

CONFERENCE PROGRAM & REGISTRATION



CONFÉRENCE ANNUELLE DE LA
FONDATION HÉRITAGE CANADA
ET DE L'ALLIANCE DES ORGANISMES
DE CONSERVATION DU CANADA

ANNUAL CONFERENCE OF THE
CANADIAN LAND TRUST ALLIANCE AND
THE HERITAGE CANADA FOUNDATION

Ville de
QUÉBEC
City



25 – 27 SEPTEMBRE 2008 | SEPTEMBER 25 – 27, 2008

AGIR POUR L'ENVIRONNEMENT :
UN TRAVAIL QUI PORTE FRUIT

WORK THAT ENDURES:
POWER TO THE PEOPLE KEEPING PLACES ALIVE

WORK THAT ENDURES: Power to the People Keeping Places Alive

The Canadian Land Trust Alliance and the Heritage Canada Foundation will bring delegates from the natural, cultural and built heritage movement together for three days of learning within the walls of historic Quebec City, one of Canada's best known World Heritage Sites.

Conference Coordinators:

Camille Girard-Ruel, Heritage Canada Foundation
Dave Walker, Canadian Land Trust Alliance

2008 Planning Committee:

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Mark Brandt, Canadian Association of Heritage Professionals
Natalie Bull, Heritage Canada Foundation
Isabelle Gibson, Canards Illimités Canada
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Julie Harris, Canadian Association of Heritage Professionals
Barb Heidenreich, Ontario Heritage Trust
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Odile Roy, Heritage Canada Foundation
Jacinthe Simard, Fondation Rues principales
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Thank you to our supporters for their generous contributions to the 2008 Conference of the Heritage Canada Foundation and the Canadian Land Trust Alliance.



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This conference is held in conjunction with the Rues principales/ Main Street Colloquium on September 24, 2008 and in cooperation with the Canadian Association of Heritage Professionals.



Chairs' Invitation

Hello, Bonjour!

It is our pleasure to invite you to *Work that Endures: Power to the People Keeping Places Alive!* This conference is designed to inform, empower and connect the 'force' – the people who make their living or volunteer their time saving Canada's special places. *Work that Endures* represents a productive partnership between the Heritage Canada Foundation and the Canadian Land Trust Alliance. As colleagues in the natural heritage and built heritage sectors, we have much to learn from each other. Bringing together Canada's land trusts, heritage trusts, site managers and interpreters, community advocates, planners, volunteers and policy makers, this event is an ideal opportunity to share best practices in the preservation of built and natural heritage places across the country.

HCF and CLTA bring you an impressive collection of seminars, workshops, speakers and field trips that will broaden your knowledge and renew your enthusiasm for conservation. In addition to sessions on saving places and operating sites, the program provides outstanding continuing education on community revitalization, fundraising, branding, marketing, management and governance.

Quebec City is a spectacular venue and a fitting one. Celebrating its 400th anniversary this year, it has much to teach us about the enduring nature of history, heritage and special places. Aboriginal sites, industrial districts, historic places of worship, national historic sites – Quebec City has it all. See you there!

Margo Sheppard, Chair
Canadian Land Trust Alliance



**Canadian
Land Trust Alliance**

Catherine C. Cole, Chair
Heritage Canada Foundation



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École de Cirque de Québec

SCHEDULE AT A GLANCE

THURSDAY, SEPTEMBER 25

7:30 am - 4:00 pm	Registration Desk Open
9:00 am - 4:00 pm	Pre-conference Seminars
9:00 am - 12:00 pm	Pre-conference Meeting: Heritage Conservation Educators Roundtable, organized by HCF. Heritage instructors and academics meet to discuss issues relevant to heritage education and training in Canada. For more information: cwiebe@heritagecanada.org
9:00 am - 4:30 pm	Field Trip 1: Bus leaves from Hotel Clarendon
11:30 am - 4:00 pm	Field Trip 2: Bus leaves from Hotel Clarendon
1:00 pm - 4:00 pm	Walking Tours: Leave from Hotel Clarendon
1:00 pm - 4:00 pm	Pre-conference Meeting: Built Heritage Leadership Forum, organized by HCF. Leaders of province-wide heritage organizations from across Canada meet to discuss common issues and opportunities. For more information: nbull@heritagecanada.org
5:00 pm - 7:00 pm	Opening Reception: École de cirque de Québec

Dinner on your own

FRIDAY, SEPTEMBER 26

7:30 am - 4:00 pm	Registration Desk Open
8:50 am - 10:10 am	Keynote Speaker: Opening Plenary National Chief Fontaine; Minister of the Environment invited
10:40 am - 12:00pm	Concurrent Workshops: Session 1
12:00 pm - 1:15 pm	Lunch
1:30 pm - 2:50 pm	Concurrent Workshops: Session 2
3:20 pm - 4:40 pm	Concurrent Workshops: Session 3
6:00 pm - 10:30 pm	Reception, Gala Dinner and Awards Ceremony: Théâtre Impérial

SATURDAY, SEPTEMBER 27

7:30 am - 4:00 pm	Registration Desk Open
8:50 am - 10:10 pm	Concurrent Workshops: Session 4
10:40 am - 12:00pm	Concurrent Workshops: Session 5
12:00 pm - 1:15 pm	Lunch
1:30 pm - 2:50 pm	Concurrent Workshops: Session 6
3:20 pm - 4:40 pm	CLTA Meeting: “Where Are We and Where Are We Going”
3:20 pm - 4:40 pm	Heritage Canada Foundation: Annual General Meeting
6:00 pm - 9:00 pm	Closing Party: Manoir Montmorency & Falls

KEYNOTE SPEAKER - OPENING PLENARY



National Chief Phil Fontaine B.A., LL.D. (R.M.C.), LL.D. (Brock), LL.D. (Windsor) LL.D. Lakehead

Phil Fontaine is the National Chief of the Assembly of First Nations. He is Anishinabe from the Sagkeeng First Nation in Manitoba. A long-time leader in facilitating change and advancement for First Nations people, he was first elected to public office at the young age of 28. Serving as Manitoba Regional Chief for the Assembly of First Nations and then Grand Chief of the Assembly of Manitoba Chiefs, Mr. Fontaine stepped onto the national stage in 1997 when he was elected to the highest position in First Nations politics, that of National Chief.

Career highlights include bringing together First Nations from across the continent to sign the Declaration of Kinship and Cooperation of the Indigenous and First Nations of North America. He became the first Indigenous leader to address the Organization of American States, bringing the message of Indigenous peoples to the international stage.

The crowning achievement of his career to date, however, is leading the successful resolution and settlement of claims arising out of the 150 year residential school tragedy. The Final Settlement Agreement now being implemented is the largest and most comprehensive settlement in Canadian history.

As a dedicated and highly respected leader in Canada, the National Chief will share his views about empowering people who work to keep the spirit of places alive.

SPECIAL EVENTS

Opening Reception

Thursday, September 25, 5:00 pm - 7:00 pm, École de cirque de Québec 750, 2ième Avenue, Limoilou



Kick off the conference with a bang at the École de cirque de Québec - a circus school ingeniously inserted into a beautifully rehabilitated former church. Enjoy wine and hors d'œuvres with project architect Bernard Serge-Gagné and see acrobats and jugglers at work!

Opening reception is included with basic registration. Additional tickets are available for guests and one-day registrants for \$20.

Gala Dinner and Awards Ceremony

Friday, September 26, Reception 6:00 - 7:00pm, Dinner 7:00 pm - 10:30 pm, Théâtre Impérial, 252 Saint-Joseph Street East

Enjoy drinks, fine dining and live entertainment in the newly restored Théâtre Impérial in the historic Saint-Roch district. Celebrate the achievements of successful people and organizations keeping places alive, mingle with fellow built and natural heritage advocates, and bring your dancing shoes!

The Gala Dinner and Awards Ceremony is included with basic registration. Additional tickets are available for guests and day registrants for \$50.

Closing Party & Dinner

*Saturday, September 27, 6:00 - 9:00 pm, Manoir Montmorency & Falls, 2490 Avenue Royale
Sponsored by the City of Québec Planning Department*



Experience Montmorency Park in all its splendour when you ride the funicular and cross the breathtaking Montmorency Falls – 30m higher than Niagara Falls and illuminated to celebrate Quebec City's 400th anniversary. Then, feast on Chef Coté's gourmet buffet served in the Manoir, a nationally significant historic showplace.

Closing party dinner tickets are available for \$50.

PRE-CONFERENCE FIELD TRIPS

The Canadian Land Trust Alliance and the Heritage Canada Foundation are pleased to offer two field trips that will take place on Thursday, September 25. These field trips will provide an opportunity for conference participants to experience some of the special places in and around Quebec. Please note the following:

- Field trips fill up quickly, so register early.
- All trips include transportation and lunch.
- Buses leave from Hotel Clarendon.
- Field trips will be bilingual.
- All trips will take place rain or shine, although they will be cancelled or significantly altered if weather conditions pose a safety risk. Field trips are non-refundable if cancelled or altered due to weather conditions.

FIELD TRIP 1 - Cost \$75

Saint-Vallier Point & Cruise on the St. Lawrence

Thursday, September 25, 9:00 am - 4:30 pm

In the morning you will visit Saint-Vallier Point, a wonderful natural area offering a spectacular view of Cap Tourmente, Île d'Orléans and the islands of the Isle-aux-Grues archipelago. This site features an exceptional combination of cultural and natural heritage. The manor, built around 1725, and the grounds were protected by Canadian Heritage of Quebec and the Nature Conservancy of Canada (NCC) in 1999 under the Ecological Gifts Program. A guided tour will introduce you to this rich built heritage and will allow you to explore the diverse and unique plant species at Saint-Vallier Point.



After lunch you will enjoy a lovely afternoon cruise on the St. Lawrence around the islands of the Isle-aux-Grues archipelago. Embark with the crew of Croisières Lachance and discover some of the most beautiful sites of Côte-du-Sud and the St. Lawrence River, while enjoying the storytelling and interpretive talents of Captain Lachance!

FIELD TRIP 2 - COST \$50

Huronne-Wendat Nation Tour & Taste

Thursday, September 25, 11:30 am - 4:30 pm

The heart of the Huron-Wendat beats at the rhythm of the Kabir Kouba Waterfall, a natural site of rare beauty. Immerse yourself in the Huron-Wendat culture and heritage, its people, ancestral homes, the chapel, handicrafts and more. Participants will enjoy traditional and new aboriginal cuisine, a visit to the new Hotel-Museum, and an animated tour of the Old Wendake Historic District National Historic Site of Canada.



PRE-CONFERENCE SEMINARS

The Heritage Canada Foundation and the Canadian Land Trust Alliance are pleased to offer three pre-conference seminars. Space is limited, so register early.

SEMINAR 1 - Cost \$40 *Thursday, September 25, 9:00 am - 12:00 noon*

Nuts and Bolts of Donor Recruitment

Andy Robinson

Eighty-five percent of charitable funds come from individual donors, not foundations or corporations. Learn how to build a fundraising program that honors your mission. Including:

- Why people give away their money
- The basic principles of fundraising
- Raising major gifts through the mail
- Identifying prospective donors
- "The ask" -- face to face solicitation

SEMINAR 2 - Cost \$40 *Thursday, September 25, 9:00 am - 12:00 noon*

The Intersection of Sustainability and Conservation *(simultaneous translation)*

Brought to you by the Ontario Heritage Trust

Beth Hanna, Romas Bubelis, Sean Fraser

In the quest for sustainability, existing buildings are often overlooked. Yet there are compelling reasons to adapt and rehabilitate our historic building stock, including reduced environmental impact, reduced cost, greater efficiency and utility. This session explores the “green” side of architectural conservation based on the notion that the greenest building is the one you already have. Leaders will present and discuss:

- Values of durability and permanence in architecture
- Role of maintenance, materials and labour in sustainability
- Retrofit of existing buildings to achieve modern environmental standards
- Economic and environmental rationale for the recycling of buildings
- “Green” regulatory, policy and industry standards from a conservation perspective

SEMINAR 3 - Cost \$40 *Thursday, September 25, 1:00 am - 4:00 pm*

Build Your Brand: Non-profit Marketing on a Tight Budget *(simultaneous translation)*

Andy Robinson

Want more attention for your work? Ignored by the news media? This workshop is designed to help organizations improve marketing success without spending a lot of money. Including

- Crafting a compelling message
- Who's your audience? Market segmentation
- Preparing a marketing plan
- Creating effective materials
- Thinking like a journalist: How to work with the news media

PRE-CONFERENCE SEMINAR BIOGRAPHIES

Andy Robinson

Andy Robinson is a consulting trainer with the Institute for Conservation Leadership. This non-profit organization is based in Takoma Park, just outside Washington D.C. and works to strengthen leaders, organizations and coalitions or networks that protect and conserve the Earth. Working through consulting trainers like Andy, they help leaders make significant changes in themselves, their groups, or their alliances that allow them to have a bigger impact with their work.

For 27 years Andy has worked with a variety of non-profits as a fundraiser, publicist, grant writer and community organizer. Since starting his consulting practice in 1995, Andy has provided support and training to thousands of non-profit staff and volunteers in 45 U.S. States and coast to coast in Canada. Based in Vermont, Andy is also involved in many local campaigns in his community as well as active in the arts as a writer, editor, presenter and participant.

His books include *Grassroots Grants*, *Selling Social Change (without Selling Out)*, *Earned Income Strategies for Non-Profits* and most recently *Big Gifts for Small Groups* and *Great Boards for Small Groups*.

Beth Hanna

Beth Hanna is the Ontario Heritage Trust's Director of Heritage Programs and Operations. She has worked in heritage, arts and culture management for more than twenty-five years. She leads the team responsible for the acquisition and stewardship of the Trust's natural and cultural heritage trust properties, conservation easements, research projects, cultural collections, public education programs, advocacy and community development initiatives.

Beth serves on advisory committees for the Ministry of Health Promotion and the Ministry of Natural Resources. She works closely with other levels of government, First Nations and a broad range of community groups and conservation organizations.

Romas Bubelis

Romas Bubelis is an architect with the Ontario Heritage Trust. He studied architecture at the University of Toronto and graduated in 1980. He has also completed the conservation course at the Institute of Advanced Architectural Studies at the University of York, England in 1990. He has been a member of the Ontario Association of Architects (OAA) since 1987. He worked in the private sector prior to joining the Trust in 1989 and has managed many of the agency's restoration projects across the Province.

Sean Fraser

Sean Fraser is the Manager of Conservation Services with the Ontario Heritage Trust. He has undergraduate degrees in Architectural History/Classical Archaeology from the University of British Columbia and Architectural Design as well as a Masters Degree in Conservation of the Built Environment from the Technical University of Nova Scotia.

He has practiced as an independent heritage consultant, a Preservation Officer and Planner with the City of Toronto; he is a former Board member of the Canadian Association of Heritage Professionals (CAHP), and a Director of the Association for Preservation Technology International.



View of Lower Town

WALKING TOURS - Thursday, September 25

These tours will provide an opportunity for conference participants to experience some of the sites and sounds of Quebec City. Please note the following:

- Included with conference registration, **but space is limited, so register early.**
- Tours will be bilingual.
- All tours will take place rain or shine, although they will be cancelled or significantly altered if weather conditions pose a safety risk.
- Please wear appropriate clothing and footwear.

All walking tours take place on Thursday, September 25 from 1:00 pm - 4:00 pm and depart from Hotel Clarendon.

WALKING TOUR 1

Quartier Saint-Roch Tour with Odile Roy and Renée Desormeaux

Saint-Roch is one of the oldest districts of Quebec. It is located in the lower town between the cliff leading to the upper town and the Saint Charles River. The subject of numerous recent revitalization projects, Saint-Roch is the new destination in the heart of Quebec, complete with more than a hundred artists workshops, many avant-garde shops, restaurants and clubs, and 'Complexe Méduse,' a collection of artist studios and galleries. *Maximum number of participants: 20*



WALKING TOUR 2

Vieux-Quebec Historic City Tour, Les visites culturelles Baillairgé, INC./C.C.L

Recognized internationally for its beauty and rich history, the City of Quebec offers visitors unforgettable views and stories. Tour the fortified city and discover, through its built heritage, the romantic and dramatic moments which have shaped it over the past 400 years. *Maximum number of participants: 20*



WALKING TOUR 3

Archaeological Tour of Quebec City with William Moss

The City of Quebec has an extraordinary collection of over 800 archaeological sites. Discover some of the best ones with the perfect guide: William Moss, principal archaeologist for the City of Quebec. *Maximum number of participants: 20*



WALKING TOUR 4

Tour the Trait-Carré and the Charlesbourg Library Revitalization Project with Peter Murphy



One of the oldest planned communities in North America, the Trait-Carré in the Charlesbourg Borough has recently attracted much attention with its multiple award-winning new library - the first truly green building in Quebec City - and the district's pedestrian-friendly street redesign. A most unique but relatively unknown corner of Quebec City's landscape! *Maximum number of participants: 20*

CONCURRENT WORKSHOPS AT A GLANCE

FRIDAY, SEPTEMBER 26

Advance your knowledge and renew your spirit by selecting from over 30 content-rich workshops by some of North America's top natural and built heritage leaders. Workshops are included in the basic registration fee - you can create your own unique, flexible schedule! For full workshop descriptions, see pages 12-15.

	Session 1, 10:40 am - 12:00 pm	Session 2, 1:30 pm - 2:50 pm	Session 3, 3:20 pm - 4:40 pm
Stream A Operating Successful Sites	<p>1A Connecting People with our Cultural and Natural Heritage: Fundamentals of Interpretation - Part 1 <i>Calvert Martin, Peter Pacey, David Plouffe, Stephanie Yuill</i></p>	<p>2A Connecting People with our Cultural and Natural Heritage: Fundamentals of Interpretation - Part 2 <i>Diane Attendu, Gilbert Beaulieu</i></p>	<p>3A Connecting People with our Cultural and Natural Heritage - Part 3: On-site Workshop in Old Quebec</p>
Stream B Conservation and Communities	<p>1B Community Revitalization Workshop: The Main Street Approach - Part 1 <i>François Varin, Brigitte Aussant, Benoit Boucher</i></p>	<p>2B Community Revitalization Workshop: The Main Street Approach - Part 2 <i>François Varin, Jacqueline Genois, Alain Tardif, Cécile Joseph</i></p>	<p>3B Looking Outside the Box: New and Innovative Strategies for Heritage Planning <i>Françine Bégin, David Plouffe, Jim Bezanson</i> <i>Moderator: Michael Seaman</i></p>
Stream C Action on the Ground	<p>1C Dare to Defend Your Baseline Documentation Report (BDR)? <i>Lisa McLaughlin, Paul Peterson, Kim Good</i></p>	<p>2C Programs, Tools and Voluntary Conservation <i>Christine Bélanger, Annabelle Avery</i></p>	<p>3C Stewardship Funding <i>Paul Doscher</i></p>
Stream D Incentives and Funding	<p>1D Roundtable on Reform to Tax Incentives <i>Karen Cooper, Ellen Zweibel, Marc Denhez</i></p>	<p>2D Record Keeping Policy <i>Dave Walker, Karen Cooper</i></p>	<p>3D The Ecological Gifts Program: Trends and Emerging Issues <i>Andrea Kettle</i></p>
Stream E Making Your Organization Successful	<p>1E Who Do You Want to Be When You Grow Up? Planning Your Organization's Future <i>Andy Robinson</i></p>	<p>2E Building a Board That Works <i>Andy Robinson</i></p>	<p>3E How to Effectively Recruit and Manage Volunteers <i>Andy Robinson</i></p>
Stream F On-site Walking Workshops			<p>3F Visit at Saint Louis Forts and Châteaux National Historic Site <i>Presented by Parks Canada</i></p>

Legend:
Simultaneous Translation Bilingual English Only

CONCURRENT WORKSHOPS AT A GLANCE

SATURDAY, SEPTEMBER 27

Advance your knowledge and renew your spirit by selecting from over 30 content-rich workshops by some of North America's top natural and built heritage leaders. Workshops are included in the basic registration fee - you can create your own unique, flexible schedule! For full workshop descriptions, see pages 12-15.

	Session 4, 8:50 am - 10:10 am	Session 5, 10:40 am - 12:00 pm	Session 6, 1:30 pm - 2:50 pm
Stream A Operating Successful Sites	<p>4A Opportunities in Heritage Tourism <i>Linda Denis, Carol Sheedy, Kent O'Connor, Daniel-Paul Bork</i></p>	<p>5A Branding, Marketing and Fundraising <i>Blaine Hogue, France Cliche Moderator: Mesmin Pierre</i></p>	<p>6A Fundraising Successfully: Online and Off <i>Zenia Wadhvani</i></p>
Stream B Conservation and Communities	<p>4B Heritage Without Borders <i>Lynne Peplinski, Doug Olynyk, Alestine Andre Moderator: Julie Harris</i></p>	<p>5B Making a Difference: Heritage Conservation Research and Training <i>Heritage Conservation Educators Roundtable</i></p>	<p>6B Professionals on Professionals <i>Su Murdoch, Peter A.P. Zakarow, Bernard Serge Gagné, Stephen Robinson Moderator: Chris Borgal</i></p>
Stream C Action on the Ground	<p>4C Drafting Conservation Agreements: Built, Agricultural and Natural <i>Paul Peterson, Brock Carscallen</i></p>	<p>5C Conservation Agreements: Permissions, Amendments, Changes in Use <i>Lisa McLaughlin, Andrea Kettle</i></p>	<p>6C Conservation Agreement: Infractions and Remedies <i>Kris Larson</i></p>
Stream D Saving Special Places	<p>4D Lighthouse Protection Roundtable <i>Moderator: Barry MacDonald</i></p>	<p>5D Endangered Places of Faith Roundtable - Part 1 <i>Moderator: Luc Noppen</i></p>	<p>6D Endangered Places of Faith Roundtable - Part 2 <i>Moderator: Luc Noppen</i></p>
Stream E Making Your Organization Successful	<p>4E Advocacy Action <i>Louise Mercier, Marc Denhez Moderators: André Chénier, David Tremblay</i></p>	<p>5E Awareness Events That Work: Spread the Word Fast <i>Maureen Moore, Kathy Dunsier</i></p>	<p>6E Diversity: Techniques and Process <i>David Stonehouse, Stephen Augustine</i></p>
Stream F On-site Walking Workshops	<p>5F Look Carefully or Else...Bring Industrial Heritage Into View <i>Dr. Christopher Andreae</i></p>		

Legend:
Simultaneous Translation Bilingual English Only

WORKSHOP DESCRIPTIONS

Friday, September 26

10:40 am - 12:00 pm

1A Connecting People with our Cultural and Natural Heritage: Fundamentals of Interpretation - Part 1

Organized by Interpretation Canada (IC)

Calvert Martin, Peter Pacey, David Plouffe, Stephanie Yuill

Interpretation is more than communication. It is a way of connecting people with our cultural and natural heritage in a memorable, and potentially transformative way. Interpretive programs have the power to inspire, entertain, and change people's attitudes and behaviours. Through hands-on workshops, engaging presentations, you will gain an understanding of the key principles of interpretation, and how to move beyond presenting factual information, and how to connect people to your heritage place.

1B Community Revitalization Workshop: The Main Street Approach - Part 1

Organized by La Fondation Rues principales

François Varin, Executive Director

Brigitte Aussant, direction des communications

Benoit Boucher

This workshop will provide the fundamentals of revitalization techniques, using case studies from communities in and outside Quebec. Participants will learn to apply the Main Street four-point approach to achieve positive revitalization: organization, design, economic and commercial development, and marketing and promotion.

1C Dare to Defend Your BDR?

Lisa McLaughlin, The Nature Conservancy of Canada

Paul Peterson, Lawyer, Midland, ON

Kim Good, Project Manager, Miistakis Institute

The Baseline Documentation Report (BDR) will be a key document in any conservation agreement dispute. This interactive workshop is designed to highlight the importance of developing a strong BDR, including documenting existing conditions as they relate to the restrictions via documented observations, photography and geographic location, as well as chain of custody issues.

1D Roundtable on Reform to Tax Incentives

Karen Cooper, Lawyer, Carter's Professional Corporation

Ellen Zweibel, Professor, University of Ottawa

Marc Denhez, Lawyer, heritage advocate, Ontario Municipal Board

Three Canadian lawyers with a wealth of experience in taxation issues will present new thinking about tax incentives that would enable increased preservation of both natural and built heritage lands and properties. Come, learn and be prepared to discuss the issues in this interactive workshop.

1E Who Do You Want to Be When You Grow Up? Planning Your Organization's Future

Andy Robinson, Trainer, Institute for Conservation Leadership

More and more, your donors, funders, and peers are asking tough questions:

- What are the hallmarks of a successful organization?
- What benchmarks do you use to measure success -- and how do you measure up?
- How can you look beyond the next grant cycle (or funding crisis) and design a sustainable non-profit that grows, adapts, and thrives in a changing world?

In this workshop, we will develop answers that address your specific needs and circumstances.

1:30 pm - 2:50 pm

2A Connecting People with Cultural and Natural Heritage: Fundamentals of Interpretation - Part 2

Organized by the Association québécoise d'interprétation du patrimoine (AQIP)

Diane Attendu, AQIP

Gilbert Beaulieu, AQIP

See 1A for description.

2B Community Revitalization Workshop: The Main Street Approach - Part 2

Organized by La Fondation Rues principales

Jacquelin Genois, City Councillor, Saint-Raymond de Portneuf

Alain Tardif, Executive Director, Saint-Raymond de Portneuf

Ms Cécile Joseph, Mayor, Saint-Pascal de Kamouraska

Elected municipal officials who have benefited from the Main Street approach share testimonies and project results and demonstrate how built heritage rehabilitation is an integral part of the equation.

2C Programs, Tools and Voluntary Conservation

Christine Bélanger, Fondation de la faune du Québec

Annabelle Avery, Fondation de la faune du Québec

The Fondation de la faune du Québec has been active in all of Quebec's wildlife areas of interest. With the assistance of several partners, it has developed several private stewardship tools (e.g. owners' logs, land cards, monitoring kits, etc.) that have helped implement different financial and technical support programs in both forest and agricultural settings. After an overview of the Fondation's accomplishments, we will see a concrete example of a project by inviting one of our partners to share their experience.

WORKSHOP DESCRIPTIONS

Friday, September 26

2D

Record Keeping Policy

Dave Walker, Executive Director, Canadian Land Trust Alliance

Karen Cooper, Lawyer, Carter's Professional Corporation

Participants in this presentation will learn the nuts and bolts of what records are, why their organization should keep records, which records should be kept and for how long, and how, where and who should keep the records. We will describe the elements of a good record keeping policy.

2E

Building a Board That Works

Andy Robinson, Trainer, Institute for Conservation Leadership

To be effective, non-profits must recruit board members who support their ideals, represent the diversity of the community, and bring a wide range of skills. This workshop covers:

- Roles and responsibilities of board members
- Finding and filling the gaps on your board
- Creating and using a board "job description"
- Use of board committees
- Training and motivating your board to raise money

3:20 pm - 4:40 pm

3A

Connecting People with Cultural and Natural Heritage - Part 3: On-site Workshop in Old Quebec

Organized by Interpretation Canada and the Association québécoise d'interprétation du patrimoine

Field-test lessons learned in [Connecting People with Cultural and Natural Heritage Parts 1 and 2](#). Guides-interpretors will accompany participants through the Old Quebec historic district. Wear your walking shoes!

3B

Looking Outside the Box: New and Innovative Strategies for Heritage Planning

Francine Bégin, Director, Quebec City Planning Department, Quebec

David Plouffe, Heritage Planner, City of Calgary, Alberta

Jim Bezanson, Heritage Development Officer, City of Saint John, New Brunswick

Moderator: Michael Seaman, Manager of Heritage Planning, Town of Oakville, Ontario

Heritage planners from Quebec City, Calgary and Saint John share effective heritage policies and practices at the municipal level, with a focus on engaging communities in historic preservation.

3C

Stewardship Funding

Paul Doscher, Society for the Protection of New Hampshire Forests

"You can never have enough stewardship money." Perpetual conservation agreements and property ownership bring long term obligations that carry both predictable and unpredictable costs. Finding the money to perform acceptable, let alone exemplary stewardship is a challenge most trusts find daunting. There are no easy answers, and there is never enough money, but there are ways to address this need if you plan ahead and remain hard nosed about raising the money. This workshop will discuss how to calculate stewardship costs and identify sources to fund them.

3D

The Ecological Gifts Program: Trends and Emerging Issues

Andrea Kettle, Habitat Biologist, Ecological Gifts Program, Canadian Wildlife Service (CWS)

The Ecological Gifts Program (EGP) is an incentive program that land trusts can promote to encourage donations of ecologically sensitive lands. Find out how successful EGP is in your region and hear the latest news about change in use, and program requirements.

3E

How to Effectively Recruit and Manage Volunteers

Andy Robinson, Trainer, Institute for Conservation Leadership

Community organizations need three kinds of resources to grow and succeed: time, money, and the leadership to use both wisely. In this workshop, we'll discuss how to find new volunteers and develop them into a team of committed leaders. Topics include:

- Identifying and filling the holes in your leadership team
- Member and volunteer recruitment
- Motivating and managing volunteers (and easing out the ineffective ones)
- Top tips for effective volunteer-based groups

3F

Saint-Louis Forts and Châteaux National Historic Site of Canada

Presented by Parks Canada

For more than 200 years of French and then English rule in Quebec, the Saint-Louis forts and châteaux served as the official residence and seat of power for most governors. Artefacts gathered by Parks Canada during extensive archaeological research are accessible to the public in 2008 as part of celebrations for the 400th anniversary of Quebec City. Archaeologists, heritage specialists and interpreters will accompany participants through this exceptional site.

WORKSHOP DESCRIPTIONS

Saturday September 27

8:50 am - 10:10 am

4A

Opportunities in Heritage Tourism

*Linda Denis, Communications Advisor, Canadian Tourism Commission
Carol Sheedy, Director General, External Relations and Visitor Experience, Parks Canada Agency*

Kent O'Connor, Director, Planning and Strategic Policy, Department of Canadian Heritage

Daniel-Paul Bork, CEO, Aboriginal Tourism Canada

Culture and heritage are important components for the future of tourism. The mutual benefits that stakeholders in the cultural heritage and tourism sectors can and will derive by adopting a collaborative approach are significant. The Canadian Tourism Commission, Parks Canada, Canadian Heritage and Aboriginal Tourism Canada all work, directly and indirectly, to incorporate culture and heritage into the traditional tourism industry's agenda, and create a win-win situation for these two industry sectors. Learn about the economic impacts of tourism and how to tap into its potential benefits for heritage conservation.

4B

Heritage Without Borders

Organized by CAHP

*Lynne Peplinski, Heritage Manager, Inuit Heritage Trust
Doug Olynyk, Manager of Historic Sites, Gov't of Yukon Territory
Alestine Andre, Heritage Researcher, Gwich'in Social & Cultural Institute*

Moderator: Julie Harris, President, Contentworks Inc.

Challenge your understanding of communities in Canada. How can heritage professionals 'from away' work effectively with aboriginal peoples and in isolated areas? Through case studies, participants will learn techniques in practicing community-based conservation. The protection and development of cultural landscapes will also be discussed.

4C

Drafting Conservation Agreements: Built, Agricultural and Natural

Paul Peterson, Lawyer, Midland, Ontario

Brock Carscallen, Lawyer, Carscallen Leitch LLP

Drafting heritage conservation agreements that will endure over time. Learning from our past experience: what works? what doesn't work?

4D

Lighthouse Protection Roundtable

Moderator: Barry MacDonald, President, Nova Scotia Lighthouse Preservation Society

Hundreds of historic lighthouses, many in remote locations, hang in the balance due to changing technology and priorities. Hear about the new federal *Act to Protect Heritage Lighthouses*, meet key players on the lighthouse scene, and contribute to the creation of a national network and working group.

4E

Advocacy Action

Louise Mercier, President and Executive Director, Conseil des monuments et sites du Québec

Marc Denhez, Lawyer, heritage advocate, Ontario Municipal Board

Moderators: André Chénier, David Tremblay, SOS-Églises

Advocacy is about 'changing the system' through political activity, media relations, awareness campaigns, and legal action. Hear about the latest trends and issues from a savvy advocate and a seasoned lawyer.

10:40 am - 12:00 pm

5A

Branding, Marketing and Fundraising

Blane Hogue, Executive Director, Lougheed House

France Cliche, Executive Director, Literacy and Historical Society of Québec

Moderator: Mesmin Pierre,

Presenters will discuss the increasing importance of fundraising, positioning, branding and marketing for heritage sites facing increased competition for audience attention, particularly amongst younger generations.

5B

Making a Difference: Heritage Conservation Research and Training

Organized by members of the Heritage Conservation Educators

Roundtable: Lyse Blanchet, Claudine Déom, Shelley Huson, Robert Shipley, Brenda Weatherston, Donald Wetherall

Building a toolkit for saving historic places using current research, resources, and professional training:

- Learn about how to bolster your conservation arguments
- Access knowledge and resources effectively
- Discuss the importance of ongoing training and professionalism

5C

Conservation Agreements: Permissions, Amendments, Changes in Use

Lisa McLaughlin, The Nature Conservancy of Canada

Andrea Kettle, Habitat Biologist, Ecological Gifts Program, CWS

When do easement amendments change the actual intent of the document? When do you require federal or provincial permission to execute an amendment? Discover the types of questions your land trust should consider before granting an amendment. Learn how to handle these types of requests and what type of internal processes should be developed.

WORKSHOP DESCRIPTIONS

Saturday, September 27

5D

Endangered Places of Faith Roundtable - Part 1

Moderator: Luc Noppen, Professor at the Département d'études urbaines et touristiques, Canada Research Chair on Urban Heritage, Université du Québec à Montréal

Historic places of faith are up for sale or threatened with demolition all over North America, as congregations dwindle and church organizations re-group. Join national, provincial and local representatives to hear what Canadians are already doing to protect, maintain and adapt churches and places of faith, and help set the national agenda.

5E

Awareness Events That Work: Spread the Word Fast!

Maureen Moore, Novelist

Kathy Dunster, Biologist and Landscape Architect

Salt Spring Island's Creekside Rainforest was saved on March 31st after an intense 5-month campaign that raised over a million dollars to buy the land. Maureen Moore, novelist and grandmother, will share how she spearheaded an innovative outreach campaign, with a total budget of less than eight thousand dollars. Learn how The Land Trust Alliance of BC (LTABC) successfully implemented an awareness program through several radio and television public service announcements, including how much a PSA costs and other details. Also, learn how the LTABC began a partnership with the BC Real Estate Foundation and how it has benefited both organizations.

5F

Look Carefully or Else ...Bring Industrial Heritage Into View

Organized by CAHP

Presenter: Dr. Christopher Andreae, Historica Research Limited

This session, led by one of Canada's most experienced industrial heritage professionals and scholars, examines the design evolution of the Louise Dock, its heritage value, and the challenges in preserving places where the attributes are all but hidden from the public eye. The Princess Louise Wet Dock opened at Quebec City in 1890 after 14 years of construction. The session will begin with a 15-minute presentation about the history of the site and continue with transportation to the Princess Louise Wet Dock for a tour. On site, participants will consider heritage presentation and conservation challenges for large industrial sites.

1:30 pm - 2:50 pm

6A

Fundraising Successfully: Online and Off

Zenia Wadhvani, Director of Program Development, CanadaHelps
Fundraising today includes engaging donors online...and it doesn't need to be expensive or complicated. Learn about

CanadaHelps, their simple and cost-effective solutions to online fundraising, a host of marketing ideas specific to your land trust, and strategic giving programs that result in success.

6B

Professionals on Professionals

Organized by CAHP

Su Murdoch, Vice-Chair, CAHP

Peter A.P. Zakarow, Chair, Conservation Review Board

Bernard Serge Gagné, ABCP Architecture Urbanisme

Stephen Robinson, Robinson Heritage Consulting

Moderator: Chris Borgal, President CAHP

Looking back 35 years. Professionals share their thoughts and ideas about the past and current state of heritage practice.

6C

Conservation Agreement Infractions, Remedies and Lessons Learned

Kris Larson, Director of Conservation Programs, Minnesota Land Trust

Lessons from the courts: conservation agreement infractions and remedies. What the recent court experiences in the U.S.A. can teach us all. More specifically:

- What are recent agreement stewardship issues and trends?
- What is the collective history of violations, remedies and lessons learned?
- What does this mean for an individual land trust's practices?
- How is the U.S. land trust community collectively responding to issues of agreement enforcement?

6D

Endangered Places of Faith Roundtable - Part 2

Moderator: Luc Noppen, Professor at the Département d'études urbaines et touristiques, Canada Research Chair on Urban Heritage, Université du Québec à Montréal

National Roundtable continues from 5D.

6E

Diversity: Techniques and Process

David Stonehouse, Evergreen Brick Works

Stephen Augustine, Hereditary Chief on the Mi'kmaq Grand Council, Curator of Ethnology for Eastern Maritimes Canadian Museum of Civilization.

A challenge to many organizations is engaging a diverse constituency through the organization's programs; maintaining diversity on the Board; and ensuring diversity in an organization's funding base for sustainability reasons. Diversity issues are all linked and this session will review the role of specific tools such as: program delivery partnerships, targeted programming and social marketing as utilized in Evergreen's national educational programs as well as the programming planned for Evergreen Brick Works in Toronto.

WORKSHOP PRESENTER BIOGRAPHIES

Alestine Andre is a member of the Gwichya Gwich'in band in Tsiigehtchic, and has worked with the GSCI since 1994 in the capacity as Cultural Director, Executive Director and Heritage Researcher. She is a Gwichya Gwich'in Band Councilor. In 2005, Ms. Andre was awarded a Gwich'in Achievement Award in the career category of Gwich'in Culture. In 2007 she was awarded a National Aboriginal Achievement Award in the category Culture, Heritage and Spirituality.

Christopher Andreae is a founding member of the Canadian Association of Heritage Professionals. In 1981 he incorporated Historica Research Limited. His consulting firm has established a reputation for its work in industrial archaeology across Canada. He has a PhD in Geography from the University of Western Ontario and a Masters of Social Science in Industrial Archaeology from the University of Birmingham, England. Mr. Andreae is the past president of the Society for Industrial Archeology.

Diane Attendu has been an interpretive guide for more than 30 years, including 19 years for Parks Canada and 14 years as an instructor in the Eco-Interpreter and Adventure Guide programs of Collège de la Gaspésie et des Îles. A regular participant on the AQIP Board of Directors, she offers ongoing training in interpretation and has sat on the national committee to review the Heritage Interpreter emerit proficiency standards developed by the Canadian Tourism Human Resource Council.

Stephen J. Augustine obtained a Bachelor of Arts in Anthropology and Political Science from St. Thomas University in 1986, and also holds a Master of Arts in Canadian Studies from Carleton University. He has shared his expertise in research and traditional knowledge with many organizations, including the Assembly of First Nations, government departments, and various Aboriginal communities across Canada. Mr. Augustine is part of an advisory panel on biodiversity issues and has worked extensively with United Nations programs on development and the environment.

Annabelle Avery is a biologist with a Masters in Science who specializes in wildlife management and is a graduate of the Université du Québec à Rimouski. She has worked for the Agence de mise en valeur des forêts privées du Bas-Saint-Laurent as a biologist. In 2004, she joined Ducks Unlimited Canada, where she focused on awareness and conservation projects in agricultural settings. In 2007, she joined the Fondation de la faune du Québec, where she supervises the implementation of 10 cooperative projects in integrated agricultural sub watershed management.

Gilbert Beaulieu's background is in the world of public education and environmental activism. He has been a family and regional historian and a genealogist for nearly 50 years, and is a journalist, a writer, and a director of local and national historical societies and environmental organizations. His expertise in historical and genealogical research and communication, along with his training as a traditional cabinet maker and millworker, have made him an ardent promoter and defender of heritage conservation, especially built heritage.

Francine Bégin is an architect and is currently Director of the Design, Architecture and Heritage Division at Quebec City's Land Use Planning Service. Ms. Bégin has been employed by the City since 1978. From 1980 to 1984 she was a city councillor for Lévis, Quebec, where she managed portfolios such as the creation of a heritage district in Old Lévis, and a review of urban planning regulations to ensure sustainable development and the protection of old neighbourhoods.

Christine Bélanger is a geographer with specialized training in the natural environment and holds a Master's degree in land use planning and regional development from Laval University in Quebec. She gained her experience first by working for the Association forestière du Québec métropolitain where she was involved in developing several urban forest promotion and education projects. She was then part of the Fondation de la faune du Québec team in 2003, when she was in charge of the Emploi Nature-Jeunesse program for two years. Today she works as a project coordinator and person responsible for the "Relève à la pêche" program and forest wetland protection programs on private land.

Jim Bezanson has worked in the heritage field as an architect, planner, educator, contractor and developer over the last 33 years. He has served on local and national boards including New Brunswick Governor and Chair of the Heritage Canada Foundation. Jim holds degrees in architecture, environmental design and planning. He is a member of the Architects Association of New Brunswick, the Royal Architectural Institute of Canada and numerous heritage conservation organizations. Since 1990 Jim has been the Heritage Development Officer for the City of Saint John.

WORKSHOP PRESENTER BIOGRAPHIES

France Cliche is Executive Director of the Literary and Historical Society of Quebec. Her background in architecture and in cultural resource management allows her to be involved in different aspects of the development and management of the Morrin Centre, the Society's English-language cultural centre set in the heart of Quebec City's heritage district.

Karen Cooper is a lawyer with Carter's Professional Corporation practicing in Charity and Not-for-Profit Law, Tax Planning and Litigation. Karen is also a sessional lecturer at Carleton University School of Business, the Ontario Institute of Chartered Accountants and a part-time professor at the University of Ottawa.

Marc Denhez is a lawyer who has worked in the law of planning and heritage in sixteen countries, ten provinces, and UNESCO. He taught at four universities, and has published eight books on heritage. He chaired the government-industry task force on the future of Canada's residential renovation industry. He has received awards from the Canadian Home Builders' Association and the Canadian Institute of Planners, as well as a National Heritage Award from the Government of Canada. He is a Member of the Ontario Municipal Board.

Linda Denis is a senior brand marketing and customer relationship management executive. After an accomplished career in branding and marketing, Linda joined the Canadian Tourism Commission as a Global Communications Marketing Advisor in January 2008. She is currently working in partnership with both the CTC and the Canadian Tourism Industry to develop a Global Communications Strategy and to operationalize the CTC's new Explorer Quotient™ (EQ) a fun, engaging and innovative segmentation tool and approach to matching customers with tourism products based upon individual travel values, motivations and desired experiences.

Paul Doscher is Vice President for Land Conservation at the Society for the Protection of New Hampshire Forests, America's third oldest land trust. He is a former professor of environmental science and holds degrees in architecture and environmental science. His work at the Forest Society over the past 22 years has involved land and conservation easement acquisition and land and easement stewardship.

Kathy Dunster is a biologist and landscape architect who helped with the Save Salt Spring Rainforest (Creekside) campaign, serves as a co-chair of the Land Trust Alliance of BC, and is presently a member of the CLTA board.

Bernard Serge Gagné is an architect who graduated from the Université de Montréal in 1988. His practice covers project control, from the subject to the land. As such, he leads design, architecture and urban design projects, in both conservation and innovation. He is a senior partner of ABCP Architecture Urbanisme in Quebec.

Kim Good is a project manager with the Miistakis Institute in Calgary Alberta. Her main areas of focus are private land conservation tools including transferable development credit programs, conservation easements and land securement assessments. She holds a Bachelor of Arts degree in psychology from the University of Regina and a Bachelor of Science Agriculture degree in plant ecology from the University of Saskatchewan. Kim is a professional agrologist with over 13 years experience in land management and conservation. She has worked in the agricultural industry, for the Nature Conservancy of Canada and for the provincial government. She currently sits on the boards of the Foothills Land Trust and Action for Agriculture.

Blane Hogue has been Executive Director of Lougheed House since February 2006. His mandate is to plan and implement the transition from a restoration project to an operational historic site, including the creation of staffing, fundraising, marketing and programming strategies. Blane brings to this position the powerful combination of a strong background in Calgary history together with experience in senior marketing communications management in his native Australia plus Montreal, Toronto and Calgary.

Andrea Kettle is a habitat biologist with the Canadian Wildlife Service of Environment Canada. She is one of Ontario region's Ecological Gifts Program coordinators. She has over fifteen years of experience working in the field of conservation both in the government and non-profit sector. She is a former board member of the Ontario Land Trust Alliance. She holds a Masters in Environmental Studies from York University and a Bachelor of Science in Biology from Queen's University.

Kris Larson is the Director of Conservation Programs for the Minnesota Land Trust. In this capacity he oversees all land protection efforts of the Land Trust, including its direct land protection program and its community assistance program. Mr. Larson has presented frequently on issues of land use and conservation at the local, state and national level, including the American Planning Association national conference, the Land Trust Alliance national conference and various courses through the Government Training Services in Minnesota. He has a Masters in Landscape Architecture from the University of Georgia's School of Environmental Design and a Bachelors Degree from Carleton College.

WORKSHOP PRESENTER BIOGRAPHIES

Calvert Martin is a Heritage Presentation Specialist with Parks Canada, and the Chair of Interpretation Canada. For over 16 years, Cal has connected people and places through interpretive programming, self-guided trails, signs, and exhibits. Ranging from front line interpreter to manager, Cal has worked at national and provincial parks, the Vancouver Aquarium, and as an interpretive consultant. Thoroughly passionate about heritage interpretation, Cal has delivered interpretive training to over 30 parks and organizations.

Lisa McLaughlin has over ten years experience working in the field of conservation. Lisa began working for the Nature Conservancy of Canada (Ontario region) in 1999 as a landowner contact staff and has since worked as a Stewardship Officer and is currently the Stewardship and Government Programs Manager. Lisa holds a Bachelor of Science and Masters in Science from the University of Guelph.

Louise Mercier holds a Bachelor of Arts from Laval University and a Graduate Diploma in cultural organization management from HEC Montreal. She has been president of the Conseil des monuments et sites du Québec since 2004 and director general of the organization since 2005. She was editor-in-chief for the magazine *Continuité* and editor of *Éditions Continuité* from 1997 to 2005. She is currently a member of several boards of directors and committees relating to Quebec's heritage.

Maureen Moore is a novelist who had never led a fundraising campaign before. After studying the zoning and plans for the Creekside land she realized its destruction would be legal and this piece of rare temperate rainforest could only be protected by its purchase by a conservation group.

Su Murdoch is Vice-Chair and a member of the Canadian Association of Heritage Professionals. Su has adjudicated on high profile cases such as the Frederick Banting Homestead in the Town of New Tecumseth, and the St.-Joachim and L'Annonciation churches in the Town of Lakeshore.

Kent O'Connor is Director of the Planning and Strategic Policy Directorate of the Department of Canadian Heritage. As such, he heads primarily the Tourism Group. The Tourism Group works to strengthen and promote the mutual benefits that stakeholders in the culture/heritage and tourism sectors can derive from a collaborative approach. Prior to that, Kent O'Connor held a management position with the Heritage Program, in the Department of Canadian Heritage and his work involved implementing programs for heritage organizations.

Doug Olynyk studied engineering and architecture before spending 15 years working for Parks Canada in cultural resource management. For the past 18 years, as Manager of Historic Sites, the program he leads has been responsible for the research, documentation, planning, management, interpretation and operation of historic sites for the Government of Yukon.

Peter Pacey has enjoyed an extensive career as a heritage activist, educator and interpreter. He has been conducting tours and training tour guides for 25 years. In 1979 he founded the Calithumpians Theatre Co. which specializes in museum theatre and provides the signature interpretation in Fredericton's Historic Garrison District. He was president of Fredericton Heritage Trust between 1998 and 2004. He is on the board of Interpretation Canada, acting as training chair and he writes a regular column in their national magazine *InterpScan*.

Lynn Peplinski began recording place names in south Baffin Island in 1993. Since 2001, as part of her role as Heritage Manager with the Inuit Heritage Trust, she has widened her geographical focus to include all regions of Nunavut. As a result of the Trust's ongoing work, hundreds of traditional place names have been added to Canada's official maps to be followed in the coming decade by thousands more.

Paul Peterson is a lawyer in private practice in Midland, Ontario with a focus on land-use planning and environmental issues. In addition Paul provides advice on land conservation issues to landowners, conservation organizations and to all levels of government in Canada. Paul has been instrumental in establishing the Canada Land Trust Alliance and currently sits on the Board of that organization.

David Plouffe is a Heritage Planner with the City of Calgary and is preparing a comprehensive, city-wide Historic Resource Management Plan. He is a graduate of the University of Waterloo in Recreation and Leisure Studies with specialization in cultural management. Before his work in Alberta, Mr. Plouffe was Public Programs Officer at the Vancouver Museum. He is a Board Member of Interpretation Canada and Lifestyle Information Network, and has served on the Calgary Caucus of the Creative City Network.

Andy Robinson has worked for 27 years with a variety of non-profits as a fundraiser, publicist, grant writer and community organizer. Since starting his consulting practice in 1995, he has provided support and training to thousands of non-profit staff and volunteers in 45 U.S. states and Canada.

WORKSHOP PRESENTER BIOGRAPHIES

Stephen Robinson (M.A. Canadian Art & Architectural History, Concordia University) works with partner Tracie Seedhouse as Robinson Heritage Consulting. Robinson Heritage Consulting has produced many heritage impact assessments, an inventory of significant bridges for the Grand River Conservation Authority, interactive historical maps, a web tour on John McCrae for the Guelph Civic Museum and the McCord Museum as well as an interactive history CD for Wilfrid Laurier University.

Robert Shipley is an Associate Professor in the School of Planning at the University of Waterloo where he completed his Ph.D. in 1997. He is Chair of the Heritage Resources Centre and a Research Fellow at Oxford Brookes University in Oxford, England. Professor Shipley is recognized as a leading international expert on the role of public participation in planning for the future of communities. He is also in the forefront of research in the area of culture, heritage and tourism and particularly in the economic aspects of heritage development.

David Stonehouse is responsible for the design, planning and construction work that will lead Evergreen Brick Works. David was the Coordinator of the City of Toronto's Task Force to Bring Back the Don between 1991 and 1998. David is a past member of International Joint Commission's Science Advisory Board, a Canada-US organization that monitors scientific issues associated with the environment of the Great Lakes. David has been an advisor on restoration projects in Cuba, Bolivia, the United Kingdom and the United States, as well as a lecturer in Urban Studies at the University of Toronto.

François Varin is an architect by training who has developed and implemented the Main Street approach in the province of Quebec since the mid 1980s. He and his team at the Foundation Rues principales have worked with more than 200 municipalities in Quebec and other provinces across Canada, proposing socio-economic revitalization projects that promote the involvement of local players in the development of their downtowns. Previously, Mr. Varin worked for Parks Canada on the restoration of Canadian historical sites as well as the City of Quebec where he was responsible for the management of building construction permits in the historical district of Old Quebec.

Zenia Wadhvani is the Director of Program Development at CanadaHelps, a public charitable foundation and Canada's only donation portal providing access to Canada's 83,000+ charities. Having worked in the non-profit sector for more than fifteen years, Zenia's experience lies primarily in programming, marketing and outreach, specifically to youth and ethnic markets.

Dave Walker has been involved with the non-profit sector professionally for the past seven years after a career in the private sector. As a successful fundraiser Dave, himself, frequently teaches these skills to other non-profit organizations. Dave is currently the Executive Director of the Canadian Land Trust Alliance where his role is in the introduction and implementation of the Canadian Land Trust Standards and Practices. He is a graduate from the Queen's University School of Business.

Stephanie Yuill has spent the past ten years in the interpretation field: writing about interpreting death and disaster for a Master's Thesis; teaching an interpretation course at Texas A&M University; working as a front-line presenter with Ontario Parks; and supervising interpreters with Alberta Parks. She is the operations manager with Northwest Territories Parks out of Yellowknife but still finds the time to stay actively involved in the field through her involvement with Interpretation Canada (IC) and her writings for IC and National Association for Interpretation

Peter A.P. Zakarow is Chair of the Conservation Review Board. He has adjudicated on high profile cases such as the Frederick Banting Homestead in the Town of New Tecumseth, and the St.-Joachim and L'Annonciation churches in the Town of Lakeshore.

Ellen Zweibel has a LL.M. Taxation from Denver University; a Juris Doctorate, cum laude from Brooklyn Law School and a Bachelor of Arts, cum laude from State University of New York at Stony Brook. Prior to coming to the University of Ottawa Faculty of Law in 1983, Professor Zweibel was a Staff Attorney, U.S. Federal Trade Commission; a Lawyer-Partner at Roper, Lief, Zweibel & Mains and a U.S. Tax Consultant and legal assistant for Daley, Black & Moreira. Her professional training in conflict resolution negotiation, mediation and dispute resolution systems design and collaborative processes for public policy disputes includes courses at CDR Associates; CIAN and Harvard Law School. She teaches Income Tax, Property, and several Alternative Dispute Resolution courses.

Tradesperson
working
in
Place
Royale



REGISTRATION INFORMATION & FEES

Registration Information

Conference registrations will be processed on a first-come, first-serve basis. Field trips, seminars and special events may have a limited capacity so register as soon as possible to ensure your spot. For your convenience, you may register online at www.clta.ca or www.heritagecanada.org. You will receive an immediate confirmation of your registration. All registration questions can be directed to anneb@clta.ca.

Conference Fees:

	MEMBER CLTA or HCF	NON-MEMBER
Early Basic Registration (<i>on or before Aug 26</i>)	\$340	\$390
Basic Registration	\$370	\$420
Full-Time Student Basic Registration	\$170	\$170
One-day Registration <i>Friday or Saturday</i>	\$190	\$240
One-day Registration Full-Time Student	\$100	\$100

Basic Conference registration includes:

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| <ul style="list-style-type: none"> • Walking Tours (<i>Thursday, September 25</i>) • Opening Reception (<i>Thursday, September 25</i>) • Opening Plenary Session (<i>Friday, September 26</i>) | <ul style="list-style-type: none"> • Concurrent Workshops (<i>Friday & Saturday</i>) • Lunch (<i>Friday & Saturday</i>) • Gala Dinner & Awards Ceremony (<i>Friday, September 26</i>) |
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Registration Deadlines

Register by August 26 to save \$30 on registration fees. Pre-conference registration ends on Friday, September 19.

How to Register

1. Fast and easy. Register online using Visa, Mastercard or American Express at www.clta.ca or www.heritagecanada.org.
2. Fax your registration form to 613-284-8093.
3. Mail your registration form to **Work That Endures Conference c/o Canadian Land Trust Alliance**, 1 Jasper Ave. Smiths Falls, ON K7A 4B5.

Note:

- Please register one person per registration form. Photocopy additional forms as needed.
- Full payment must accompany your registration.
- No telephone registrations, please.
- You will be charged a \$25 administration fee for any changes to your original registration.

Registration Checklist

- Submit registration form before August 26 to save \$30.
- Receive confirmation information.
- Make hotel reservations see page 22.
- Check websites at www.clta.ca or www.heritagecanada.org for conference updates.

REGISTRATION INFORMATION

Canadian Land Trust Conference Scholarship

A limited number of scholarships are available to help staff, volunteers and board members of land trusts that are members of the Canadian Land Trust Alliance to attend the *Work That Endures Conference*. For more information email Anne Bristow at anneb@clta.ca. Completed applications must be received by **Friday, August 22, 2008**.

Field Trip Fees: (not included in Basic Registration)

The *Work That Endures Conference* is pleased to offer two field trips on Thursday, September 25. Limited space is available, please register early.

Pre-conference Seminar Fees: (not included in Basic Registration)

The *Work That Endures Conference* is pleased to offer three pre-conference seminars, Thursday, September 25. Space is limited, so register early. The cost to attend a seminar is \$40.

Closing Party (not included in Basic Registration)

The closing party will take place on Saturday, September 27th at Manoir Montmorency and Falls. This event will be by advance ticket only. Cost to attend this event is \$50.

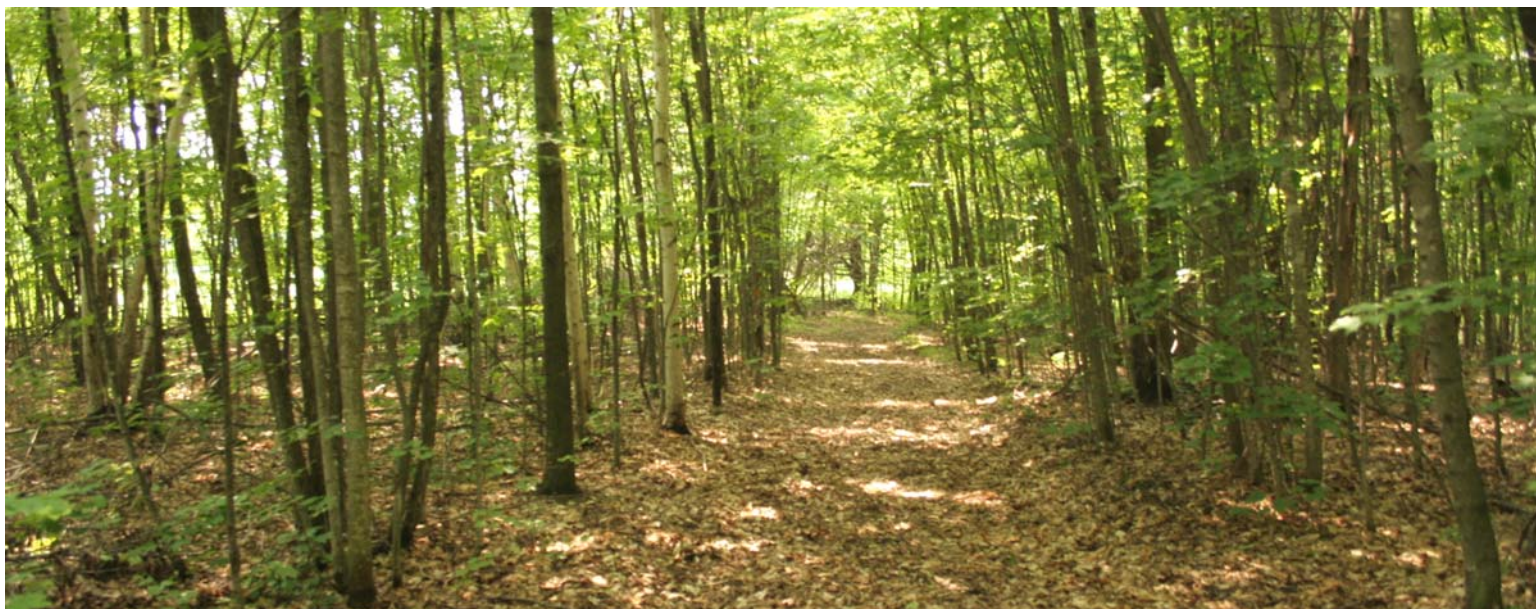
Standard Cancellation Policy

We must receive your written request for a refund for all conference fees or a particular event by September 1, 2008 if you are unable to attend, less a \$50 administration fee. If for any reason the conference cannot be held, we will strive to refund registration fees if possible, depending on insurance claims honored and the cost of the vendor contracts. Otherwise, we will adhere to our standard cancellation policy. Refund requests should be directed to anneb@clta.ca.

Disclaimer

The Heritage Canada Foundation and the Canadian Land Trust Alliance reserve the right to substitute speakers and provide alternate events owing to unforeseen problems.

Note: Please wear appropriate clothing and footwear for tours and on-site walking workshops.



LODGING

Conference Designated Lodging

Hotel Clarendon - 2008 Conference Hotel

57, rue Saint-Anne, Vieux-Québec, Quebec G1R 3X4
Tel.: 418-692-2480 or 1-888-222-3304

We have reserved a limited number of discounted hotel rooms at Hotel Clarendon, our 2008 conference hotel. Guest rooms are available at a rate of \$189 + taxes on a first-come, first-served basis. To make a reservation:



- By phone, call 1-888-222-3304 and identify that you are attending the Heritage Canada Foundation/Canadian Land Trust Alliance Conference or,
- Online, go to www.dufour.ca, then click “Reservation Online”,
- Select “Hotel Clarendon” from list of hotels,
- Click on “Group Reservation” on top menu bar,
- Enter Attendee Code **heritage** and follow instructions.

Room reservations must be made by Monday, September 17 in order to receive reduced rates.

A limited number of rooms are also available at the following hotels: Please identify that you are attending the HCF/CLTA Conference to receive a discounted rate where available

Soixante & Onze Hôtel

71, rue Saint-Pierre, Quebec G1K 4A4 Toll-free: 1-888-692-1171 or email to pblanco@hotel71.ca

- \$229/night single occupancy, continental breakfast included
- 20 minute walk to conference hotel, or take the Funicular (\$2/pp) and then walk 10 minutes

Auberge Saint-Pierre

79, rue Saint-Pierre, Quebec G1K 4A3 Toll-free: 1-888-268-1017 or email info@auberge-st-pierre.com

- \$189/night
- 20 minute walk to conference hotel, or take the Funicular (\$2/pp) and then walk 10 minutes

Hôtel Manoir Victoria

44, Côte du Palais, Vieux-Québec G1R 4H8 Toll-free: 1-800-463-6283

- \$225/night single or double occupancy
- 10 minute walk to conference hotel

Hôtel Dominion 1912

126, rue Saint-Pierre, Quebec G1K 4A8 Reservations by phone at 418-692-3050

- \$255/night, continental breakfast included
- 20 minute walk to conference hotel, or take the Funicular (\$2/pp) and then walk 10 minutes

Auberge internationale de Québec

19, rue Sainte-Ursule, Quebec G1R 4E1 Tel.: 1-866-694-0950 or email reservation@hostellingquebec.com

- \$84/night, single or double occupancy, continental breakfast included
- Five minute walk to conference hotel

Canadian Land Trust Alliance



Alliance des organismes
de conservation du Canada

