THIRTEENTH ANNUAL WISCONSIN HISTORICAL SOCIETY

LOCAL HISTORY & HISTORIC PRESERVATION CONFERENCE
LAKE GENEVA | OCT. 25-26, 2019
WISCONSINHISTORY.ORG/CONFERENCE
Please mark your calendar for the 2019 Local History and Historic Preservation Conference at the Grand Geneva Resort in Lake Geneva on October 25-26. I look forward to participating in this year’s conference and joining you and your colleagues from around the state as we exchange ideas, celebrate successes, and share our vision for the future of local history and historic preservation in Wisconsin.

Our conference schedule includes 36 sessions and workshops, in addition to networking opportunities and tours. Training will be offered in fundraising, collections care, material conservation, educational programming, community outreach, preservation of historic buildings and archaeological sites, historic building rehabilitation projects, historical research, Certified Local Government training, and so much more.

The Wisconsin Council for Local History will sponsor the eighth annual Town Square & Resource Center, a focal point for sharing information and resources with organizations from across the state. Saturday’s schedule features Coffee and Conversation tables during breakfast, a chance to connect with experts and discuss ideas in a small group setting.

At the Friday opening plenary session, I will share an aligned vision for our future that continues Wisconsin’s tradition as a place of firsts, innovation, ingenuity, and collaboration. A new state-of-the-art history museum and other key projects will propel the Society and our statewide partners forward in our mission to provide unparalleled access to history.

Our featured luncheon speakers include award-winning writer and historian John Gurda and maritime archaeologist Caitlin Zant. John Gurda will offer his perspective on community and the importance of local history based on his 45-year career studying neighborhoods, churches, and industries in his presentation “A Life in History.” Caitlin Zant, maritime archaeologist at the Wisconsin Historical Society, specializes in the study of the maritime history of the Great Lakes and will present “History Below the Surface: Shipwrecks of Geneva Lake,” a brief overview of the history hidden beneath Geneva Lake. Her presentation will include images and video of the Lucius Newbury and Lady of the Lake, beautiful 19th-century excursion vessels that now lie at the bottom of the lake.

Autumn is a beautiful time to visit historic Lake Geneva and enjoy the amenities of the Grand Geneva Resort. The conference will offer local and regional tours and events highlighting the history and beauty of the area.

I look forward to seeing you this fall in Lake Geneva.

Christian Øverland
The Ruth and Hartley Barker Director
Wisconsin Historical Society

Many of the photographs in this brochure are courtesy of the Visual Materials archives of the Wisconsin Historical Society. For more information, visit wisconsinhistory.org/whi.
Christian W. Øverland became the Ruth and Hartley Barker Director of the Wisconsin Historical Society in February 2018. Øverland previously held a variety of administrative roles from 1992-2018 at The Henry Ford, an internationally recognized history destination in Dearborn, Michigan. Most recently he served as The Henry Ford’s executive vice president and chief historian from 2010-2018 and was responsible for leading and managing strategic planning, historical research, the maintenance and growth of the institution’s collections and visitor experiences. He also served as the chairperson on the board of directors for the museum’s high school Henry Ford Academy.

Øverland earned his undergraduate degree in American Studies and Art History at the University of Minnesota-Minneapolis and his master’s degree at the State University of New York College at Oneonta and New York State Historical Association in Cooperstown, New York, in American History and Museum Studies.

John Gurda is a Milwaukee-born writer and historian who has been studying his hometown since 1972. He is the author of twenty-one books, including histories of Milwaukee-area neighborhoods, churches, and industries. He is also a photographer, lecturer, and local history columnist for the Milwaukee Journal Sentinel. Gurda is an eight-time winner of the Wisconsin Historical Society’s Award of Merit. The common thread in all his work is understanding history as “why things are the way they are.” Gurda wrote, co-produced, and hosted Milwaukee: A City Built on Water, a one-hour documentary broadcast on Milwaukee Public Television in 2015, as well as its companion book available from the Wisconsin Historical Society Press.

Caitlin Zant joined the Wisconsin Historical Society as a maritime archaeologist over five years ago after attending the Maritime Studies Program at East Carolina University in Greenville, North Carolina, for graduate school. In her six years of working as a maritime archaeologist, Caitlin has been involved with over 35 archaeological projects and has assisted in nominating 20 shipwrecks to the National and State Registers of Historic Places. Caitlin has primarily focused her studies on the maritime history of the Great Lakes, specifically within Wisconsin. Prior to becoming a maritime archaeologist, Caitlin studied History and Geography at Carthage, graduating in 2012.
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<td>THURSDAY, OCTOBER 24:</td>
<td>Wisconsin Council for Local History Board of Directors Meeting</td>
<td>Wisconsin Journey Tour at Old World Wisconsin (Pre-registration required: $12)</td>
<td>Wisconsin Council for Local History Annual Meeting of Members</td>
<td>Early Registration</td>
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<td>4:00 - 6:00 PM</td>
<td>Wisconsin Council for Local History: Mini-Grant Fundraiser ($25)</td>
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<td>FRIDAY, OCTOBER 25:</td>
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<td>7:00 - 9:00 AM</td>
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<td>9:00 - 9:30 AM</td>
<td>Break: Town Square Exhibits open, Snacks served</td>
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<td>10:15 - 10:15 AM</td>
<td>Historic Wood Windows: Challenges and Opportunities</td>
<td>Our Diverse Collective History: Underrepresented Communities</td>
<td>Our Tribal Neighbors: Indian Nations of Wisconsin</td>
<td>Board Relationships and Recruitment</td>
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<td>10:15 - 11:45 AM</td>
<td>Break: Town Square Exhibits open, Snacks served</td>
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<td>10:45 - 11:45 AM</td>
<td>Geocaching</td>
<td>Small but Mighty Rehabilitation Projects</td>
<td>Community Partnerships to Interpret Difficult Subjects: Slavery in Wisconsin</td>
<td>Stewardship of Members</td>
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<td>12:00 - 1:15 PM</td>
<td>Lunch and Presentation: John Gurda presents “A Life in History, or 47 Years of 1099s”</td>
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<td>1:30 - 2:30 PM</td>
<td>Historic Significance and Minority Groups: A Civil Rights Case Study</td>
<td>Leverage Archaeology to Develop Place-Based Outreach and Curricular Materials</td>
<td>Museum Exhibit Design, for Smaller Museums and Smaller Budgets</td>
<td>Instagram 101: Make Instagram Work for Your Organization</td>
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<td>2:30 - 3:00 PM</td>
<td>Break: Town Square Exhibits open, Snacks served</td>
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<td>3:00 - 4:00 PM</td>
<td>Preservation with Northern Bedrock Historic Preservation Corps</td>
<td>Preservation Beyond the Historic District</td>
<td>Everyone is Creative: Fostering Creativity in History Organizations</td>
<td>Oral History Roots: Development of the LGBTQ+ Archive at UW</td>
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<td>FRIDAY EVENING EVENTS</td>
<td>Lake Geneva Walking Tour (Pre-registration required: $10)</td>
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<td>Halloween Legends and Lore (Tickets available online from Old World Wisconsin)</td>
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<td>7:00 - 9:00 PM</td>
<td>Student and Young Professional Meet-up (Pre-registration encouraged: Free)</td>
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<td>9:00 - 9:30 AM</td>
<td>Coffee &amp; Conversation: Round Table Discussions and Breakfast</td>
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<td>9:15 - 10:15 AM</td>
<td>Upstairs Downtown: Living Above the Store</td>
<td>Improving Building and System Performance in Historic Structures</td>
<td>Nobody Is Visiting Us: So What?</td>
<td>History, the Public, and Why They Both Matter</td>
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<td>10:45 - 11:45 AM</td>
<td>Economic Power of Revitalizing Main Street</td>
<td>What is Archaeology?</td>
<td>Moving Collections: A Curator’s Story of Success and Survival</td>
<td>Telling Her Stories: Using the 19th Amendment to Do Better Women’s History</td>
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<td>12:00 - 1:15 PM</td>
<td>Lunch and Presentation: Caitlin Zant presents “Maritime Archeology &amp; Shipwrecks of Geneva Lake”</td>
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<td>SATURDAY POST-CONFERENCES</td>
<td>Lake Geneva Walking Tour (Pre-registration required: $10)</td>
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<td>Wisconsin Journey Tour at Old World Wisconsin (Pre-registration required: $12)</td>
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<td>Historic Preservation Commission Workshop  LIMIT 30</td>
<td>Box-Making for Museum Objects  LIMIT 20</td>
<td>Care and Maintenance of Local Government Records LIMIT 30</td>
<td>Hire for Culture: Improv for Hiring, Training and Maintaining Work Culture LIMIT 25</td>
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CONFERENCE AGENDA

THURSDAY, OCTOBER 24

2:00 – 4:00 PM
WISCONSIN COUNCIL FOR LOCAL HISTORY BOARD MEETING
(WCLH Board Members only)

2:30 – 4:30 PM
WISCONSIN JOURNEY TOUR AT OLD WORLD WISCONSIN WITH STAFF DISCUSSION
Tour will meet at Old World Wisconsin, approximately 35-minutes from the conference center

PRE-REGISTRATION REQUIRED
TICKETS ARE $12

The Wisconsin Journey is a new 90-minute guided experience offering exclusive access to three historic spaces at Old World Wisconsin. This new interactive programming is perfect for guests to experience Wisconsin’s rich immigrant history. A special highlight of this Thursday tour is a post-tour discussion with Old World Wisconsin staff about how the tour was designed and what the staff learned through the process. The tour requires boarding and alighting a tram vehicle and walking short distances between buildings. Historic structures are not wheelchair accessible. Please contact lhhpconference@wisconsinhistory.org with questions regarding accommodation.

4:00 – 4:30 PM
WISCONSIN COUNCIL FOR LOCAL HISTORY ANNUAL MEETING OF MEMBERS
(WCLH Affiliate Members)

4:00 – 6:00 PM
EARLY CONFERENCE PACKET PICK-UP
(All conference attendees)
Pick up your nametag and conference packet including session and workshop room assignments.

4:30 – 6:00 PM
MINI-GRANT FUNDRAISING RECEPTION
PRE-REGISTRATION REQUIRED

Tickets are $25 and available to all conference attendees

Join the Wisconsin Council for Local History for a reception to support the mini-grant program! Attendees will enjoy brief presentations highlighting projects from around the state and the Society Press will feature a few select books celebrating the area’s historic architecture. The event will feature appetizers and a cash bar. Ticket proceeds will support the Wisconsin Council for Local History’s mini-grant endowment program. This is a great opportunity to kick off the conference and socialize with fellow history lovers working to preserve Wisconsin’s great history!

TOWN SQUARE & RESOURCE CENTER

The Wisconsin Council for Local History is pleased to sponsor the Eighth Annual Town Square & Resource Center. This popular networking opportunity features tabletop exhibits and information from historical and preservation groups from around Wisconsin.

The Town Square & Resource Center is open during registration and conference breaks. Attendees gather for refreshment and networking discussions with representatives from a variety of organizations.

Interested in reserving a table for the Town Square & Resource Center? Affiliates and partner organizations are eligible to participate. Affiliates in the southeast region and those organizations who have not previously hosted a table at the Town Square will be given priority to reserve a table for 2019. To request a table, go to surveymonkey.com/r/townsquare2019.

FRIDAY, OCTOBER 25

FRIDAY MORNING

PACKET PICK-UP AND REGISTRATION: 7:00 – 9:00 AM
Pick up your nametag and conference packet including session and workshop room assignments.

BREAKFAST AND PLENARY SESSION: 7:30 – 9:00 AM
A WISCONSIN HISTORICAL SOCIETY FOR THE 21ST CENTURY: VISION FOR 2029
Join Christian Øverland, The Ruth and Hartley Barker Director of the Wisconsin Historical Society, for the opening plenary session of the 2019 conference as he shares an aligned vision for our future that continues Wisconsin’s tradition as a place of firsts, innovation, ingenuity, and collaboration. A new state-of-the-art history museum and other key projects will propel the Society and our statewide partners forward in our mission to provide unparalleled access to history.

Breakfast served beginning at 7:30 a.m. Opening remarks at 8:15 a.m.
CONFERENCE AGENDA

FRIDAY MORNING: 9:15 – 10:15 AM

HISTORIC WOOD WINDOWS: CHALLENGES AND OPPORTUNITIES
Recognizing that many original bungalow windows were nearly a century old and in need of various repairs, the Chicago Bungalow Association started the Window Campaign to help simplify the identification of typical window issues, offer resources and tools for their repair, and provide direct access to qualified window specialists. We’ll discuss what we learned along the way and share the resources we developed to make the case for historic window repair in communities of all kinds. Presented by Emily Schmidt, preservation program manager, Chicago Bungalow Association

OUR DIVERSE COLLECTIVE HISTORY: RESEARCHING UNDERREPRESENTED COMMUNITIES
The Wisconsin Historical Society received a grant from the Department of the Interior to fund National Register of Historic Places nominations of properties associated with underrepresented communities and focused the project on African American resources in the City of Milwaukee. The City of Madison, as part of an ongoing Racial Equity and Social Justice Initiative, hired Legacy Architecture to undertake an intensive survey of six underrepresented communities: First Nations, African American, Hmong, Latino, women, and LGBTQ. Learn about the methodology used to research the origins and history of each community and significant historical resources associated with each community. Presented by Jennifer L. Lehrke, president, principal architect & historic preservation consultant, and Rowan Davidson, historic preservation consultant, Legacy Architecture, Inc.

OUR TRIBAL NEIGHBORS: AMERICAN INDIAN NATIONS OF WISCONSIN
*This session is a Prerequisite for Saturday’s “Building Sustainable Collaborations with American Indian Nations” workshop.
What does it mean to be a nation within a nation? Human presence in the Western Great Lakes dates back more than 12,000 years and accounts for 98.6% of history prior to statehood. Today, Wisconsin is home to 12 American Indian nations and several urban Indian communities that are linguistically, culturally, and economically diverse. This “101” session, attendees will receive a broad overview of American Indians in Wisconsin, examine contemporary status, and define tribal sovereignty. Presented by Rebecca H. Comfort, American Indian Nations liaison, Wisconsin Historical Society

BOARD RELATIONSHIPS AND RECRUITMENT
Learn tips from the Wisconsin Historical Foundation on how to recruit and manage your organization’s Board of Directors. Learn how to determine the desired makeup of your Board of Directors; recruit and orient your ideal Board for your organization’s needs; and maintain the relationship with your Board of Directors to ensure continued engagement, along with other common Board governance best practices. This beginner session will get you thinking about how you can get your Board of Directors to work for you and your organization. Presented by Julie Lussier, managing director, and Erika Flaherty, executive assistant, Wisconsin Historical Foundation

FRIDAY MORNING: 10:45 – 11:45 AM

GEOCACHING
Geocaching is a real-world treasure hunt that can be played by anyone, anywhere, anytime using a GPS device or smart phone app. Geocachers use GPS coordinates to lead them to the location of a geocache which can range from a small hidden container where the players sign a logbook to a historic landmark or scenic vista. This session will introduce you to geocaching and how local organizations can use this popular activity to provide locals and visitors with a unique tour of historic places in your community. Presented by maritime archaeology staff, Wisconsin Historical Society

SMALL BUT MIGHTY REHABILITATION PROJECTS
You don’t need to spend a fortune on your historic building to make a big difference on its impact to the community. Join us as we discuss various small-scale rehabilitation projects from across the state. Needless to say, these building owners all received income tax credits for this work also. This session will present before and after photos of the buildings and discuss common small projects that you can bring back to your communities as ideas. Presented by Jen Davel, preservation architect, Wisconsin Historical Society

COMMUNITY PARTNERSHIPS TO INTERPRET DIFFICULT SUBJECTS: SLAVERY IN WISCONSIN
This session offers helpful suggestions on how communities can collaborate to improve the way difficult topics are interpreted at historic sites and museums. Relevant topics include: American Indian sovereignty and land disputes, violence against women, and chattel slavery in Wisconsin. In particular, Dr. Eugene Tesdahl and some of his students will explain their research on enslaved people in Wisconsin, namely Rachel, Maria, and Felix, whom John H. Rountree held as slaves in Platteville in the 1820s and 1830s. Dr. Rachel Lewis will explain the importance of depicting figures like Rountree as complex and imperfect individuals. She will also explain the importance of restoring figures like Rachel, Maria, and Felix to the narrative. The team will also explain how their work led to more complex discussions of racism and slavery at the Mitchell Rountree Stone Cottage Museum in Platteville and at the Cunningham Museum in Lancaster. Presented by Dr. Eugene Tesdahl, assistant professor of history, UW-Platteville; Dr. Rachel Lewis, director, Grant County Historical Society; and UW-Platteville students

STEWARDSHIP OF YOUR MEMBERS
A great membership program not only attracts new members but also keeps existing members engaged and excited. Learn about the basic components of a successful membership program, focusing on the importance of meaningful, well-timed stewardship. We will discuss the core principles of membership, how to engage your members throughout the year, and realistic changes you can make to let your members know how much you appreciate them. Even with limited resources, you can make your members proud to belong! Presented by Hannah Hankins, annual giving manager, and Libby Hallanger-Bernstein, stewardship coordinator, Wisconsin Historical Foundation
FRIDAY LUNCHEON

FRIDAY LUNCHEON: 12:00 – 1:15 PM
A LIFE IN HISTORY, OR 47 YEARS OF 1099S

John Gurda is that Wisconsin rarity: a local historian who has been able to make a living at his chosen profession. As a full-time teller of Milwaukee’s story, he has been a voice for the past in print, on television, and at the podium since 1972. Gurda will describe the twists and turns in a career that has been somewhat accidental, frequently precarious, and never anything less than fascinating. A book signing opportunity will be available.

CONFERENCE AGENDA

FRIDAY AFTERNOON: 1:30 – 2:30 PM
HISTORIC SIGNIFICANCE AND MINORITY GROUPS: A CIVIL RIGHTS CASE STUDY

Join this panel presentation about identifying and listing properties associated with underrepresented communities in the State and National Registers of Historic Places. Panelists will talk about recent efforts to nominate three properties in Milwaukee to the State and National Registers for their significance to the African American Civil Rights Movement: the 16th Street Viaduct, St. Matthew Christian Methodist Episcopal Church, and the Lloyd Barber House. Learn about the significance of these buildings, research methods for documenting the properties, and outreach efforts to include property owners and other interested parties. This session will help expand your understanding of how to recognize these types of properties in your own community. Presented by Tanika Apaloo, multicultural outreach coordinator, Wisconsin Historical Society, and Robert Blythe, historical consultant.

LEVERAGING ARCHAEOLOGY TO DEVELOP PLACE BASED OUTREACH AND CURRICULAR MATERIALS

Learn about our recently developed curriculum for elementary and middle school students and outreach program targeted at all age groups that is centered on the Aztalan Site and Jefferson County. The scaffolded curriculum are units, which are designed to meet state and national standards, build from local to global and back to local, and they interweave science, history, anthropological principles, journaling, and critical thinking to create an engaging interdisciplinary learning experience focused on Native Americans in Wisconsin. Presented by Sissel Schroeder, Linda Orie, UW-Madison and Sarah Taylor, Wisconsin Historical Society.

MUSEUM EXHIBIT DESIGN FOR SMALLER MUSEUMS AND SMALLER BUDGETS

This session will address exhibit design for smaller museums, such as identifying the goals of the exhibit, defining the intended audience (local or extended), evaluating the exhibit space, and determining the duration of the exhibit. Is the exhibit intended to be temporary or permanent? We will discuss establishing an exhibit team for exhibit planning and developing a schedule for the interpretive planning exhibit production and installation. Special concerns for the exhibit will include archival techniques for preparing and protecting the artifacts within the exhibit environment. The session will also address the National Park Service Standards for Exhibit Conservation and American Disabilities Act (ADA) considerations for exhibit design. Presented by Cindy Arbiture, president, Museum Professional Services, Inc.

INSTAGRAM 101: MAKE INSTAGRAM WORK FOR YOUR ORGANIZATION

Next to Facebook, Instagram is one of the fastest-growing social media platforms. With over 500 million daily active users, Instagram allows you to edit and share photos and videos. Wisconsin Historical Foundation staff will bring a wide mix of social media knowledge to the table as they walk attendees through why Instagram is important, how to set up an Instagram account, how to use your account to promote your organization, and how to connect with influencers. This session is perfect for anyone just starting out on Instagram or for those who want to be on Instagram. Presented by Keri O’Keefe, marketing coordinator, and Kara O’Keeffe, public relations manager, Wisconsin Historical Foundation.
**FRIDAY MORNING WORKSHOPS: 9:15 – 11:45 AM**

**HISTORIC PRESERVATION COMMISSIONS WORKSHOP**

*PRE-REGISTRATION REQUIRED: LIMIT 30*

This workshop will explore the most common issues Commissions face when reviewing Certificate of Appropriateness applications. SHPO staff will review the Secretary of Interior Standards and how to use them to make a defensible decision to approve or deny an application. We will also discuss establishing clear review processes and the importance of communication with property owners. *Presented by Heather Bailey, preservation planner, City of Madison, Daina Penkiunas, state historic preservation officer, Joe DeRose, CLG coordinator, Mark Buechel, senior preservation architect, Wisconsin Historical Society*

**BOX-MAKING FOR MUSEUM OBJECTS**

*PRE-REGISTRATION REQUIRED: LIMIT 20*

Are you interested in learning how to make your own boxes for the storage of historical collections? Then sign up for this introductory hands-on box-making workshop, where you’ll learn about safe materials used in the protection and support of museum objects. Participants will learn different ways to make boxes. Then, they may take home their newly constructed containers. A list of mount-making resources will be provided to all participants for further exploration. *Presented by Danielle Benden, owner, Driftless Pathways, LLC*

**CARE AND MAINTENANCE OF LOCAL GOVERNMENT RECORDS**

*SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD*  

*PRE-REGISTRATION REQUIRED: LIMIT 30*

Learn how the Wisconsin Historical Society and Area Research Centers select, preserve, and provide access to historically important local government records throughout the state. The discussion will focus on how the Historical Society and the ARC Network care for historical local records, how state statutes mandate the management of public records, and how public records statutes impact both records creators and local historical societies. *Presented by Abbie Norderhaug, assistant state archivist, Wisconsin Historical Society*

**RECRUIT FOR CULTURE: IMPROV FOR HIRING, TRAINING, AND MAINTAINING ORGANIZATIONAL CULTURE**

*PRE-REGISTRATION REQUIRED: LIMIT 25*

We need front-line staff and volunteers that are nimble and creative—people with the attitude and skills to connect with guests and deliver exceptional customer service. So how do we find the right people and create a culture that lets them learn and cultivate these talents? This interactive session explores ways to hire, train, and maintain staff and volunteers that are in the game for the right reasons and do your organization proud. The successes and hurdles of culture change will be addressed with clarity, honesty, and fun. Take away insights, ideas, and encouragement to change your culture. *Presented by Anna Altschwager, assistant director of guest experience, Old World Wisconsin*

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**FRIDAY AFTERNOON: 3:00 – 4:00 PM**

**PRESERVATION IN YOUR COMMUNITY WITH NORTHERN BEDROCK**

**HISTORIC PRESERVATION CORPS**

Northern Bedrock Historic Preservation Corps helps communities revive their historic buildings while introducing preservation to the next generation. Northern Bedrock is modeled after the Civilian Conservation Corps and addresses the skills gap between education and employment. Our AmeriCorps training and service program serves as a pathway to the preservation trades for young adults. This session gives an introduction to Northern Bedrock, their Corps Model, and how corps members can work in your community. *Presented by Jessica Fortney, program manager, Northern Bedrock Historic Preservation Corps*

**PRESERVATION BEYOND THE HISTORIC DISTRICT**

Come learn how the Chicago Bungalow Association empowers vintage homeowners outside of traditional historic districts by providing (for free!) the resources they need to preserve, maintain, and adapt their homes. Our focus is on practical preservation—preserving architecture one brick at a time. We’ll share information about how our online design and maintenance guides, in-person educational seminars, how-to home film series, service provider referrals, homeowner discussion groups, and social media contests further historic preservation in communities of many shapes and sizes. *Presented by Emily Schmidt, preservation program manager, Chicago Bungalow Association*

**EVERYONE IS CREATIVE: FOSTERING CREATIVITY IN HISTORY ORGANIZATIONS**

Museums, historical societies, and historic sites are perfectly positioned to foster creativity. There is a myth that “creative people” have a monopoly on creativity, that the only people who are creative are people like artists, musicians, or designers. This is not true. Everyone is creative. Some people practice more than others. Some people had a roadblock placed in their way that discouraged them. This session will help you bring creativity into your role and organization. By building our creative skills, we can help encourage creativity in our visitors. *Presented by Mike Hollander, director, Wisconsin Historical Museum*

**ORAL HISTORY ROOTS: THE DEVELOPMENT OF THE LGBTQ+ ARCHIVE AT UW-MADISON**

The LGBTQ+ Archive at UW-Madison started as an oral history project and now has over 120 archival collections and 125 oral histories. Presenters will discuss the Archive’s origins, the role oral history played in it, and the evolution and status of the Archive today, which includes printed and AV materials, photographs, digital records, artifacts, and more. Moreover, the Archive is managed by UW-Madison Archives staff and a committee that includes University staff, students, and community members. Panelists will highlight challenges and opportunities related to this type of archives in terms of collection building, donor relations, and conducting oral histories. *Presented by Troy Reeves, head, Oral History Program, and Katie Nash, university archivist, UW-Madison Archives*
LAKE GENEVA WALKING TOUR
Tour will meet in front of the Riviera Building in downtown Lake Geneva
5:00 – 6:30 PM
PRE-REGISTRATION REQUIRED
TICKETS ARE $10
Limit: 30
Learn about Lake Geneva's famously designed buildings by architects including Daniel Burnham, Frank Lloyd Wright, and William Le Baron Jenny, as well as the colorful past of the downtown and the historic Maple Park neighborhoods. The walking tour covers roughly 1.3 miles on city sidewalks.

STUDENT AND YOUNG PROFESSIONALS MEET-UP
MAXWELL MANSION (APPROXIMATELY 10 MINUTE DRIVE)
7:00 – 9:00 PM
PRE-REGISTRATION ENCOURAGED
Students and professionals under 35, this event is for you! Explore and relax at the 1856 Maxwell Mansion where you can meet other emerging professionals and try a drink from the Apothecary Bar inspired by the house's original owner, Dr. Philip Maxwell. The mansion will be transformed into a haunted house for Halloween weekend and those who stay past 9:00 pm may get the password for The Speakeasy.

HALLOWEEN LEGENDS AND LORE
OLD WORLD WISCONSIN, EAGLE
(APPROXIMATELY 35 MINUTE DRIVE)
5:30 – 9:30 PM
TICKETS AVAILABLE FOR PURCHASE IN SEPTEMBER AT OLDWORLDWISCONSIN.WISCONSINHISTORY.ORG
Troves of supernatural tales brought to Wisconsin over the generations come to life as you explore the Crossroads Village after dark at this always spooky, sometimes scary, family-friendly Halloween event.

FRIDAY AFTERNOON WORKSHOPS
FRIDAY WORKSHOPS: 1:30 – 4:00 PM
UNDERSTAND SUBSTITUTE MATERIALS AND COMPATIBLE NEW CONSTRUCTION
PRE-REGISTRATION REQUIRED: LIMIT 25
Come gain in-depth understanding of what substitute building materials are, why some are appropriate to use on historic buildings, and why others are not. The workshop will also explore the design of new construction (additions and stand-alone buildings on historic properties) and explain how to incorporate new construction that is compatible to the existing historic building or site. Presented by Mark Buechel, senior preservation architect, Wisconsin Historical Society

CUSTOM PRODUCT DEVELOPMENT
PRE-REGISTRATION REQUIRED: LIMIT 30
Looking to create something special for your museum store but not sure where to begin? Knowing where to look and whom to talk with is often the biggest challenge in getting your dream idea to be a reality. Using resources and techniques learned in this workshop, you will learn how to develop truly unique items that will enhance your store and extend your visitor experience beyond the initial trip to your museum. There will be time for one-on-one consultations and conversations, so bring your ideas and questions! Presented by Amanda Shultz, retail director, Wisconsin Historical Society

DIGITAL RECORDS BASICS FOR LOCAL HISTORICAL SOCIETIES
SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD
PRE-REGISTRATION REQUIRED: LIMIT 30
As history is increasingly recorded in digital formats, there is an increased need for cultural institutions to be able to accept and preserve digital files in their collections. This workshop aims to introduce attendees to the basics of acquiring, managing, and preserving digital records. We will cover basic concepts of digital records, first steps to take with digital media, and some free tools to assist you with these tasks. Presented by Hannah Wang, electronic records archivist, Wisconsin Historical Society

MAKING SENSE OF ARCHIVAL COLLECTIONS
SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD
PRE-REGISTRATION REQUIRED: LIMIT 25
This workshop will provide the basic information needed to start successfully managing your archival collections. We will discuss how to create a good collecting policy, the basics of donor relations, how to inventory your collections, best practices for storing and handling materials, and how to catalog and provide reference and outreach for your collections. Bring questions and examples from your own institution, and we will have time to discuss them. Presented by Emil Hoelter, archivist, Wisconsin Historical Society

CONFERENCE AGENDA
FRIDAY SPECIAL EVENTS
LAKE GENEVA WALKING TOUR
Tour will meet in front of the Riviera Building in downtown Lake Geneva
5:00 – 6:30 PM
PRE-REGISTRATION REQUIRED
TICKETS ARE $10
Limit: 30
Learn about Lake Geneva's famously designed buildings by architects including Daniel Burnham, Frank Lloyd Wright, and William Le Baron Jenny, as well as the colorful past of the downtown and the historic Maple Park neighborhoods. The walking tour covers roughly 1.3 miles on city sidewalks.

STUDENT AND YOUNG PROFESSIONALS MEET-UP
MAXWELL MANSION (APPROXIMATELY 10 MINUTE DRIVE)
7:00 – 9:00 PM
PRE-REGISTRATION ENCOURAGED
Students and professionals under 35, this event is for you! Explore and relax at the 1856 Maxwell Mansion where you can meet other emerging professionals and try a drink from the Apothecary Bar inspired by the house's original owner, Dr. Philip Maxwell. The mansion will be transformed into a haunted house for Halloween weekend and those who stay past 9:00 pm may get the password for The Speakeasy.

HALLOWEEN LEGENDS AND LORE
OLD WORLD WISCONSIN, EAGLE
(APPROXIMATELY 35 MINUTE DRIVE)
5:30 – 9:30 PM
TICKETS AVAILABLE FOR PURCHASE IN SEPTEMBER AT OLDWORLDWISCONSIN.WISCONSINHISTORY.ORG
Troves of supernatural tales brought to Wisconsin over the generations come to life as you explore the Crossroads Village after dark at this always spooky, sometimes scary, family-friendly Halloween event.
SATURDAY, OCTOBER 26

SATURDAY MORNING

PACKET PICK-UP AND REGISTRATION:
7:30 – 9:00 AM
Pick up your nametag and conference packet including session and workshop room assignments.

COFFEE AND CONVERSATION – ROUNDTABLE DISCUSSIONS: 8:00 – 9:00 AM
The Saturday breakfast is an opportunity to ask questions of experts and discuss ideas in a small group setting that facilitates great conversation. A hot breakfast is included with your registration. Several tables will have a designated subject for discussion and a full list of topics will be provided in your registration packet to help you plan. You can settle in at any of the conversation tables that interest you or visit and meet new people at open tables.

SATURDAY MORNING: 9:15 – 10:15 AM

UPSTAIRS DOWNTOWN: LIVING ABOVE THE STORE
This program will focus on the reuse of the vacant upper floors that are found in older downtowns. The program emphasizes the use of a coordinated team that understands the market forces, design, and regulatory and financial variables that shape successful projects. The topics of the session include market analysis, design assessment, financial pro formas, and case studies. Presented by Mike Jackson, FAIA

IMPROVING BUILDING AND SYSTEM PERFORMANCE AND EFFICIENCY IN HISTORIC STRUCTURES
This session will explore what steps can be taken to enhance historic building and associated system performance and efficiency as well as what pitfalls should be avoided when implementing building and system upgrades. In addition to general steps we will look at case study examples of how best to achieve enhanced performance with as little disruption to the historic building fabric as possible. Presented by Mark Nussbaum, principal, Architectural Consulting Engineers

NOBODY IS VISITING US! SO WHAT?
Black Point Estate and Gardens is located on Geneva Lake. The museum operates under a conditional use permit that prevents general vehicle access to the site. Guests arrive either via cruise boat or motor coach. Despite these restrictions, the organization desired to move beyond being merely a tourist attraction and to develop into a historical resource for the region. During this presentation, learn how the staff and volunteers at Black Point developed a low cost, yet successful outreach program to bring history to the people. Staff will share successes and failures along their five-year journey towards reaching this goal. Presented by Dave Desimone and Michael Rehberg, Black Point Estate and Gardens

HISTORY, THE PUBLIC, AND WHY THEY BOTH MATTER
The disconnect between academic history and the general public is enormous. Scholars often produce important works which advance the field yet only reach an academic audience. Meanwhile “popular” histories, by less accomplished historians, have widespread appeal. As museum professionals, it is our responsibility to provide the best histories and reach a wide audience. They both matter. Session attendees will learn how to identify important academic works, methods for reaching popular audiences, and why it is important to do both. Presented by Dustin Mack, chief curator, History Museum at the Castle

SATURDAY MORNING: 10:45 – 11:45 AM

ECONOMIC POWER OF REVITALIZING MAIN STREETS
Todd Barman, Principal of Barman Development Strategies, LLC, will present on the positive economic impacts of preservation on historic Main Streets. With over 23 years of experience in the development field, experience as a National Main Street Center Program Officer, and additional work in municipalities across the country, Todd is an expert in the areas of historic commercial district design, commercial revitalization, and economic restructuring to bring vitality to Main Streets. Learn about these strategies and how to apply them to your community. Presented by Todd Barman, principal, Barman Development Strategies, LLC

WHAT IS ARCHAEOLOGY?
Join the State Archaeologist for a fun filled journey through Wisconsin’s deep past, tangled present, and unknown future. John will discuss current research and new technologies and challenge your views of what archaeologists really do. Presented by John Broihahn, state archaeologist, Wisconsin Historical Society

MOVING COLLECTIONS: A CURATOR’S STORY OF SUCCESS AND SURVIVAL
Between November 2015 and June 2018, every artifact and archival item in the collection of the Waukesha County Historical Society & Museum was moved – twice – during work to restore and rehabilitate the historic courthouse complex they occupy. The collections move plan seemed Sisyphean at the start; instead, it became an opportunity for professional development and community engagement with new volunteers and building project partners. Bonnie Byrd will share her experiences in overcoming curatorial self-consciousness, building volunteer engagement, and finding the resources to tackle the conundrum of moving a collection. Presented by Bonnie Byrd, executive director, Waukesha County Historical Society & Museum

TELLING HER STORIES: USING THE 19TH AMENDMENT TO DO BETTER WOMEN’S HISTORY
After a 72-year fight, the 19th Amendment roughly doubled the number of eligible voters in 1920. Anniversaries are something we all are used to celebrating; recently, WWI and the Civil War were fertile anniversaries for many of us. But women’s stories can be harder to find and celebrate. From research methods to programmatic ideas, be prepared to discuss ideas in a small group setting that facilitates great conversation. The Saturday breakfast is an opportunity to ask questions of experts and discuss ideas in a small group setting that facilitates great conversation. Presented by Jenny Kalvaitis, coordinator of secondary education, Wisconsin Historical Society
SATURDAY WORKSHOPS: 9:15 – 11:45 AM

PLANNING AND IMPLEMENTING YOUR ORAL HISTORY PROJECT
PRE-REGISTRATION REQUIRED: LIMIT 20
This workshop offers attendees an overview on how to plan and conduct a personal or organizational oral history project from start to finish. UW-Madison’s Troy Reeves and UW-Milwaukee’s Brad Wiles will provide tips, tricks, and best practices for oral history project management, using examples from recent community projects they have implemented. This interactive session gives attendees an opportunity to network ideas and receive feedback on their own active or potential projects. This workshop is designed for conference attendees who already have a basic understanding of oral history and are ready to take it to the next level. Presented by Troy Reeves, head, Oral History Program, UW-Madison Archives, and Bradley Wiles, PhD Student, UW-Milwaukee SOIS.

DEVELOPING A COLLECTIONS MANAGEMENT POLICY: CREATE YOUR POLICY HERE
PRE-REGISTRATION REQUIRED: LIMIT 20
Does the museum or historical society for which you volunteer or work have a collections management policy? If not, or if yours is outdated, this workshop is for you. Come learn about the “what, why, and how” of collections management policies—what they are, why they’re important, and how they are developed—and then create one for your institution. In this workshop, participants will be guided, step-by-step, through the process of establishing a policy. Leave the conference with a tangible product that will benefit your organization: a well-developed collections policy. A list of resources will also be provided to each participant. Presented by Danielle Benden, owner, Driftless Pathways, LLC.

BUILDING SUSTAINABLE COLLABORATIONS WITH AMERICAN INDIAN NATIONS
PRE-REGISTRATION REQUIRED: LIMIT 20
“Must attend prerequisite session “Our Tribal Neighbors: American Indian Nations of Wisconsin”
This workshop is intended to provide a framework for museums and cultural institutions interested in developing collaborations with American Indian nations, tribal communities, and/or intertribal organizations. Workshop participants will learn about professional development resources and preparing for respectful and responsive engagement. Participants will begin developing individual work plans that can be implemented in a variety of professional settings. Presented by Rebecca H. Comfort, American Indian Nations liaison, Wisconsin Historical Society.

PAPERS, PICTURES, AND PATRONS: MAKING THE MOST OF YOUR ARCHIVES
SPONSORED BY THE WISCONSIN HISTORICAL RECORDS ADVISORY BOARD
PRE-REGISTRATION REQUIRED: LIMIT 25
This workshop will explore the role and value of archives for institutions of all sizes. Archival repositories, often a fixture of museums, historical societies, libraries, and other local history organizations, serve a vital role in preserving and connecting audiences with important local history resources that tell powerful stories. This workshop will use engaging activities to help attendees learn the basics of managing an archival repository, such as collections management and research services, helping to transform archives into a vital component of every organization. Presented by Greg Kocken, UW-Eau Claire, and Pete Shrade, Circus World Museum.

SATURDAY LUNCHEON:
12:00 – 1:15 PM

MARITIME ARCHAEOLOGY & SHIPWRECKS OF GENEVA LAKE
More than 750 ships have been lost in Wisconsin waters, a few of which lie on the bottom of Geneva Lake, including the Lucius Newberry and the original Lady of the Lake. Maritime Archaeologist Caitlin Zant will be discussing southeastern Wisconsin’s maritime history and how Wisconsin Historical Society maritime archaeologists work to help preserve the state’s rich maritime history, which still remains an important part of Wisconsin’s heritage today.
SATURDAY TOURS

LAKE GENEVA WALKING TOUR

Tour will meet in front of the Riviera Building in
downtown Lake Geneva
2:00 – 3:30 PM

Learn about Lake Geneva’s famously designed buildings
by architects including Daniel Burnham, Frank Lloyd
Wright, and William Le Baron Jenny, as well as the
colorful past of the downtown and the historic Maple
Park neighborhoods. The walking tour covers roughly
1.3 miles on city sidewalks.

PRE-REGISTRATION REQUIRED
TICKETS ARE $10
Limit: 30

WISCONSIN JOURNEY TOUR AT OLD WORLD WISCONSIN

Tour will meet at Old World Wisconsin, approximately 35-minute drive from
the conference center
2:30 – 4:00 PM

The Wisconsin Journey is a new 90-minute guided experience offering
exclusive access to three historic spaces at Old World Wisconsin. This new
interactive programming is perfect for guests to experience Wisconsin’s rich
immigrant history. This tour requires boarding and alighting a tram vehicle
and walking short distances between buildings. Historic structures are not
wheelchair accessible. Please contact lhhpconference@wisconsinhistory.org
with questions regarding accommodation.

PRE-REGISTRATION REQUIRED
TICKETS ARE $12

REGIONAL MUSEUMS AND SITES OPEN HOUSE

There are museums and sites in the region that you can visit on your way to or from the conference!
Visit wisconsinhistory.org/conference for a full list of sites open during the conference.
CONFERENCE RATES

REGISTER EARLY & SAVE!
REGISTER EARLY AND SAVE – Register by August 23 and save $20
FINAL DEADLINE TO REGISTER – October 11
WISCONSIN HISTORICAL SOCIETY MEMBERS
RECEIVE 10% OFF REGISTRATION

EARLY BIRD REGISTRATION – PAYABLE BEFORE AUGUST 23, 2019
EARLY BIRD TWO DAY REGISTRATION FEE $135
EARLY BIRD FRIDAY REGISTRATION FEE $85
EARLY BIRD SATURDAY REGISTRATION FEE $80

REGULAR REGISTRATION – PAYABLE BEFORE OCTOBER 11, 2019
REGULAR TWO DAY REGISTRATION FEE $155
REGULAR FRIDAY REGISTRATION FEE $90
REGULAR SATURDAY REGISTRATION FEE $85

STUDENT REGISTRATION – PAYABLE BEFORE OCTOBER 11, 2019
STUDENT TWO DAY REGISTRATION FEE $70
STUDENT ONE DAY REGISTRATION FEE $40

The registration fee includes breakfasts, lunches, and all sessions and workshops.
Please note that your registration entitles you to attend any open session, but workshop space is limited and requires advance registration as do optional events and tours.

Register and pay online at:
www.whslcahistory.com
PAYMENT METHODS: ALL REGISTRATIONS MUST BE PRE-PAID BY OCTOBER 11, 2019 ONE REGISTRATION FORM REQUIRED FOR EACH INDIVIDUAL

☐ CHECK: MAKE PAYABLE TO WISCONSIN HISTORICAL FOUNDATION
☐ CREDIT CARD: CALL 608-264-6579 OR REGISTER ONLINE AT WWW.WHSLOCALHISTORY.COM

SEND YOUR COMPLETED REGISTRATION FORM & PAYMENT BY OCTOBER 11, 2019:

WISCONSIN HISTORICAL SOCIETY • ATTN: AMY NORLIN • 816 STATE STREET • MADISON WI 53706

For Registration Information: Contact Amy Norlin at 608-264-6579 or amy.norlin@wisconsinhistory.org

PAYMENT INFORMATION: ALL REGISTRATIONS MUST BE PRE-PAID BY CHECK OR CREDIT CARD
POSTMARKED BY OCTOBER 11, 2019
ONE REGISTRATION FORM PER PERSON

ALL REGISTRATIONS MUST BE PREPAID BY CHECK OR CREDIT CARD
POSTMARKED BY OCTOBER 11, 2019
ONE REGISTRATION FORM PER PERSON

REGISTRATION FORM

______________________________________________________________________________________________________________________
Name and Organization
______________________________________________________________________________________________________________________
Address, City, State, Zip
______________________________________________________________________________________________________________________
Telephone, Email
______________________________________________________________________________________________________________________

PAYMENT INFORMATION:

EARLY BIRD REGISTRATION–PAYABLE BEFORE AUGUST 23

☐ FRIDAY AND SATURDAY $135  ☐ 10% MEMBER DISCOUNT $122
☐ FRIDAY ONLY $85  ☐ 10% MEMBER DISCOUNT $77
☐ SATURDAY ONLY $80  ☐ 10% MEMBER DISCOUNT $72

REGULAR REGISTRATION–PAYABLE BEFORE OCTOBER 11

☐ FRIDAY AND SATURDAY $155  ☐ 10% MEMBER DISCOUNT $140
☐ FRIDAY ONLY $90  ☐ 10% MEMBER DISCOUNT $81
☐ SATURDAY ONLY $85  ☐ 10% MEMBER DISCOUNT $77

STUDENT RATES–PAYABLE BEFORE OCTOBER 11

INCLUDE COPY OF VALID STUDENT ID

☐ FRIDAY AND SATURDAY $70
☐ ONE DAY ONLY $40

WISCONSIN HISTORICAL SOCIETY MEMBERSHIP
NUMBER: #

DON'T HAVE YOUR MEMBERSHIP NUMBER? CALL 1-888-748-7479

REGISTRATION AMOUNT DUE: ______________

ACTIVITIES AND MEALS, ADVANCED SIGN-UP IS REQUIRED:

THURSDAY:

☐ WISCONSIN JOURNEY TOUR AT OLD WORLD WISCONSIN
2:30 – 4:30 PM, LIMIT 14 $12 $_____

☐ WISCONSIN COUNCIL FOR LOCAL HISTORY RECEPTION
2:30 – 6:00 PM $25 $_____

FRIDAY:

☐ BREAKFAST
7:30 – 9:00 AM Included in registration fee

☐ OPENING PLENARY: THE WISCONSIN HISTORICAL SOCIETY FOR THE 21ST CENTURY: VISION FOR 2029
8:15 – 9:00 AM Included in registration fee

☐ LUNCHEON: A LIFE IN HISTORY WITH JOHN GURDA
12:00 – 1:15 PM Included in registration fee

☐ LAKE GENEVA WALKING TOUR
5:00 – 6:30 PM
LIMIT 30 $10 $_____

☐ STUDENT AND YOUNG PROFESSIONALS MEET-UP
7:00 – 9:00 PM Included in registration fee

SATURDAY:

☐ BREAKFAST AND COFFEE & CONVERSATION ROUNDTABLE DISCUSSIONS
8:00 – 9:00 AM Included in registration fee

☐ LUNCHEON: MARITIME HISTORY OF LAKE GENEVA WITH CAITLIN ZANT
12:00 – 1:15 pm Included in registration fee

SATURDAY TOURS, CHOOSE ONLY ONE:
Participants are responsible for their own transportation

☐ LAKE GENEVA WALKING TOUR
2:00 – 3:30 PM, LIMIT 30 $10 $_____

☐ WISCONSIN JOURNEY TOUR AT OLD WORLD WISCONSIN
2:30 – 4:00 PM, LIMIT 14 $12 $_____

IN ADDITION TO OPEN SESSIONS, I WOULD LIKE TO ATTEND THE FOLLOWING WORKSHOPS:
Space is limited for each workshop, please check wisconsinhistory.org/conference or email lhpcconference@wisconsinhistory.org for availability:

FRIDAY: 9:15 – 11:45 AM

☐ Historic Preservation Commission Workshop
☐ Box-Making for Museum Objects
☐ Local Government Records
☐ Hire for Culture

FRIDAY: 1:30 – 4:00 PM

☐ Substitute Materials and New Construction
☐ Custom Product Development for Museums and Historic Sites
☐ Digital Records Basics for Local Historical Societies
☐ Making Sense of Archival Collections

SATURDAY: 9:15 – 11:45 AM

☐ Planning and Implementing Your Oral History Project
☐ Developing a Collections Management Policy
☐ Building Sustainable Collaborations with Native Nations
☐ Papers, Pictures, and Patrons: Making the Most of Your Archives
LOCAL HISTORY & HISTORIC PRESERVATION CONFERENCE

OCT. 25-26, 2019

LAKE GENEVA, WISCONSIN | GRAND GENEVA RESORT

From left to right: WHI Image ID 36571 (Y.M.C.A. Camp), 2191 (Iceboats), and 36466 (J.J. Mitchell Summer Home)