WISCONSIN HISTORICAL SOCIETY

17TH ANNUAL LOCAL HISTORY & HISTORIC PRESERVATION CONFERENCE

LA CROSSE CENTER, LA CROSSE, WI • OCT. 18-20, 2023

For more information visit
wisconsinhistory.org/conference
or contact us by email at
lhhpconference@wisconsinhistory.org

WHAT TO EXPECT

Join the Wisconsin Historical Society for the 17th annual Local History & Historic Preservation Conference! This year, we are excited to return to a fully in-person experience featuring dynamic speakers, interactive workshops and engaging breakout sessions.

Registration includes access to all conference sessions and workshops, as well as networking and tour opportunities. Workshops with limited space require advanced registration. Registration also includes breakfast, snacks and lunch provided at the conference center.

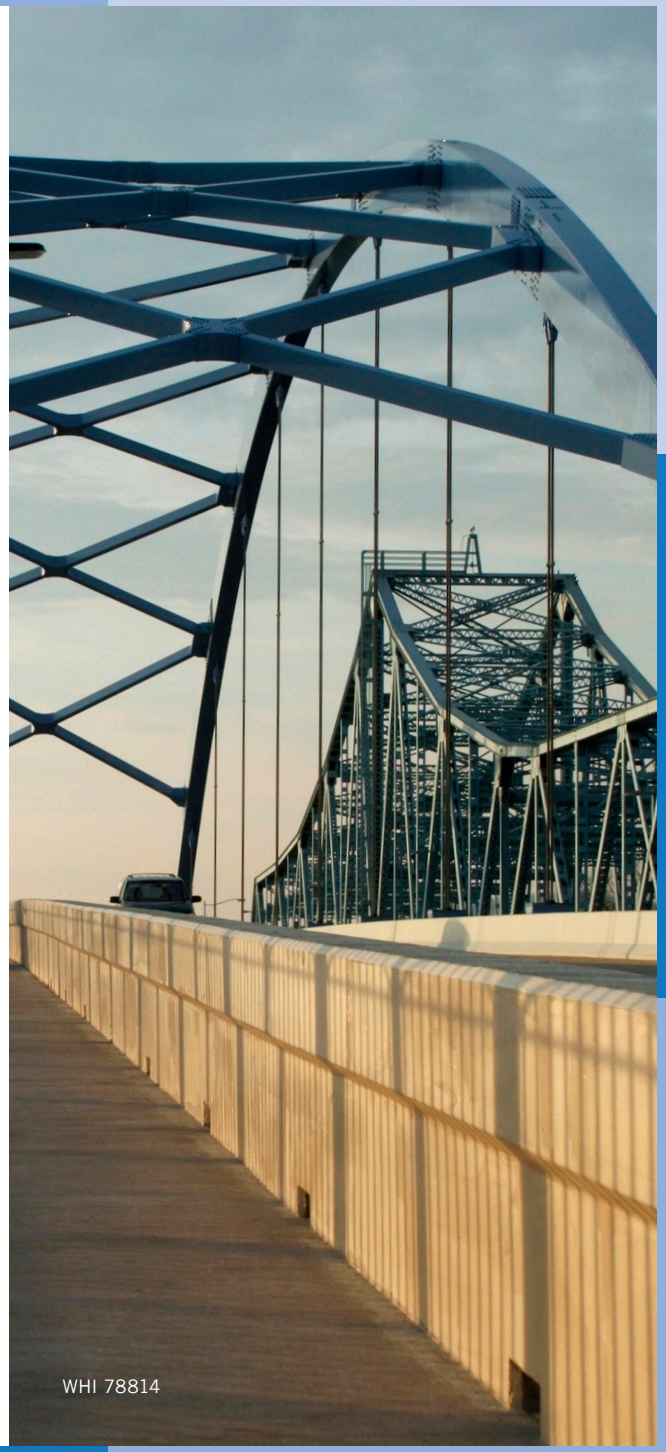
Join colleagues from around the state and beyond as we exchange ideas and share our vision for the future of local history and historic preservation in Wisconsin, the Midwest and the nation. Under the theme of "Centering Community: Exploring the Intersection of Community, Identity and History," our keynote speakers share perspectives on how considering, interpreting and preserving history has changed in the 21st century.

Check our website at **wisconsinhistory.org/conference** for updates about local events and tours, announcements and more!

WISCONSIN COUNCIL FOR Local History

Wisconsin Association of Historic Preservation Commissions

The 2023 Local History & Historic Preservation Conference is presented in partnership with the Wisconsin Association of Historic Preservation Commissions, the Wisconsin Council for Local History, and the Wisconsin Historical Records Advisory Board.



WHI 78814

RESOURCE CENTER

STOP BY A BOOTH

Visit tabletop exhibits and informational booths from historical and preservation groups around Wisconsin in this popular networking opportunity!

The Resource Center is open during registration and conference breaks. Gather for refreshments and networking discussions with representatives from a variety of organizations.

TABLE RESERVATION

Interested in reserving a table at the Resource Center? Affiliates and partner organizations are eligible to participate. Affiliates in the Southwestern and West Central regions and those organizations that have not previously hosted a table at the Resource Center will be given priority to reserve a table for 2023.

To request a table, go to **wihist.org/RC2023**.

Shop with us!

Support Wisconsin history by shopping online at **shop.wisconsinhistory.org**.

Use code **COMMUNITY** for 15% off.

Valid 10/18 -10/31.

FEATURED SPEAKERS

OMAR EATON-MARTÍNEZ

Senior Vice President for Historic Sites
National Trust for Historic Preservation

Omar Eaton-Martínez is the Senior Vice President for Historic Sites at the National Trust for Historic Preservation, where he leads the preservation, interpretation and overall stewardship of 28 historic sites across the country to tell the full American story. Prior to this, he led the Prince George's County historical resources: historic house museums, an aviation museum, the Black History Program and archaeological parks. He also oversaw the programming of those sites with an emphasis on preserving, sustaining and enhancing these resources, as well as engaging and building communities through education, outreach and innovation. Recently, he managed the interns and fellows program at the Smithsonian's National Museum of American History. Eaton-Martínez has worked at the National Park Service, the Office of the National Museum of the American Latino Commission and NASA, and he also was a K-12 teacher in New York City and Washington, D.C. He builds coalitions that support diversity, equity, accessibility and inclusion.

Eaton-Martínez has had leading roles in racial equity organizations like Museums and Race: Transformation and Justice and Museum Hue, as well as the Museum as Site for Social Action project. His research interests are Afro Latinx identity in museum exhibitions; diversity and inclusion in museums and cultural institutions; and Hip-Hop history, culture and education. Moreover, he has supported public history projects centering blackness in Puerto Rico.

Eaton-Martínez participated as an American Alliance of Museums Diversity, Equity, Accessibility and Inclusion Senior Fellow dedicated to diversifying museum boards. He is a gubernatorial appointee to the Maryland Lynching Truth and Reconciliation Commission, the first commission of its kind in the country. He is a member of Phi Beta Sigma Fraternity, Inc., a husband and a father of four children.

FEATURED SPEAKERS

JASON STEINHAUER

Founder & CEO
History Communication Institute

Jason Steinhauer is a bestselling author and public historian who operates at the intersection of history, tech, social media and politics. Technology has profoundly re-organized our ways of knowing things about the world, and the positive and negative effects of technology must be balanced with a humanistic perspective. Steinhauer brings this approach to his work, where he writes and speaks about how social media, tech and the web are shaping our history, politics, democracy and future. He is currently a Global Fellow at the Wilson Center and a Senior Fellow at the Foreign Policy Research Institute; a contributor to TIME and CNN; a past editorial board member of The Washington Post "Made by History" section; and a Presidential Counselor of the National WWII Museum. He previously served as Founding Director of the Lepage Center for History in the Public Interest. Prior to this, he worked for seven years at the U.S. Library of Congress.

Steinhauer is the founder and CEO of the History Communication Institute, which seeks to ensure the web and social media foster healthy online information ecosystems that promote history, democracy and human rights. His best-selling book, "History, Disrupted: How Social Media & the World Wide Web Have Changed the Past," examines how history gets communicated on the web. Steinhauer has traveled overseas three times with the U.S. Department of State as part of diplomatic exchanges between the United States and the European Union, meeting with government officials, scholars and students to discuss the effects of the web and social media on public understandings of news, history and information. He has spoken at events across the United States and Europe and appears frequently in the media.

In his keynote, Steinhauer will discuss the rise of what he calls e-history, historical information designed for the social web and which leverages the mechanics of the social Web in order to achieve visibility. In his talk he will demonstrate how e-history has come to shape and define what the public knows — or thinks it knows — about the past.

FEATURED SPEAKERS

CHRISTIAN W. ØVERLAND

The Ruth and Hartley Barker Director & CEO
Wisconsin Historical Society

Christian W. Øverland is the Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society. Øverland spearheads the Society's mission to connect people to the past by collecting, preserving and sharing stories. Under his leadership, the Society has energized public support for a world-class history center that is set to open in 2026. Before joining the Wisconsin Historical Society in 2018, Øverland was the Executive Vice President and Chief Historian at The Henry Ford, an internationally recognized history destination in Dearborn, Michigan.

Øverland earned his undergraduate degree in American Studies and Art History at the University of Minnesota-Minneapolis and his master's degree in American History and Museum Studies at the State University of New York College at Oneonta and New York State Historical Association in Cooperstown, New York. He has received many awards for his work and contributions throughout his career, including a National Honor Award for a New Century of Service by the U.S. Forest Service, two Outstanding Achievement awards from the Themed Entertainment Association, as well as a Dibner Award for Excellence in Museum Exhibitions. Øverland is a member of the Governor's Council on Tourism in Wisconsin.

CONFERENCE SCHEDULE

WEDNESDAY, OCTOBER 18

2:00 - 4:00 p.m.	Wisconsin Council for Local History Board of Directors Meeting
4:30 - 5:30 p.m.	Wisconsin Council for Local History Annual Meeting of Members
4:00 - 6:00 p.m.	Conference Packet Pick-Up
6:00 p.m.	Wisconsin Council for Local History Dinner (offsite)
7:00 p.m.	**FILM SCREENING: Wisconsin Pride at the Rivoli Theatre**

THURSDAY, OCTOBER 19

7:00 - 9:00 a.m.	Registration and Continental Breakfast Resource Center Open							
8:00 - 8:45 a.m.	**OPENING PLENARY: Making History Together with Christian W. Øverland**							
	SESSION A	**SESSION B**	**SESSION C**	**SESSION D**	**SESSION E**	**WORKSHOP 1**	**WORKSHOP 2**	**WORKSHOP 3**
9:15 - 10:15 a.m.	Top Ten Ways to Mess Up Your Historic Building	Fiscal Responsibility Is Sexier Than It Sounds	Postmarked for Local History	The 1980 Cuban Refugee Program at Fort McCoy	Explore the Power of 21st Century Collaborations	Papers, Pictures and Patrons: The Basics of Managing an Archives	Photo Corners for Exhibition and Storage	Basic Training for Historic Preservation Commissioners
10:15 - 10:45 a.m.	**BREAK: Resource Center Open, Snacks Served**							
10:45 - 11:45 a.m.	"How Did That Work?" Researching Mechanical Systems at Hixon House	Blast from the Past: Using Pop Culture Nostalgia to Attract Exhibit Audiences	Developing a Community Preservation Ethic	How a Virtual Museum Turned Our Dream into a Reality				
Noon - 1:00 p.m.	**LUNCH & PRESENTATION: Cultivating Equity and Inclusion in Public History and Historic Preservation with Omar Eaton-Martínez**							
1:30 - 2:30 p.m.	Circus World's Historic Ringling Brothers Business Office Restoration Investigation	Rural Historic Properties and County-Level Preservation Efforts	One-Stop Fundraising Shop: Your Questions Answered	Presence of Slavery in Territorial Wisconsin and its Interpretation	It's Not as Scary as You Think: Virtual Programming for Small Museums			
2:30 - 3:00 p.m.	**BREAK: Resource Center Open, Snacks Served**							
3:00 - 4:00 p.m.	How to Develop and Implement a Historic Preservation Plan	Building a History Army: Using Social Media to Drive Participation and Engagement	Dark La Crosse: A Local History Success Story	Inclusive Education: Connecting Content, Setting and Methods	History Happens Here: Discussing Wisconsin's New History Center			
4:15 - 5:15 p.m.	**Campfire Conversations**							
6:00 p.m.	**SPECIAL EVENING EVENT: Student and Young Professionals Meet-Up at Driftless Axe and Arcade**							

FRIDAY, OCTOBER 20

7:00 - 9:00 a.m.	Registration and Continental Breakfast Resource Center Open							
8:00 - 8:45 a.m.	**BREAKFAST & PRESENTATION: History, Disrupted: How Social Media and the World Wide Web Have Changed the Past with Jason Steinhauer**							
9:15 - 10:15 a.m.	Archaeological Surveys for Municipalities	Historic Window Restoration	Public History, Community Partnerships and the UW System	Stewardship of Native American Collections		Getting Started with Digitization Projects	Creating Engaging Exhibits for Small History Organizations	Wisconsin's Statewide Historic Preservation Plan
10:15 - 10:45 a.m.	**BREAK: Resource Center Open, Snacks Served**							
10:45 - 11:45 a.m.	Canoes in Your Collections	Section 106 101: Complying with Federal Section 106 and Similar State Statutes	Top Ten Social Media Trends	A Fresh Look at Nathan Myrick & the Founders of Our Communities				
Noon - 12:30 p.m.	**LUNCH & PRESENTATION: Christian W. Øverland and Staff, Awards Recognition & Closing Remarks**							

WEDNESDAY, OCT. 18 AGENDA

WISCONSIN COUNCIL FOR LOCAL HISTORY ACTIVITIES

2 - 4 P.M.

Wisconsin Council for Local History Administrative Committee Meeting
(WCLH Board Members only)

4:30 - 5:30 P.M.

Wisconsin Council for Local History Annual Meeting of Members
(All WHS affiliates welcome)

4 - 6 P.M.

Early Conference Packet Pick-Up
(All conference attendees)

Pick up your nametag and conference packet, including session and workshop room assignments.

6 P.M.

Informal Dinner Gathering, hosted by the Wisconsin Council for Local History
(All WHS affiliates welcome)

Check website for location updates.

SPECIAL EVENT

7 P.M.

"Wisconsin Pride" Documentary Screening, hosted by PBS Wisconsin
The Rivoli Theatre, 117 4th Street North

Join PBS Wisconsin, the Wisconsin Historical Society, the La Crosse Public Library Archives and the community at the historic Rivoli Theatre to see the new documentary "Wisconsin Pride." The film shows Wisconsin history through a new lens, bringing hidden LGBTQ+ stories forward and reconsidering our state's history in that light. In the Rivoli's lounge before and after the film, see the traveling display "We Will Always Be Here: Wisconsin's LGBTQ+ Historymakers," which explores the stories of Wisconsin's LGBTQ+ visionaries, changemakers and storytellers.

THURSDAY, OCT. 19
AGENDA

7 - 9 A.M.
PACKET PICK-UP & REGISTRATION

Pick up your nametag and conference packet, including session and workshop room assignments.

7 - 9 A.M.
CONTINENTAL BREAKFAST

8 - 8:45 A.M.
OPENING PLENARY SESSION

Making History Together
Christian W. Øverland, The Ruth and Hartley Barker Director & CEO, Wisconsin Historical Society

Join Christian Øverland, the Ruth and Hartley Barker Director & CEO of the Wisconsin Historical Society, for the opening session of the 2023 conference. Øverland will share an update on Wisconsin's history center, scheduled to open in late 2026. Discover how the new center will connect communities across Wisconsin and beyond, and learn more about a new, three-year initiative that will bring programs to all regions of the state.

AGENDA

9:15 - 10:15 A.M.
SESSIONS

Top Ten Ways to Mess Up Your Historic Building

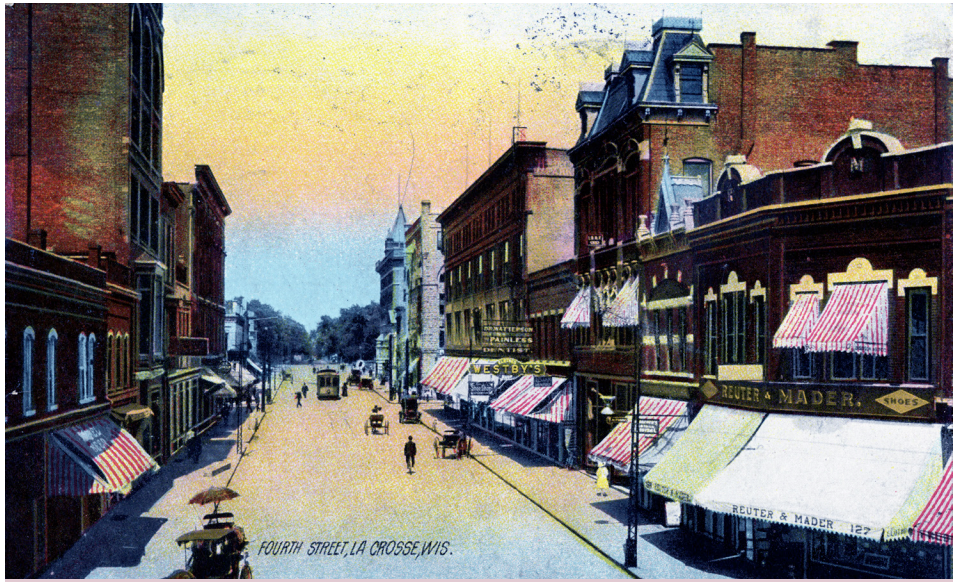
Joe Lawniczak
Downtown Design Specialist
Wisconsin Main Street

This highly-visual, informative, yet lighthearted presentation will highlight the 10 most inappropriate or damaging things property owners can do to their buildings. It will help property owners, designers, contractors, preservationists, code officials and design review members understand what to avoid and why. This presentation is in honor of the late Jim Sewell, who co-presented this same topic with Joe Lawniczak at this very conference back in 2007.

Fiscal Responsibility Is Sexier Than It Sounds

Jason Wright
Executive Director
The History Center

Jason Wright will discuss the importance of creating — and then sticking to — a sustainable business plan as part of an organization's strategic planning process. He will also highlight the importance of hiring the best people and explore the ways sustainable business practices make that possible.



Pictured: A postcard picturing Fourth Street at Pearl Street in La Crosse, circa 1908.
Photo courtesy of Murphy Library Special Collections/ARC, University of Wisconsin-La Crosse

Postmarked for Local History

Laura Godden
Area Research Center Archivist & Assistant Professor
Murphy Library Special Collections, UW-La Crosse

This presentation gives an overview of the history and historical value of postcards. Created for even the smallest communities, postcards provide a visual glimpse into the past, show change over time, highlight locally significant topics and reveal insights about everyday life. Although customarily underappreciated and underutilized in the academic and cultural heritage worlds — despite widespread familiarity and popularity with the general populace — postcards are approachable and accessible engagement and research tools that can profoundly augment various local and public history endeavors.

9:15 - 10:15 A.M.

SESSIONS (continued from page 10)

The 1980 Cuban Refugee Program at Fort McCoy

Omar Granados
Associate Professor
UW-La Crosse

This session examines the history of the 1980 Cuban Refugee Program at Fort McCoy, focusing on experiences of racial discrimination and cultural displacement of Cuban migrants in the La Crosse region. We discuss the history of the 1980 Mariel exodus and its aftermath in Wisconsin by revealing archive materials, testimonies of refugees and Fort McCoy volunteers and experiences of military detention and resettlement.

Explore the Power of 21st Century Collaborations

Jim Bokern
Board Member
Manitowish Waters Historical Society

Karen Sailer
Executive Director
Eagle River Historical Society

Learn how to bring a large group together — sharing talent, time and funds — to make a huge impact. The Northern Wisconsin Heritage Council, covering several counties and including multiple local history societies, other humanities groups and private businesses, is developing a webpage to tie sites, programs and history tours into one package. By linking with Clio, users will find walking tours, virtual tours and more at one convenient site. Simple Clio tutorials will be briefly demonstrated and organization, funding and promotion discussed.

Pictured: Pamperin Tobacco Company Building, 2nd Street.
Photo by the Wisconsin State Historic Preservation Office

AGENDA

10:45 - 11:45 A.M.
SESSIONS

"How Did That Work?" Researching the Mechanical Systems at Hixon House

Candace Brown
Docent
La Crosse County Historical Society

Margaret Lichter
Interpretation Coordinator
La Crosse County Historical Society

Amy Vach
Curator
La Crosse County Historical Society

Candace Brown has published a comprehensive history of the mechanical systems at Hixon House and will provide an overview of the several phases of research, review the extant features and explain how the systems themselves operated. Hixon House has an astonishing amount of system remnants which piece together a picture of how the Hixon family created a comfortable and, in some cases, cutting-edge home. Join Brown as she presents a virtual walkthrough of the house and the process of discovering how its heating, cooling, plumbing and even vacuuming appliances functioned.

Pictured: Patrons enjoy the Monroe County Local History Room's "The Toys We Love" exhibit.
Photo courtesy of Monroe County Local History Room & Museum

Blast from the Past: Using Pop Culture Nostalgia to Attract Exhibit Audiences

Jarrod Roll
Director
Monroe County Local
History Room & Museum

Hannah Scholze
Museum Services Associate
Monroe County Local
History Room & Museum

Creating exhibits that attract crowds isn't always easy. In this session, presenters share examples of successful exhibits they've created that used nostalgia and pop culture as the hook to bring in large audiences of all ages. Learn how creating exhibits which appear "light" on historical content can be used to build new community relationships, connect otherwise diverse populations to each other, reach previously disengaged audiences and serve as a gateway to exploring other local history exhibits.

10:45 - 11:45 A.M.

SESSIONS (continued from page 12)

Developing a Community Preservation Ethic

Wm. Jason Flatt
PE, Historic Preservation Specialist
City of Green Bay

Stephanie Hummel
Planner II
City of Green Bay

Green Bay's historic preservation planners will discuss the recent surge in preservation planning activity in that city, from adopting a new ordinance and becoming a CLG to surveying much of the city and researching a relatively young property-type, the high-rise public housing complex.

How a Virtual Museum Turned Our Dream into a Reality

Dr. Fran Kaplan
ABHvM Coordinator &
Co-Lead Educator/Consultant
Nurturing Diversity Partners

Mia Phifer
Education &
Research Coordinator
America's Black Holocaust Museum

In 2008, America's Black Holocaust Museum (ABHM) closed. To keep its founder's mission alive, a few volunteers put his mission online as a "virtual museum" with seven history galleries and a Lynching Victims Memorial. Now a 3,500+-page website visited by about 25,000 global visitors a month, ABHvM kept alive the dream of re-establishing a bricks-and-mortar museum, which was realized in 2022! This presentation shares what we've learned: current challenges in publishing historical and contemporary text and images, managing contributors and volunteers in a remote environment, integrating the physical and the virtual and doing it all with scarce resources.

Pictured: The Bishop's House, 11th Street.
Photo by the Wisconsin State Historic Preservation Office

Pictured: The Cargill-Pettibone House, 8th Street. Photo by the Wisconsin State Historic Preservation Office

AGENDA

9:15 - 11:45 A.M.
WORKSHOPS

Workshops provide opportunities to develop or refresh skills and discover resources through extended, focused presentations with expanded opportunities for Q&A.

Papers, Pictures and Patrons:
The Basics of Managing an Archives
PRE-REGISTRATION REQUIRED:
Capacity 30

SESSION SPONSORED BY THE
Wisconsin Historical Records Advisory Board

Greg Kocken
University Archivist
Special Collections and Archives, McIntyre Library, UW-Eau Claire

Pete Shrake
Archivist
Circus World Museum

This workshop explores the role and value of archives for institutions of all sizes. The presenters share valuable tips and tools for managing archival programs that connect your archival resources with the communities you serve. The workshop features engaging activities and thought-provoking case studies to explore a variety of topics associated with managing and transforming archives into a vital aspect of your organization's program.

Photo Corners for Exhibition and Storage
PRE-REGISTRATION REQUIRED:
Capacity 30

SESSION SPONSORED BY THE
Wisconsin Historical Records Advisory Board

Nicolette Meister
Faculty Director
Center for Collections Care at Beloit College

Sharon Welton
Executive Director
Stephenson County Historical Musuem

Photo corners are a non-invasive method of mounting prints, drawings and photographs to a support without applying adhesive, tape or wheat starch paste. This hinge-free method eliminates the possibility of damage caused by poor hinging materials and ensures items are free to expand and contract, which prevents buckling. Workshop participants learn about the questions to consider before beginning a project and complete four different hinge-free projects they can take home for future reference.

Basic Training for Historic Preservation Commissioners

Heather Bailey
Historic Preservation Planner
City of Madison

Katie Kaliszewski
Cultural Resources Team Member
WisDOT

Jason Tish
Certified Local Government Coordinator
Wisconsin Historical Society

Three experts in historic preservation policy and practice present a training workshop for local historic preservation commissioners. Presenters cover everything that new and seasoned commissioners need to know about administering a local historic preservation ordinance properly, fairly and consistently. The workshop will include training on how local commissions can effectively assert their involvement in the federal Section 106 process.

Pictured: 3rd Street, La Crosse Commercial Historic District.

Photo by the Wisconsin State Historic Preservation Office

AGENDA

NOON - 1 P.M.
LUNCHEON & KEYNOTE

Cultivating Equity and Inclusion in Public History and Historic Preservation
Omar Eaton-Martínez, Senior Vice President for Historic Sites, National Trust for Historic Preservation

In this stirring talk, Omar Eaton-Martínez shows how museums can become more equitable and inclusive institutions, highlighting the need for social justice in museums, galleries, archives, libraries and historic preservation.

1:30 - 2:30 P.M.
SESSIONS

Circus World's Historic Ringling Brothers Business Office Restoration Investigation

Stacey Keller
Senior Historic Architect
InSite Consulting Architects

Mila Yasko
IIDA, Interior Designer
InSite Consulting Architects

The Ringling Brothers Business Office is one of nine contributing buildings in the Ringling Brothers Circus Winter Quarters National Historic Landmark district in Baraboo. Through support by the Wisconsin Historical Society and a Save America's Treasures Grant, the planning for a major restoration project is underway. This session will discuss the process for restoration through investigations and research, reveal some of the unusual findings and share the plan for restoration as a museum showpiece.

Rural Historic Properties and County-Level Preservation Efforts

Vicki Twinde-Javner
Chair
Historic Sites Preservation Commission of La Crosse County

Jason Tish
Certified Local Government Coordinator
Wisconsin Historical Society

Rural historic properties outside of villages and cities are often overlooked but are equally important. The chair of the La Crosse County Historic Sites Preservation Commission (the only county in Wisconsin with CLG status) will discuss the activities of a county-level preservation commission and the importance of considering rural properties for historic designation.

AGENDA

1:30 - 2:30 P.M.
SESSIONS (continued from page 16)

One-Stop Fundraising Shop: Your Questions Answered

Kristin Borst
Development Director
Wisconsin Historical Foundation

Libby Hallanger-Bernstein
Fundraising Analyst & Database Administrator
Wisconsin Historical Foundation

Hannah Hankins
Annual Giving Director
Wisconsin Historical Foundation

Miah Van Etten
Development & Communications Manager
Wisconsin Historical Foundation

Karen Sailer
Executive Director
Eagle River Historical Society

Looking for insight into building meaningful donor relationships, managing donor data and research, stewarding and growing your membership base, producing engaging communication materials, writing successful grants and applying these skills effectively at the local level? Each member of our panel has significant expertise and experience in core components of fundraising. We look forward to hearing from you and helping you achieve your goals.

The Presence of Slavery in Territorial Wisconsin and its Interpretation at WHS Southwest Sites

Susan Caya-Slusser
Southwest Sites Regional Director
Wisconsin Historical Society

Mary Elise Antoine
Villa Louis Curator Emeritus
Wisconsin Historical Society

Bethany Brander
Pendarvis Site Manager
Wisconsin Historical Society

Using the research from the newly published Wisconsin Historical Society Press book Enslaved, Indentured, Free: Five Black Women on the Upper Mississippi, 1800-1850, the Wisconsin Historical Society's four southwest sites are working to incorporate this history into interpretation and programming. Join us to learn about the lives of Marianne, Patsey, Courtney, Mariah and Rachel, their families and how slavery was allowed to exist in Wisconsin.

It's Not as Scary as You Think: Virtual Programming for Small Museums

Olivia Hoff
Membership and Public Programs Coordinator
Luxembourg American Cultural Society

Serena Stuettgen
Curator of Collections
Luxembourg American Cultural Society

This session explores the nuts and bolts of virtual programming for small museums and non-profits, no matter their resources. As virtual programming becomes more common, it is important for organizations of all sizes to incorporate virtual content into their education initiatives. Staff of the Luxembourg American Cultural Society use their virtual program series, "Let's Talk Luxembourg," as a case study showing how small museums can achieve engaging programming.

Pictured: The Otto and Ida Loeffler House, Main Street. Photo by the Wisconsin State Historic Preservation Office

AGENDA

3 - 4 P.M.
SESSIONS

How to Develop and Implement a Preservation Plan

Jeff Hintz
Planning Manager
City of Racine

Michelle Cook
Associate Planner
City of Racine

Steven Madsen
Associate Planner
City of Racine

In this session, speakers will demystify the process of developing a preservation plan and provide a framework for setting goals, timelines and budgets. The process will vary by community based on staffing level, existing resources and past work/practice. Additionally, we will share tips and tricks related to conducting meaningful public engagement and lessons learned throughout the plan development and implementation process.

Building a History Army: Using Social Media to Drive Participation and Engagement

Ryan Howell
Garrison History
US Army

This session focuses on how to effectively use social media to increase historical society membership, community engagement and fundraising. A virtual historical society that has grown to 12,000 participants will be used as a case study.

Pictured: The Pit on French Island, 1918, as featured in Dark La Crosse.
Photo courtesy of Murphy Library Special Collections/ARC, University of Wisconsin-La Crosse

Dark La Crosse: A Local History Success Story

Scott Brouwer
Archivist
La Crosse Public Library Archives

Of the many varied public programs run by the La Crosse Public Library Archives, "Dark La Crosse" stands out as a suite of programs that has engaged and entertained many people outside our "normal" audience. It includes walking tours, trolley tours, an annual stage production, a TV show and a video series/podcast collaboration with the La Crosse Tribune which have all brought local history out of the archives into the community and beyond. From a nugget of an idea to year-round planning, Dark La Crosse has been, and continues to be, a great success in local history public programming.

3 - 4 P.M.
SESSIONS (continued from page 18)

Inclusive Education: Connecting Content, Setting and Methods to Welcome All Learners

Abby Pfisterer
Director of PK-12 Education
Wisconsin Historical Society

Liz Arbuckle
Northern Outreach Coordinator
Wisconsin Historical Society

We want to engage all learners in our communities, but how do we create experiences that are affirming, reflective and welcoming across communities? Join WHS educators to discuss strategies for inclusive learning. We will share methods and resources to support you as you revise existing or design new programs for K-12 learners.

History Happens Here: Discussing Wisconsin's New History

Wisconsin Historical Society leadership:

Wes Mosman Block
Deputy Director &
Chief Operating Officer

Estella Chung
Chief Curator

Nick Hoffman
Administrator of
Museums & Historic Sites

Janet Seymour
Outreach Director

Jill Sterrett
Director of Collections & Collections
Administrator

Angela Titus
Assistant Deputy Director
& Chief Program Officer

What does it take to create a new statewide history center, and what can Wisconsin residents and the local history community at large expect to see next? Join Wisconsin Historical Society leaders for an informational session that explores all that it takes to create Wisconsin's history center for the 21st century. You'll hear about the process the Society has undertaken to engage communities and stakeholders across Wisconsin; the work to design the facility, exhibits and programming; and the keys to successfully execute the project. We'll also share opportunities for local historical societies and preservation organizations to become involved in the project.

Pictured: Architectural rendering for Wisconsin's new history center coming to Capitol Square in 2026. Photo by the Wisconsin Historical Society

AGENDA

4:15 - 5:15 P.M.
NETWORKING

Campfire Conversations

Take some time to sit for a burning conversation on a focused topic. Each "campfire" will have a facilitator who will provide questions to ignite the topic. Campfire Conversations are an opportunity for focused, collaborative, roundtable discussions around a single current issue in order to share experiences and explore ideas. A full list of topics and the final schedule will be provided in your registration packet.

6 P.M.
SPECIAL EVENT

Student and Young Professionals Meet-Up, hosted by the Wisconsin Council for Local History
Driftless Axe & Arcade, 300 4th Street South

Students and young professionals, this event is for you! Relax with a brew (or other beverage of your choice) and meet other emerging professionals. Swap stories of your studies and professional pursuits as you get to know fellow public history and historic preservation enthusiasts!

Pictured: Fire House No. 3, 6th Street.
Photo by the Wisconsin State Historic Preservation Office

FRIDAY, OCT. 20
AGENDA

7 - 9 A.M.
PACKET PICK-UP & REGISTRATION

Pick up your nametag and conference packet, including session and workshop room assignments.

7 - 9 A.M.
CONTINENTAL BREAKFAST

8 - 8:45 A.M.
FRIDAY KEYNOTE

History, Disrupted: How Social Media and the World Wide Web Have Changed the Past
Jason Steinhauer, Founder & CEO, History Communication Institute

Jason Steinhauer discusses the rise of what he calls e-history, historical information designed for the social web and which leverages the mechanics of the social web in order to achieve visibility. In his talk, he will demonstrate how e-history has come to shape and define what the public knows — or thinks it knows — about the past.

AGENDA

9:15 - 10:15 A.M.
SESSIONS

Archaeological Surveys for Urban Planning

Dr. Amy Rosebrough
Interim State Archaeologist
Wisconsin Historical Society

Vicki Twinde-Javner
Senior Research Archaeologist
Mississippi Valley
Archaeology Center

Archaeologists from the Office of the State Archaeologist and Mississippi Valley Archaeology Center talk about how an urban archaeology survey is done, why a local government might undertake one and what it can tell city residents and planners about the history that lies beneath the surface on public and private property.

Historic Window Restoration

Marc Zettler
Preservation Architect
Zettler Design Studio, LLC

David Wadsworth
Owner
Wadsworth Construction, Inc.

Historic windows are key features of a historic building's character, yet many historic building owners decide to replace rather than repair their windows based on common misconceptions. This session provides a brief overview of the types of historic windows and materials, an in-depth explanation of wood window issues and repairs and a discussion of storm windows and energy efficiency. Participants will learn how to discuss historic windows with building owners and how to advocate for preservation and restoration instead of replacement.

Public History, Community Partnerships and the UW System

Dr. Eugene R.H. Tesdahl
Associate Professor of History
UW-Platteville

Dr. Ariel Beaujot
Professor of History
UW-La Crosse

Dr. Cheryl Jimenez Frei
Assistant Professor of History
UW-Eau Claire

Dr. John Mann
Professor of History
UW-Eau Claire

This session explores how history faculty of the University of Wisconsin System form community partnerships to celebrate local history. Panel members explain recent undergraduate and graduate research projects that amplify student voices, address community needs and offer a path of collaboration around public history. Engage with the panel to see how you might replicate such welcoming partnerships in your institutions and communities.

Stewardship of Native American Collections: NAGPRA Basics and Resources, Sensitivity and Collaboration

Kathy Stevenson
Manager & NAGPRA Coordinator
Mississippi Valley Archaeological Center,
UW-La Crosse

Jennifer Haas
NAGPRA Coordinator
UW-Milwaukee Archaeological
Research Laboratory Center

Liz Leith
Curator of Anthropology and
Campus NAGPRA Coordinator
UW-Madison Department of Anthropology

Jackie Pozza Reisner
Curator of American
Indian Collections & NAGPRA Coordinator
Wisconsin Historical Society

The complexities of laws and the evolving ethics regarding Native American human remains and material culture holdings may seem daunting to organizations with limited resources that can be devoted to this work. This session brings together a panel of practitioners who present the overall guidelines for stewarding ancestors and items. They discuss how institutions can remain in compliance with the Native American Graves Protection and Repatriation Act and how organizations can implement culturally appropriate care with Tribal Nation partnerships. Time will be reserved for participant questions and to provide advice and resources.

10:45 - 11:45 A.M.
SESSIONS

Canoes in Your Collections

Dr. Sissel Schroeder
Professor
UW-Madison

Tamara Thomsen
Underwater Archaeologist
Wisconsin Historical Society

As a result of intensive efforts to contact local museums and historical societies across Wisconsin and through diving expeditions, we have identified and documented more than 40 dugouts canoes. Our efforts to document the dugouts include photogrammetry and handheld Light Detecting and Ranging to construct 3D models of the canoes. We will present preliminary results of the survey, including analyses of canoe size, style, raw material and age, to show similarities and differences in dugouts through time and across space. The results of this project enhance the accessibility of these uncommon objects for scholars and the public, raise awareness of the importance of curating even fragmentary wooden canoes and increase our understanding of construction and use of dugout canoes.

Section 106 101: Complying with Federal Section 106 and Similar State Statutes

Tyler Howe
Compliance Supervisor
Wisconsin Historical Society

Jason Tish
CLG and Preservation Education Coordinator
Wisconsin Historical Society

Section 106 of the National Historic Preservation Act can be useful for identifying and protecting local historic properties, but the 106 process is led by federal agencies. Where local governments have a lead role is in compliance with several state statutes designed to guide planning for historic properties. The state's compliance experts will discuss those state statutes and how local governments "may" (and "shall") use them.

Top Ten Social Media Trends

Sara Noonan
Social Media Manager
Wisconsin Historical Society

Social media is constantly changing! Join the Wisconsin Historical Society's social media manager to learn the top 10 trends to increase your growth and engagement across your social media channels.

Pictured: Andrew Myrick (left) and Nathan Myrick (right).
Photo courtesy of La Crosse Public Library Archives & Local History Department

A Fresh Look at Nathan Myrick and the Founders of Our Communities

Jenny DeRocher
Librarian
La Crosse Public Library Archives & Local History Department

Kacie Lucchini Butcher
Public History Project Director
UW-Madison Public History Project

Henry Greengrass
Community Advocate

Nathan Myrick is largely credited as the founder of La Crosse, Wisconsin. But when you examine his story, you find that he lived in La Crosse for just six years, and when he left in 1848, it was to follow the Ho-Chunk as they were forcibly removed from the new state of Wisconsin. In this session, we will address what it means to commemorate people like Myrick, question the founding narratives that we hold so close to our community's identity and give strategies on how to shift the way we discuss our founding and local history.

AGENDA

9:15 - 11:45 A.M. WORKSHOPS

Workshops provide opportunities to develop or refresh skills and discover resources through extended, focused presentations with expanded opportunities for Q&A.

Getting Started with Digitization Projects

PRE-REGISTRATION REQUIRED:
Capacity 30

SESSION SPONSORED BY THE
Wisconsin Historical Records Advisory Board

Kristen Whitson
Digital Projects Specialist
Wisconsin Library Services & Recollection Wisconsin

Scott Brouwer
Archivist
La Crosse Public Library Archives

Get introduced to two key elements of successful digitization projects: scanning and describing archival images and documents. Receive practical instruction in selecting equipment; basic imaging principles including resolution and file formats; considerations for outsourcing digitization to a vendor; understanding of the significance of metadata; and guidance on assigning titles, subject terms and other catalog information to digitized items. Workshop content will be based on Recollection Wisconsin's Digital Readiness Toolkit. Attendees are encouraged to view a short video introducing the Digital Readiness Levels before attending the workshop.

Creating Engaging Exhibits for Small History Organizations

PRE-REGISTRATION REQUIRED:
Capacity 30

Nick Hoffman
Administrator of Museums & Historic Sites
Wisconsin Historical Society

Abby Pfisterer
Director of PK-12 Education
Wisconsin Historical Society

Juan Ochoa
Lead Experience Designer
Wisconsin Historical Society

Whether revamping current exhibits or developing something new, this workshop will help small history organizations take their exhibit design to the next level! Participants will learn exhibit process and techniques scaled to the size of their organizations and budgets. This session focuses on audience engagement exhibits that tell dynamic stories and are designed with a purpose. The session leaders share valuable tips and tricks to create an engaging experience through activities designed to strengthen skillsets. Participants are welcome to bring their exhibit project to refine and develop or can cook up a totally new idea!

Wisconsin's Statewide Historic Preservation Plan

Wisconsin State Historic Preservation Office staff

Drop into this workshop space for the 9:15 or 10:45 a.m. timeslot for a brief presentation and discussion of Wisconsin's Statewide Historic Preservation Plan 2025-2034. The Wisconsin State Historic Preservation Office is responsible for coordinating the statewide preservation plan reviewed and approved by the National Park Service. The purpose of the statewide plan is to bring together stakeholders from all interests in historic preservation who will work together to chart the course for historic preservation over the next 10 years. Wisconsin State Historic Preservation Office staff give a brief overview of the current statewide plan and describe the upcoming process for gathering stakeholders, information and ideas for the next 10 years. Attendees will have the opportunity to join discussions about our state's most pressing preservation issues and provide feedback in a variety of formats.

Pictured: Emil T. Mueller House, 14th Street. Photo by the Wisconsin State Historic Preservation Office

FRIDAY, OCT. 20

AGENDA

NOON - 12:30 P.M.
LUNCHEON, AWARDS RECOGNITION AND CLOSING REMARKS

2023 Board of Curators Awards
Local History & Historic Preservation Staff

Join us in celebrating the outstanding achievements of the organizations and individuals recognized by the Board of Curators for excellence in sharing Wisconsin's stories and preserving historic places.

Closing Remarks
Christian W. Øverland, The Ruth and Hartley Barker Director & CEO, Wisconsin Historical Society

Mr. Øverland will share closing remarks highlighting inspirations from this year's conference and encouragement for the year ahead.

THE BEST DEAL IN HISTORY!

Become a Wisconsin Historical Society member to gain access to free admission to our historic sites, reciprocal benefits at over 1,200 locations across the country, 10% discount on your next Local History & Historic Preservation Conference registration and more!

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WISCONSINHISTORY.ORG/MEMBERSHIP

REGISTRATION

REGISTER EARLY TO SAVE!

REGISTER BY AUG. 20 & SAVE $20 ON FULL REGISTRATION!

Final deadline to register is October 6.

REGISTER AND PAY ONLINE AT
WISCONSINHISTORY.ORG/CONFERENCE

The registration fee includes breakfasts, lunches and all sessions and workshops.

Wisconsin Historical Society members receive 10% off registration.

Discount taken at checkout.
Join now at **wihist.org/WHSMembership**.

EARLY BIRD REGISTRATION RATES (through August 20) - 10% discount for members	**Two-Day**	**Thursday Only**	**Friday Only**
	$155	$105	$100

REGULAR REGISTRATION RATES (from August 21) - 10% discount for members	**Two-Day**	**Thursday Only**	**Friday Only**
	$175	$110	$105

STUDENT REGISTRATION RATES Payable before October 6	**Student Two-Day**	**Student One-Day**
	$70	$40

For registration information, contact Amy Norlin at (608) 264-6579 or amy.norlin@wisconsinhistory.org.

LOCATION INFORMATION

LA CROSSE CENTER

The conference will be held at the La Crosse Center, located in the heart of downtown La Crosse on the banks of the Mississippi River. Participants staying at nearby hotels are encouraged to walk to the conference center. Public parking is available at the La Crosse Center Ramp and Riverside Parking Ramp. For more information, contact **lhhpconference@wisconsinhistory.org**.

HOTELS

There are eight nearby hotels that will offer a special conference rate. View the listing of available hotels at **wihist.org/LHHPHotels2023**.

The approximate distance from each hotel to the La Crosse Center is included in the link. To make reservations, please call the hotel and ask for the "Wisconsin Historical Society Conference" rate.

SAVE THE DATE FOR THE 2024 CONFERENCE!

Oct. 16-18, 2024
Hilton Appleton Paper Valley
Appleton, Wisconsin

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For more information visit
wisconsinhistory.org/conference
or contact us by email at
lhhpconference@wisconsinhistory.org