place in the hotel's conference center and ballrooms. Onsite parking is available for a fee.

### Hotel

A block of hotel rooms has been organized at the Hilton Appleton Paper Valley with special rates for conference attendees. Reservations are available by calling (920) 733-8000 or by visiting [wihist.org/2024LHHP-Hotels](https://wihist.org/2024LHHP-Hotels). The group code is WHS.

For more information, contact [lhhpconference@wisconsinhistory.org](mailto:lhhpconference@wisconsinhistory.org).



### Save the date for the 2025 Conference!

Oct. 15-17, 2025

Ho-Chunk Casino Hotel & Convention Center  
Baraboo, Wisconsin





WISCONSIN  
HISTORICAL  
SOCIETY

816 State Street  
Madison, WI 53706

# Local History & Historic Preservation Conference

October 16–18, 2024

NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
MADISON, WI  
PERMIT NO. 430

Appleton, Wisconsin ♦ Hilton Appleton Paper Valley



2024 | 18<sup>th</sup> Annual    Oct. 16–18 | Hilton Appleton Paper Valley

## Local History & Historic Preservation Conference

History in Action for Thriving Communities

FOR MORE INFORMATION VISIT [WISCONSINHISTORY.ORG/CONFERENCE](http://WISCONSINHISTORY.ORG/CONFERENCE)  
OR EMAIL [LHHPCONFERENCE@WISCONSINHISTORY.ORG](mailto:LHHPCONFERENCE@WISCONSINHISTORY.ORG).

