

**ALHFAM Southeast Regional Meeting  
Historic Westville  
February 4-7, 2010**

***Telling a Better Story:  
Practical Measures to Reach a Larger Audience More Effectively***

Plan to attend the Southeast Regional Meeting at Historic Westville. Share your experience with colleagues. We all have different and varying ways of telling our stories.

This has been a very challenging year for most sites with the poor economy, high unemployment, and budget cutbacks by states and local municipalities. The only way many of us have been able to navigate through these troubled waters is to ensure we tell the best story possible. Many of the sessions will offer insights on how to tell better stories by using new, improved, or repackaged tools. Join us to see how our colleagues have managed to maintain their audiences.

We still have room to add a few more sessions, so contact us and submit a session topic.

We will have all the registration documents on our website [www.westville.org](http://www.westville.org) and click on the tab ALHFAM. Download anything you need and email the completed form to us.

Scholarships are available for the Southeast Regional meeting. If you are interested contact the Southeast Regional Representative: Raelana Poteat at (919) 852-2193, [Raelana.poteat@ncmail.net](mailto:Raelana.poteat@ncmail.net).

Be sure to reserve your hotel room early as deadlines are approaching soon.

We hope to see you in February!

Leo J. Goodsell  
Executive Director  
Historic Westville

## HOTEL INFORMATION

The Windsor Hotel. 125 West Lamar Street, Americus, GA 31709. To reserve: (888) 297-9567. This 1892 Victorian-Era hotel is the host hotel for this event. Our ALHFAM block rate with them is \$79.99. This price is good through January 15, 2010. There is plenty of parking around the hotel. Website is [www.windsor-amicus.com](http://www.windsor-amicus.com).

Quality Inn, 1205 S. Martin Luther King Jr. Blvd., Americus, GA 31709. To reserve: (229) 924-4431 or Reservations (877) 424-6423. Our ALHFAM block rate with them is \$69.99. This price is good through January 15, 2010. There is plenty of parking around the hotel.

Other lodging is listed on the Americus-Sumter County website [www.TheRealGeorgia.com](http://www.TheRealGeorgia.com).

## SCHOLARSHIPS

If this is your first, second, or third Southeast Regional conference, you are eligible for a fellowship. Contact Raelana Poteat at [raelana.poteat@ncmail.net](mailto:raelana.poteat@ncmail.net) to apply. Send a current resume, and a cover letter detailing your past ALHFAM experiences and your reasons for wanting to attend this conference. The fellowship covers your registration fee and your half of a double-occupancy hotel bill. Winners will be asked to write an article for Kudzu, the southeast regional newsletter.

## PRELIMINARY ITINERARY

Thursday, Feb 4, 2010

8:00 Registration  
10:00-4:00 Workshops  
Dinner on your own.

Friday, Feb 5, 2010

8:00 Registration  
9:00 – 4:00 Bus Field Trips:  
    Tour 1: Andersonville, Americus and Habitat for Humanity Global Village  
    Tour 2: All Things Jimmy Carter  
5:00 Bus leaves for Westville  
6-9 pm Evening Reception at Westville

Saturday, Feb 6, 2010 (At Windsor Hotel)

8:00 Registration  
9:00-9:30 Keynote Address (Bill Hardman, Director, Southeast Tourism Society, Atlanta)  
9:45-10:45 Sessions  
10:45: Break (Refreshments)  
11:00-12 Sessions  
12:15-1:45 Lunch and Business Meeting/Buffer  
2:00-3:00 Sessions  
3:00-3:15 Break (Refreshments)  
3:30-5:00 Sessions  
6:00-Dinner/Auction/Entertainment

Sunday, Feb 7, 2010 (OPEN)

Optional field trip on your own if he is in town: Jimmy Carter Teaches Sunday School. Check [www.mbcplains.org](http://www.mbcplains.org) for the schedule of President Carter's classes.

## THURSDAY WORKSHOPS

Participants will be expected to arrange their own transportation to the workshops. Maps will be provided.

**Beginning Hearth Cooking** (\$15). Try your hand at the basics as you make 1850's Georgia recipes over the hearth of Westville's 1850s log farmhouse kitchen. Participants will produce a full meal during the course of their workshop. Participants will enjoy the fruits of their labor. Limited to 8 participants. Workshop Leader: Erica Granberry, Westville.

**Deeper in the Pudding** (\$15). An opportunity to expand our hearth cooking skills and experiment with documented recipes from the 18th and 19th centuries. Workshop will be held in Westville's 1950s log farmhouse kitchen. Limited to 8 participants. Workshop leader: Veronica Wiese.

**Beginning Blacksmithing** (\$15). Learn the fundamentals of blacksmithing in Westville's famed forge worked by master blacksmith Alex Bealer, and the site of the founding of the Artist-Blacksmith Association of North America (ABANA). Limited to 6 participants. Workshop Leader: Fred Rembert, Westville.

**Conserving your metal artifacts** (Free). This FREE workshop offered by a trained and skilled conservator will show how to conserve metal artifacts in your collection. The workshop will be held at the Jimmy Carter Boyhood Home. Lunch will be provided for a fee.

**Paper Marbling: A Hands-on Heritage Art** (\$15). This hands-on workshop introduces participants to the art of paper marbling, an art that has been around since at least the 12<sup>th</sup> century. Participants also will learn how to inexpensively buy or make the equipment needed to present this program. All materials provided and participants will create items to take with them. We will be using oil paints so please wear appropriate clothing. Session will be held at Westville and is limited to 12 people. Lunch will be provided at Westville for \$6.00. Workshop Leader: Dean Hardman, WVU Jackson's Mill Farmstead

## FRIDAY TOURS

**Tour 1 - Andersonville, Americus, and Habitat for Humanity.** This tour will leave for the Andersonville Civil War prison to visit the grounds, the visitor center and the National Prisoner of War Museum. Return to tour Americus and visit Habitat for Humanity's Global Village. If weather permits, The Global Village will give a brick-making demonstration. The Global Village represents housing styles from countries around the world. Lunch on your own.

**Tour 2 - All Things Jimmy Carter.** This will provide an in depth look at the life of our 39<sup>th</sup> president of the United States. The tour will visit the Jimmy Carter Museum – the old Plains High School which he attended, the train depot in downtown that served as his campaign headquarters, and a visit to his boyhood home and farm in Archery, just outside of Plains. Lunch on your own in downtown Plains.

## SATURDAY SESSIONS

(Tentative and Partial)

### **Telling a Better Story: Responding to Criticisms of Reenactments of Slavery**

Visiting former Southern plantations is a growing cultural tourism activity, especially for African Americans whose ancestors toiled under harsh conditions on such sites. Many plantations (and other venues) now re-enact the lives of their former inhabitants (slaves, owners, and others) to give visitors a more authentic experience. But there have been strong disagreements over how slaves' lives are depicted in such reenactments or whether reenactments should even be held.

This seminar examines some of the disagreements over reenactments, and discusses how staff members at historic sites can create sensitive, balanced responses to audience reactions and public criticisms of reenactments. Seminar participants will be invited to share their experience with handling sensitive issues in the reenactment activity.

**Presenter/Session Leader:** Clive Muir, Ph.D., Professor, Winston-Salem State University, Clemmons, NC.

**Session Length:** 90 MIN.

### **Living History and Restoring History**

A session on the history of Fort Yargo and how the Fort Yargo Living History Society came to be and its usefulness for community education. How important it is to work with the local community and having the community involved in the site's restoration. The session will cover how a historic site can form and support a living history group and what are those benefits.

**Presenter /Session Leader:** Omer Alexander, Fort Yargo Living History Society, Bethlehem, GA.

**Session Length 30 MIN**

### **Historical Programs in Disguise! Using Math, Language Arts, and Science to Teach History at Indiana State Historic Sites.**

See how several of Indiana's Historic Sites are featuring non-traditional programs while sneaking in the history requirements on the side. Two major programs created by the Lanier Mansion State Historic Site features 3rd through 8th grade math and everyday applications in historic preservation: Lanier's Money: Dollars and Sense in the 1840s, and Lanier's Right Angle: Math at the Mansion.

**Presenter /Session Leader:** Anne Fairchild, Eastern Region Program Manager, Indiana State Museum and Historic Sites, Madison, IN.

**Session Length: 60 MIN**

### **Chattahoochee Trace National Heritage Corridor**

This presentation will focus on plans for the designation of the Chattahoochee Trace region of Alabama and Georgia (18 counties along the lower Chattahoochee River) as a National Heritage Corridor by the National Park Service (NPS). A feasibility study will be conducted by the NPS during 2010-2011 and is expected to be completed by mid 2011. The designation should be made shortly thereafter. The speaker will share information about how all counties and attractions in the region will benefit from this designation. Historic Westville will be among the area attractions that should receive some significant support as a result of this designation.

**Presenter /Session Leader:** Name: Douglas C. Purcell, Executive Director, Historic Chattahoochee Commission, Eufaula, AL.

**Session Length: 30 MIN**

### **Reaching A Larger Audience Through Outreach Programming**

This session will provide insight into the development, enhancement and implementation of outreach programming. We will show you the benefits of this type of programs to not only provide additional revenues for your site, but how it will also provide an opportunity to promote your site for additional visitation. Through this type of hands on educational programs, you can reach a wider audience at a variety of venues. Let us share our seven year roller coaster ride to a successful multi state program we call "History Hitting the Road".

**Presenter /Session Leader:** Dean Hardman, Site Director & Program Specialist, WVU Jackson's Mill Farmstead, Weston, WV.

**Session Length: 60 min**

### **No Nonsense Non-Profit Networking**

This session will present methods used to contact sources with ability to bring tour groups to Global Village & Discovery Center including telephone appointments for personal school presentations to selected faculty and example of the presentation. Booking procedure, tour preparation and follow-up. Mail campaigns to tour companies and how we find viable mail sources. Successful attention-getting tips when telephoning. Successful service tips before, during and after tours. Income philosophy for non-profit admission. Explanation of Habitat for Humanity International to visitors. Tour methods used and changed through the years. Running a tour center with limited staffing. Questions and Suggestions.

**Presenter /Session Leader:** Sue Fitzgerald, Group Tour Coordinator, Habitat for Humanity International, Global Village & Discovery Center, Americus, GA.

**Session Format and Length: 60 MIN**

### **Methods of Acquiring Membership**

This session will focus on ways to present your organization to the public. How to tell a good story and get people interested in joining your organization. Providing hands-on experiences for non members. And the follow through, getting the application form completed and submitted.

**Presenter /Session Leader:** Thomas "Tom" Cissell, Coalition of Historical Trekkers (CoHT) State Representative for Georgia and Treasurer of Fort Yargo Living History Society(FYLHS), Ball Ground, GA.

**Session Length: 30 MIN**

### **Geocaching 101 – Marketing the Experience & Build Traffic**

An overview on how to use Geocaching – an high tech scavenger hunt to build attendance, promote your destination, attraction, even event with little or no financial investment. The Columbus CVB along with other destination marketing organizations are doing this to promote a variety of experiences. The GA Department of Economic Development has featured this program several times at its annual Techno Tourism Conference.

**Presenter /Session Leader:** Peter Bowden, President and CEO, Columbus Convention & Visitors Bureau, Columbus, GA.

**Session Length: 45 MIN**

### **Our Town Does Not Have a Museum: Promoting Your Museum in the Local Community**

In a world of shrinking budgets museums look for new, cheaper, and better ways to reach a larger audience more effectively. Sometimes we forget that the larger audience may come from our own community. We may spend hundreds of dollars to advertise at the state welcome center on the main highway and forget to tell the town visitor center where we are located. This session will look at ways to bring our museums to the attention of the local community in which we live and work. Networking and partnering with local groups and other museums will be discussed. The benefits gained from these partnerships and networks in the Central Florida area will be examined. The Central Florida History Consortium and Museums of Brevard (MOB) project will be discussed as examples. **Presenter/Session Leader:** Joseph Adams, Fort Christmas Historical Park, Christmas, FL. **Session Length: 30 MIN**

### **Implementing Living History in a High School Classroom: Advantages and Challenges**

This presentation will feature a demonstration of five living history techniques that have been successfully used with a High School history class. The presentation will feature video footage of living history done by students in high school, testimonials from the student participants, and a careful consideration of the educational value of these techniques. Specific focus will be upon the challenges and difficulties an educator faces when attempting these techniques.

**Presenter/Session Leader:** Richard Gardiner, Ph.D., Assistant Professor of History Education, Columbus State University, Columbus, GA.

**Session Length: 60 MIN**

### **More Sessions:**

Georgia's Civil War Sesquicentennial (Mike Bunn, Columbus Museum)

Using Social Networking Tools to your Advantage.

Making Movies at Your Site (Leo Goodsell, Westville)

The Greening of Living History?

Working with Re-Enactors.

## **REGISTRATION INFORMATION**

Complete the attached registration form and you may either mail, email, or fax your registration to:

Michelle Alexander  
Historic Westville  
P. O. Box 1850  
Lumpkin, GA 31815

Fax: (229) 838-4000  
Email: [programs@Westville.org](mailto:programs@Westville.org).

**ALHFAM SE Regional Conference Feb 4-7, 2010  
Registration Form**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Institution \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: State: Zip: \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email: \_\_\_\_\_

\*\*\*\*\* [ ] I am bringing an auction item for the ALHFAM silent auction. \*\*\*\*\*

**Thursday Workshop, Feb 4, 2010 – Space is Limited**

Morning Workshops

- [ ] Beginning Hearth Cooking (\$15)
- [ ] Beginning Blacksmithing (\$15)
- [ ] Conserving your metal artifacts (Free)

Afternoon Workshops

- [ ] Deeper in the Pudding (Intermediate cooking) (\$15)
- [ ] Paper Marbling: A Hands-on Heritage Art (\$15)

**Friday Tours, Feb 5, 2010**

- [ ] Tour 1 – Andersonville, Americus, and Habitat for Humanity
- [ ] Tour 2 – All Things Jimmy Carter (Plains)

**Saturday Sessions, Feb 6, 2010**

Conference registration fee:

ALHFAM Members - \$125	_____
Non-ALHFAM Members - \$155 (includes \$30 ALHFAM individual membership fee)	_____
Late Registration (postmarked after January 16, 2010) add \$30.	_____
Workshop Total	_____
Workshop Lunch at Westville @ \$6 ea	_____
<b>Total</b>	_____

**Sunday, Feb 7, 2010 (Open)**

Payment Information:

- [ ] Check enclosed made payable to Historic Westville.
- [ ] MasterCard      [ ] Visa      [ ] Discover      (Cards will be run through Historic Westville)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Send or Fax registration form and payment to:**

ALHFAM SE Regional Meeting  
 Historic Westville  
 ATTN: Michelle Alexander  
 P. O. Box 1850  
 Lumpkin, GA 31815  
 Fax Number is (229) 838-4000

**Questions?**

Michelle Alexander  
 (229) 838-6310 or  
 programs@westville.org

Or  
 Leo Goodsell  
 (229) 838-6310 or  
 leo@westville.org

