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UTAH HERITAGE FOUNDATION PRESENTS THE  
**2011 PRESERVATION CONFERENCE**  
 PRESERVATION WITH A PURPOSE



MAY 12-14, 2011 • SALT LAKE CITY, UTAH

Utah Heritage Foundation  
 P.O. Box 28  
 Salt Lake City, UT 84110  
[www.utahheritagefoundation.org](http://www.utahheritagefoundation.org)

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Non-Profit Org.  
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 P A I D  
 Salt Lake City, UT  
 Permit No. 2185



	Early Registration Before May 11	Registration	Sub-Total
Pre-Conference Workshop Redefining Historic Buildings: Measuring the Possibilities	\$50		
All-In-One Conference Registration Includes: Opening Night, Breakfast and Brainstorming, Four Education Sessions, Heritage Awards Luncheon, and the Westmoreland Place Historic Homes Tour. *Does not include pre-conference workshop.	\$100	\$130	
Opening Night with Don Rypkema - Preservation for Profit	FREE	FREE	
Breakfast and Brainstorming	\$10	\$15	
Education Sessions	\$15 ea.	\$20 ea.	
Heritage Awards Luncheon	\$35	\$40	
Westmoreland Place Historic Homes Tour	\$15	\$20	
TOTAL			

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Return with payment to: Utah Heritage Foundation • PO Box 28 • SLC, UT 84110 or register online  
at [www.utahheritagefoundation.org](http://www.utahheritagefoundation.org)

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**KEYNOTE SPEAKER, DONOVAN RYPKEMA**

*"A typical building in a North American downtown – 25 feet wide and 100 or 120 or 140 feet deep. Let's say that today we tear down one small building like this in your neighborhood. We have now wiped out the entire environmental benefit from the last 1,344,000 aluminum cans that were recycled. We've not only wasted an historic building, we've wasted months of diligent recycling by the good people of our community." – Don Rypkema*

Don Rypkema is recognized as an industry leader in the economics of preserving historic structures. He is the principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development-consulting firm. The firm specializes in services to public and non-profit sector clients who are dealing with downtown and neighborhood commercial district revitalization and the reuse of historic structures. In 2004 Rypkema established Heritage Strategies International, a new firm created to provide similar services to world-wide clients. He also teaches a graduate course in preservation economics at the University of Pennsylvania.

Rypkema is well known throughout the preservation world, but is making his way through the business and economic development world by preaching the power of preservation. With several case studies to support his claim that historic preservation is, in fact, profitable, he claims "development without downtown revitalization and historic preservation components is not sustainable."

REGISTER TODAY • [WWW.UTAHHERITAGEFOUNDATION.ORG](http://WWW.UTAHHERITAGEFOUNDATION.ORG)

**PRE-CONFERENCE WORKSHOP**

**Redeveloping Historic Buildings: Measuring the Possibilities**

**Thursday May 12, 9:00 AM - 12:00 PM**

**Memorial House in Memory Grove Park, 485 N Canyon Road, SLC**

Given by Don Rypkema, this workshop will promote the benefits of preservation from a development standpoint.

**Cost \$50 – Breakfast included.**

**\*\*All-in-One does NOT include the Pre-Conference**

**Redeveloping Historic Buildings: Measuring the Possibilities**

commissioners, planners, and others. All attendees are welcome.  
Moderator: Greg Montgomery, Planning Manager, Ogden City  
**Tickets are \$10 per person in advance / \$15 day-of Conference.**

**EDUCATION SESSIONS**

**Friday, May 13, 9:00 AM – 4:15 PM**

**Salt Lake Masonic Temple**

Not-to-be missed sessions include:

- **CLG 101: We Can Work It Out**



## OPENING NIGHT Preservation for Profit

Thursday, May 12, 6:30 PM  
Auditorium, Salt Lake City Main Library, 210 East 400 South

Razing historic buildings can result in a hit on scarce resources. We are throwing away thousands of dollars of embodied energy and then replacing it with materials vastly more consumptive of energy. Come hear Don Rypkema advocate sustainable development and the necessity of historic buildings in the economic equation.

**This event is free to the public.**

## ADVANCE REGISTRATION

Register in advance at [www.utahheritagefoundation.org](http://www.utahheritagefoundation.org). Registration received before Wednesday, May 11 will receive discounted rates. All online registration ends Wednesday, May 11.

## DAY-OF REGISTRATION

Friday, May 13, 7:30 AM  
Salt Lake Masonic Temple, 650 East South Temple, SLC

Attendees who have pre-registered can pick up registration packets at the registration table in the lobby. Day-of registration will begin at 7:30 AM.

## BREAKFAST AND BRAINSTORMING

Friday, May 13, 8:00 – 8:50 AM  
Banquet Hall, Salt Lake Masonic Temple

Spring into the day's activities with an informal breakfast and lively roundtable discussion with your colleagues from around the state. This is an opportunity to share your successful projects and get advice about tough issues from CLG representatives, preservation

- Section 106: The Best of Both Worlds
- *Rehab It Right!* Making the Most Out of Your Historic Windows
- *Rehab It Right!* Saving Energy: The Sum of the Parts
- *Rehab It Right!* All Things Considered
- *Rehab It Right!* Love Thy Neighbor
- Power of Place: Learn, Pray, Save
- Power of Place: Put on Your Leisure Suit and Stay a While
- Power of Place: Ogden High School and the Continuation of Historic Craft
- HistoriCorp's Potential To Do More
- If These Walls Could Talk
- Business Planning For Your Preservation Project

For more information and detailed session descriptions visit [www.utahheritagefoundation.org](http://www.utahheritagefoundation.org)

## HERITAGE AWARDS LUNCHEON

Friday, May 13, 12:00 – 1:15 PM  
Banquet Hall, Salt Lake Masonic Temple

Join us in celebrating the individuals, organizations, businesses, and projects that have achieved excellence in preservation. **Tickets are \$35 per person in advance / \$40 day-of Awards. Seating is limited.**

## WESTMORELAND PLACE HISTORIC HOMES TOUR

Saturday, May 14, 10:00 AM – 5:00 PM

Tour homes in Salt Lake's most recent local historic district. Designated in 2010, Westmoreland Place is one of Salt Lake City's first street car suburbs. While Bungalows dominate the neighborhood, there are architectural gems throughout this small and tightly-knit community. **Tickets are \$15 in advance and for UHF members / \$20 day-of Tour.**

**Complete conference information and tickets are available online [www.utahheritagefoundation.org](http://www.utahheritagefoundation.org)**

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