This night shines a spotlight on preservation’s stars and sing the praises of the work of preservation in Alabama. Celebrate these special preservation people and projects from across the state.

The Mane
University of North Alabama
105 South Court Street
9:00 p.m. - A Night at the Movies – Muscle Shoals

Don’t miss the screening of the internationally-acclaimed documentary T. Lean more about the inside story of the unique musical heritage of the Shoals. Meet Swampy David Hood and learn about the legendary sound that brought recording artists from around the world to this corner of northwest Alabama.

Screening open to the public.

Saturday, April 26
Florence City School System Technology and Professional Development Center
541 Riverview Drive, Florence
9:00 a.m. - 11:30 a.m. – Workshop - Preservation Education: The Building Trades and Developing Curricula for Your School

Presented by the Florence City School System. Special guest speakers to be announced. Tina Jones, president of the Alabama Trust, will close this year’s conference during this delightful luncheon. Learn about the Shoals farm-to-table movement from Chef Alan Phillips of Red Clay Epicurean. After lunch, explore the historic Roundhouse (circa 1900) and learn about the area’s railroad history.

2:00 p.m. – 4:00 p.m. – Tour 4 – Do The Stroll – Walking Tour of Florence Historic Downtown

Local preservationist Bill Warren will lead a walking tour of the Florence downtown historic district. Learn more about the history of our host area while enjoying an afternoon stroll.

Track 3 – Preservation’s Solos: Sessions to Sharpen Our Skills

This track is designed to share successful preservation projects and to help businesses and historic, non-profit organizations with day-to-day preservation practices – practices that promote local cultural and historic tourism. A panel discussion will focus on the effects of establishing heritage trails. Workshops with Francie Tipton, black history and genealogy specialist, and Bill Tharpe, Alabama Power’s senior archivist, will cover the importance and practices of the curatorial care of historic assets. The insuring historic properties session offers insights into what, when and how much. Other lecture-style sessions and unique perspectives offered.

Noon – 1:30 p.m.
Luncheon – Songs of Success: Sharing the Rhythm

Joining up the Friday luncheon is something new. Listen to a selection of success stories with the Ten-Minute Preservation Presentations. Plug into some of the most successful and creative preservation projects going on at Alabama’s grass-roots level. From restoration projects, successful fundraising events, clever marketing campaigns, and more, these short clips are designed to share information and inspire.

For Ten-Minute Preservation Presentation applications, visit www.alabamatrust.org

1:30 p.m. – 4:00 p.m.
Tracks Resume
Ritz Theatre
111 West 3rd Street, Sheffield

5:30 p.m. – 6:30 p.m.
Celebrate the Hits – 2014 Alabama Preservation Awards Reception

Join us in raising a glass to our preservation stars. The historic Ritz Theatre will be the setting for the pre-Awards celebration. This hip Art Deco style theatre serves wine, beer and hors d’oeuvres served. On-street parking is adjacent to theatre.

6:30 p.m. – 7:30 p.m.
The Hit Parade – 2014 Alabama Preservation Awards and Places in Peril

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Screening open to the public.

Saturday, April 26
Florence City School System Technology and Professional Development Center
541 Riverview Drive, Florence
9:00 a.m. - 11:30 a.m. – Tour 1 – Stepping Back in Time - Exploring the Shoals Historic Homes

Join this bus tour for a trip to local historic house museums. Included in the morning tour are the Rosenbaum House, Ivy Green, Belle Mont Mansion and a guided driving tour of the Shoals area.

9:00 a.m. - 11:30 a.m. – Tour 2 – The Muscle Shoals Sound Heritage Tour

Get into the Muscle Shoals rhythm with this fun tour. Learn more about the musical history of the area during this morning excursion. Visit the birthplace of W.C. Handy, the Father of the Blues, and the recording studios that defined the Muscle Shoals sound.

Tour sponsored by the Muscle Shoals National Heritage Area.

9:30 a.m. – 10:30 a.m. – Workshop - Preservation Education: The Building Trades and Developing Curricula for Your School

Workshops feature guest speakers addressing the importance of the building trades and establishing a high school and trade school programs that support historic preservation. Learn about linking traditional school curriculums with historic preservation and how these partnerships make the case for stronger restoration practices through education.

Presented by the Florence City School System. Special guest speakers to be announced.

Tuscaloosa Depot and Roundhouse Museum
204 West 5th Street, Tuscaloosa

Noon – 1:30 p.m.
It’s a Wrap – Closing Luncheon

Luncheon features Historic Shoals Roundhouse (circa 1900) and learn about the area’s railroad history.

2:00 p.m. – 4:00 p.m.
Tour 3 – Places of Promise – Another Look at the Shoals

Tour historic properties that have fallen into disrepair or are in threat of decline. Explore these gems and venture into some little-known areas of the Shoals to examine some very viable properties.

Tour ends with a critical reception at the ruins of the historic Fort of Cypress plantation (circa 1850).

2:00 p.m. – 4:00 p.m.
Tour 4 – Do The Stroll – Walking Tour of Florence Historic Downtown

Local preservationist Bill Warren will lead a walking tour of the Florence downtown historic district. Learn more about the history of our host area while enjoying an afternoon stroll.

Thursday, April 24 through Saturday, April 26
Muscle Shoals, Alabama
### Finding Your Historic Rhythm

Find your historic rhythm during the 2014 Alabama Preservation Conference. Tap your toes to the tune of preservation’s economic impact. From in-depth sessions on historic tax credits and economic incentives, to exploring the benefits of the Main Street Alabama program, to capitalizing on heritage tourism, to the arts and crafts of preservation, to a dinner on a heritage farm, to tours of historic sites, this year's conference is singing the song of preservation.

To register, complete the enclosed 2014 Preservation Conference Registration Form and return with payment. Please make checks payable to the Alabama Trust for Historic Preservation.

To download a registration form, visit: [www.alabamatrust.org](http://www.alabamatrust.org).

### Program Schedule

**Thursday, April 24**

- **3:00 - 5:00 p.m.** Registration
- **3:00 - 5:00 p.m.** Welcoming Reception
- **5:00 - 6:30 p.m.** Welcoming Session

Bo Okleson, Shalvi Hotel and Alabama Trust for Historic Preservation board member, with Mickey Hubbard, Mayor of Florence, will offer a peek at what is in store for preservation advocates during the three-day conference.

Lee Sellar, Director of the Alabama Tourism Department, will update attendees on the role and importance of Alabama’s heritage tourism plus offer a preview of the upcoming plans for Alabama’s Bicentennial Anniversaries in 2017-2018.

Tina Jones, President of the Alabama Trust for Historic Preservation with Frazine Taylor, Director of the Black Heritage Council of Alabama and Frank White, Director of the Alabama Historical Commission, will review the ‘high notes’ in preservation.

- **6:30 p.m. – 8:30 p.m.** Main Street Stroll and Merchant Open House
- **7:30 p.m. – 9:00 p.m.** An Evening With the Trust: Stars Shine Over Alabama

Take time to explore the shops and restaurants of downtown Florence. Refreshments and discounts await conference attendees who are wearing badges.

Hosted by Florence Main Street.

**Friday, April 25**

- **8:00 a.m. – 9:00 a.m.** Registration
- **9:00 a.m. – 10:00 a.m.** Plenary Session
- **10:10 a.m. – Noon Breakout Sessions**
- **3:00 - 5:00 p.m.** Preservation Chorus - Places In Peril: 20-Year Retrospective Keynote Address
- **5:00 – 6:30 p.m.** Welcoming Session
- **6:30 p.m. – 8:30 p.m.** Preservation Conference Form - Places In Peril: 20-Year Retrospective Keynote Address

Separate tickets and advanced reservations required. See Conference Registration Form for details. Proceeds benefit the Alabama Trust for Historic Preservation.

**Track 1 – The Rhythm and Best of Restoring Alabama: Historic Tax Credits and Economic Incentives**

Jack Petersen, CPC, Steal Real Estate, opens the morning with an inspiring look at Alabama real estate projects leveraged through the use of historic tax credits and economic incentives.

David Fleming, REVB Birmingham; Elizabeth Sanders, Downtown Mobile Alliance; and Lee Ann Wofford, Alabama Historical Commission, will review Alabama’s historic tax credits, the 2013 projects and provide legislative updates.

The afternoon session’s hand-on workshop will walk participants through the tax credit application process. Guest presenters include David Schneider, Schneider Preservation Services; Chase Menier, Alabama Historical Commission property owners and users of the state tax credits and financial consultants.

**Track 2 – Main Street Plus and All That Jazz: Reviving Alabama’s Historic Downtowns with the Alabama Main Street Program**

With Main Street Alabama Director Mary Hahn, learn the Four Point Approach to the National Trust for Historic Preservation’s Main Street Program. Track sessions include panel discussions on small business incubators, a social media workshop, a walking tour of Florence Main Street, visits with local businesses housed in historic structures, and more. All sessions are designed to help strengthen historic downtowns, both large and small. This track is perfect for those working to revive their historic downtowns, open a new business, or fill empty storefronts in historic areas.

*Separate ticket and advanced reservations required.* See Conference Registration Form for details. Proceeds benefit the Alabama Trust for Historic Preservation.

### Conference Hotel

Marriott Shoals Hotel and Spa

10 Harborview Place, Florence

1-800-593-6460

For conference rate at $119 per night, make reservations by 1-800-593-6460 online or by phone. Conference rate expires March 15, 2014.

### Conference Contact Information

**Trinity Episcopal Church**

412 North Pine Street, Florence

**Registration**

3:00 - 5:00 p.m.

**Welcoming Reception**

Can’t wait? Join us for a conference prelude, greet old friends and meet new ones.

3:00 - 5:00 p.m.

**Registration**

3:00 - 5:00 p.m.

**Welcoming Session**

**5:00 – 6:30 p.m.**

**Bible**

Matthew 16:1-13

**Alleluia**

Psalm 122:1-9

**Assigned Reading**

- **Morning Session**
  - William Shakespeare A Midsummer Night’s Dream
  - Robert Burns A Brush With Fame

- **Evening Session**
  - Andrew Lang The Fairy Folk
  - The Storm: A Tennis Court Omen

**Writing Prompt**

Think about a time when you felt a moment of serendipity, where the unexpected led to a meaningful experience. Write a short story or poem that captures this moment. Consider the details of the setting, the characters involved, and the emotions you felt during this experience.

### Conference Venue Information

**Trinity Episcopal Church**

412 North Pine Street, Florence

**Wednesday, April 16**

- **3:00 – 5:00 p.m.** Registration
- **3:00 – 5:00 p.m.** Welcoming Session

**Thursday, April 17**

- **9:00 a.m. – 10:00 a.m.** Plenary Session
- **10:10 a.m. – Noon Breakout Sessions**

**Friday, April 18**

- **3:00 – 5:00 p.m.** Welcoming Session

**Saturday, April 19**

- **9:00 a.m. – 10:00 a.m.** Plenary Session

**Sunday, April 20**

- **9:00 a.m. – 10:00 a.m.** Plenary Session

### Conference Content Themes

**Track 1 – The Rhythm and Beat of Restoring Alabama: Historic Tax Credits and Economic Incentives**

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  - William Shakespeare A Midsummer Night’s Dream
  - Robert Burns A Brush With Fame

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