2014
EAST TENNESSEE
PRESERVATION CONFERENCE

PRESERVATION AND THE
“EXPERIENCE ECONOMY”

November 6 - 8 | Oak Ridge, Tennessee
www.knoxheritage.org/etpa/conference
THURSDAY NOVEMBER 6

9:00 AM - 11:50 AM
HISTORIC ZONING COMMISSIONER TRAINING
New Hope Center - Auditorium

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

- 9:00 - 9:50 AM
  Saving Historic Windows
  Dan Brown, Tennessee Historical Commission

- 10:00 - 10:50 AM
  Rehabilitating Downtown Facades
  Kaye Graybeal, AICP, Historic Preservation Planner, Knoxville-Naziun County Metropolitan Planning Commission

- 11:00 - 11:50 AM
  Design Review for Commercial Infill in Historic Districts
  Mike Reynolds, AICP, Planner II, Knoxville-Nashville County Metropolitan Planning Commission

12:00 PM
CONFERENCE REGISTRATION OPENS
New Hope Center - Main Lobby

1:00 PM - 1:50 PM
WELCOME & OPENING REMARKS
New Hope Center - Auditorium

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

THE OAK RIDGE STORY
Enjoy noted Oak Ridge historian Ray Smith as he tells the story of the Secret City’s fascinating and powerful impact on our region and the world.

2:00 PM - 2:50 PM
TELLING THE Y-12 & K-25 STORIES TO FUTURE GENERATIONS
New Hope Center - Auditorium

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

3:00 PM - 3:50 PM
ADAPTIVE REUSE - THE FUTURE OF BRUSHY MOUNTAIN PRISON
New Hope Center - Auditorium

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

4:00 PM - 4:50 PM
THE INTRINSIC VALUE OF HISTORIC BUILDINGS
New Hope Center - Auditorium

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

FRIDAY NOVEMBER 7

8:00 AM - 9:00 AM
CONFERENCE REGISTRATION & CONTINENTAL BREAKFAST
New Hope Center - Main Lobby

9:00 AM - 9:50 AM
ETPA ANNUAL MEETING & TN HISTORICAL COMM. UPDATE
New Hope Center - Auditorium

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

10:00 AM - 10:50 AM
KEYNOTE
“Finding the Poetic In Other People’s Houses”

EAST TENNESSEE PRESERVATION AWARDS

6:00 PM - 8:30 PM
EAST TENNESSEE PRESERVATION AWARDS DINNER
Oak Ridge Children’s Museum
461 W. Outer Drive

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

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

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

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

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

*AIA Credit Pending

11:00 AM - 11:50 AM
THE EXPERIENCE OF REVITALIZED DOWNTOWNS
New Hope Center - Auditorium

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

*AIA Credit Pending

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Updated October 6, 2014
11:55 AM - 1:00 PM
LUNCHEON & NETWORKING EVENT
New Hope Center - Main Lobby

1:00 PM - 1:50 PM
THE ECONOMIC IMPACT OF HERITAGE TOURISM IN TENNESSEE
New Hope Center - Auditorium

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

*AIA Credit Pending

2:00 PM - 2:50 PM
HISTORIC BUILDINGS FOR HEALTHY INTERIORS, ENERGY EFFICIENCY, AND SUSTAINABLE MATERIALS
New Hope Center - Auditorium

Beth Eason of Elizabeth Eason Architecture will discuss the features that often make historic buildings more sustainable than their contemporary counterparts when vernacular designs are understood for healthy interiors, energy efficiency and sustainable materials. Learn why historic commercial properties often rank among the best in terms of sustainability. *AIA Credit Pending

3:30 PM - 5:00 PM
EXPERIENCE THE AMERICAN MUSEUM OF SCIENCE AND ENERGY
AMSE Main Auditorium

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

GALA CELEBRATION
6:30 PM - 9:00 PM
ALEXANDER INN GALA PRESERVATION CELEBRATION
Alexander Inn located at 110 E Madison Rd

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

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

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

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

Family Pride Corporation
Merit Construction, Inc.
DRHPA
Oak Ridge Heritage & Preservation Association
Campbell County • East Tennessee Quality Growth • Gatlinburg Convention & Visitors Bureau
Investigative Services of East Tennessee • Jefferson County Chamber of Commerce
Morristown Area Chamber of Commerce • City of Sweetwater
Thomason & Associates

SATURDAY
NOVEMBER 8

EXPERIENCE OAK RIDGE AND ANDERSON COUNTY

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

HISTORIC OAK RIDGE SELF-GUIDED DRIVING TOUR
Free brochure from the Oak Ridge Convention and Visitor’s Bureau (self-guided)

AMERICAN MUSEUM OF SCIENCE AND ENERGY
300 S Tulane Ave, Oak Ridge, TN 37830

CHILDREN’S MUSEUM OF OAK RIDGE
461 W Outer Dr, Oak Ridge, TN 37830

SECRET CITY SCENIC EXCURSION TRAIN
Hwy 58, Oak Ridge, TN

MUSEUM OF APPALACHIA
2819 Andersonville Hwy, Clinton, TN 37716

GREEN MCADOO CULTURAL CENTER
101 School Street, Clinton, TN 37717

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

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

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

2014 EAST TENNESSEE PRESERVATION CONFERENCE REGISTRATION FORM

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

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

☐ $55 Full Conference (Members)
Students, Knox Heritage/ETPA Members

☐ $65 Full Conference (Non-Members)
To join Knox Heritage/ETPA and take advantage of discounted registration, visit www.knoxheritage.org or call 865-523-8008.

☐ Friday Luncheon (Free with conference registration)

☐ $20 Preservation Awards Dinner (Thursday Evening)
Special guest speaker: Mark Banker, author of Appalachians All.

☐ $75 Alexander Inn Gala Reception (Friday Evening)

REGISTRATION BY MAIL:

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

Name: ____________________________________________

Address: __________________________________________

City: ___________________ Zip: ___________ Phone: ____________________ _______________

Email: _______________________________________________________________

☐ Check Enclosed (Made payable to Knox Heritage/ETPA)

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

Card Number ____________________________ Exp. Date ___________ Verif. Code ______

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

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

To/From Knoxville via Pellissippi Parkway & I-140
NEW HOPE CENTER/Y-12 VISITOR’S CENTER

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

Oak Ridge Children’s Museum

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

American Museum of Science and Energy

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

Alexander Inn/Guest House

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