

2014 ANNUAL CONFERENCE AGENDA

Kent, Ohio

Monday, Sept. 22

1:00 - 5:00 pm	Main Street Manager Networking
7:00 - 9:00 pm	Legacy Circle Reception (\$125 for Non-Legacy Circle Members)

Tuesday, Sept. 23

	Track 1	Track 2	Track 3	Track 4	Main Street 101
8:00 - 9:00 am	Registration				
9:00 - 10:00 am	Conference Welcome				
10:00 am	Break				
10:15 - 11:30 am	Business and Special Improvement Districts Downtown Akron Partnerships <i>Suzie Graham</i>	60 Retail Promotion Ideas in 60 Minutes <i>Michelle Sahr</i>	Pro Forma Development <i>Cheryl Stephens</i>	Downtown Kent Orientation Walking Tour <i>Roger DiPaolo</i>	The Basics of Organization/Operations <i>Sandra Hull</i>
11:30 - 1:15 pm	Lunch On Your Own, Explore Kent/Ohio's Revolving Loan Focus Group				
1:15 - 2:30 pm	Creating A Local Food Culture <i>Kelly Ferry</i>	Evaluating Your Outreach Methods: Special Events & Membership <i>Matt Wiederhold</i>	3D Laser Scanning of Architecture <i>Ryan Hacker</i>	Get Your Hands Dirty! Mystery Hands On	The Basics of Promotions/Marketing <i>Matt Wiederhold</i>
2:30 - 2:45 pm	Break				Break
2:45 - 4:00 pm	Rehabilitation of the Historic Franklin Hotel Walking Tour <i>Doug Fuller</i>	Kent Sate Memorial Site <i>Jerry Lewis</i> <i>Laura Davis</i>	Kent's Transformative Public/Private Partnerships Walking Tour <i>Adam Branscomb</i> <i>Dave Ruller</i>		Historic Homes Walking Tour
4:00 - 5:00 pm	Silver Celebration				
5:00 - 6:15 pm	Awards Ceremony				

Wednesday, Sept. 24

	Track 1	Track 2	Track 3	Track 4	Main Street 101
8:00 am	Registration				
8:30 - 9:45 am	The Board's Role in Fundraising <i>Janus Small</i>	How to Best Utilize Volunteers <i>Mary Rodgers</i>	Small Tax Credit Projects <i>Dominic Gatta</i> <i>Nathaniel Kaelin</i>	Taking the Pane Out of Historic Windows Hands On <i>Alyssa Ziemer</i>	The Basics of Economic Restructuring/Business Enhancement <i>Jeff Siegler</i>
9:45 - 10:00 am	Break				Break
10:00 - 11:15 am	Preservation Initiatives: Past, Present, & Future in Northeastern Ohio <i>Bari Oyler Stith</i>	Myth Busting the National Register: What It Is, and What It Is Not <i>Barbara Powers</i>	Spontaneous Interventions and Temporary Use Strategies <i>Terry Shwartz</i>		The Basics of Design <i>Tom Starinsky</i>
11:15 - 11:30 am	Break				
11:30 - 12:45 pm	Bridging the GAPP: Protecting Historic Resources and Promoting Energy Development in Ohio <i>Marion Werkheiser</i> <i>W. Kevin Pape</i>	Bringing Buses to Your Town <i>Melinda Huntley</i> <i>Debbie Robinson</i>	Branding for Communities: Beyond the Mark <i>Cathy Fromet</i>	Hands On Windows Continued	Best Practices of Rehabilitation of Historic Storefronts <i>John Sandor</i>
12:45 pm	Conference Ends				

Schedule is subject to change.

Special Luncheon Following Conference! A Conversation with John Sandor

Secretary of the Interior's Guidelines for Rehabilitation , \$50 Fee

For session descriptions and online registration please visit heritageohio.org.

Conference sessions will be held at the Kent State University Hotel & Conference Center. Group rate is \$105/night plus taxes, parking, etc., and is available until September 5. Use Group Code HOAC, or mention Heritage Ohio.

Kent State University Hotel & Conference Center

215 S. Depeyster Street, Kent Ohio 44240, P: 330-346-0100

For more information, or questions regarding registration, please contact Vicki Hilbrands with Heritage Ohio.

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