



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

CONFERENCE  
PROGRAM

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

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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*Special thanks also to our volunteers, tour leaders, speakers, HCF and CLTA staff.*

This conference is held in conjunction with La **fondation Rues principales** and in cooperation with the **Canadian Association of Heritage Professionals**.



École de Cirque de Québec

## SCHEDULE AT A GLANCE

### THURSDAY, SEPTEMBER 25

- 7:30 am - 5:30 pm **Registration Desk Open** and Exhibition Hall at Hotel Clarendon Lobby
- 9:00 am - 4:00 pm **Pre-conference Seminars** at Hotel Clarendon (see page 8 for details)
- 9:00 am - 12:00 pm **Heritage Conservation Educators Roundtable** - Morrin Centre
- 9:00 am - 4:30 pm **Field Trip 1 - Saint-Vallier Point & Cruise on the St. Lawrence:**  
Bus leaves from Hotel Clarendon
- 11:30 am - 4:00 pm **Field Trip 2 - Huronne-Wendat Nation Tour & Taste:** Bus leaves from Hotel Clarendon
- 1:00 pm - 4:00 pm **Walking Tours:** Leave from Hotel Clarendon
- 1:00 pm - 4:00 pm **Built Heritage Leadership Forum** - Morrin Centre
- 5:00 pm - 7:00 pm **Opening Reception:** École de cirque de Québec, 750, 2e Avenue, Limoilou. Buses leave from Hotel Clarendon at 5:00 pm.

**Dinner on your own**

### FRIDAY, SEPTEMBER 26

- 7:30 am - 5:30 pm **Registration Desk Open and Exhibition Hall** at Hotel Clarendon Lobby
- 8:50 am - 10:10 am **Opening Plenary with Keynote Speaker National Chief Fontaine** - St. Andrew's Church
- 10:10 am - 10:40 pm **Break** at Hotel Clarendon and Morrin Centre (Participants at sessions in St. Andrew's church are invited to the Hotel Clarendon for breaks)
- 10:40 am - 12:00 pm **Concurrent Workshops:** Session 1 (see pages 10-11 for details)
- 12:00 pm - 1:15 pm **Lunch** at Hotel Clarendon and Holy Trinity Hall
- 1:30 pm - 2:50 pm **Concurrent Workshops:** Session 2 (see pages 10-11 for details)
- 2:50 pm - 3:20 pm **Break** at Hotel Clarendon and Morrin Centre (Participants at sessions in St. Andrew's church are invited to the Hotel Clarendon for breaks)
- 3:20 pm - 4:40 pm **Concurrent Workshops:** Session 3 (see pages 10-11 for details)
- 6:00 pm - 10:30 pm **Reception, Gala Dinner and Awards Ceremony:** Théâtre Impérial, 252 Saint-Joseph St.. E.  
Buses Leave from Hotel Clarendon at 6:00 pm.

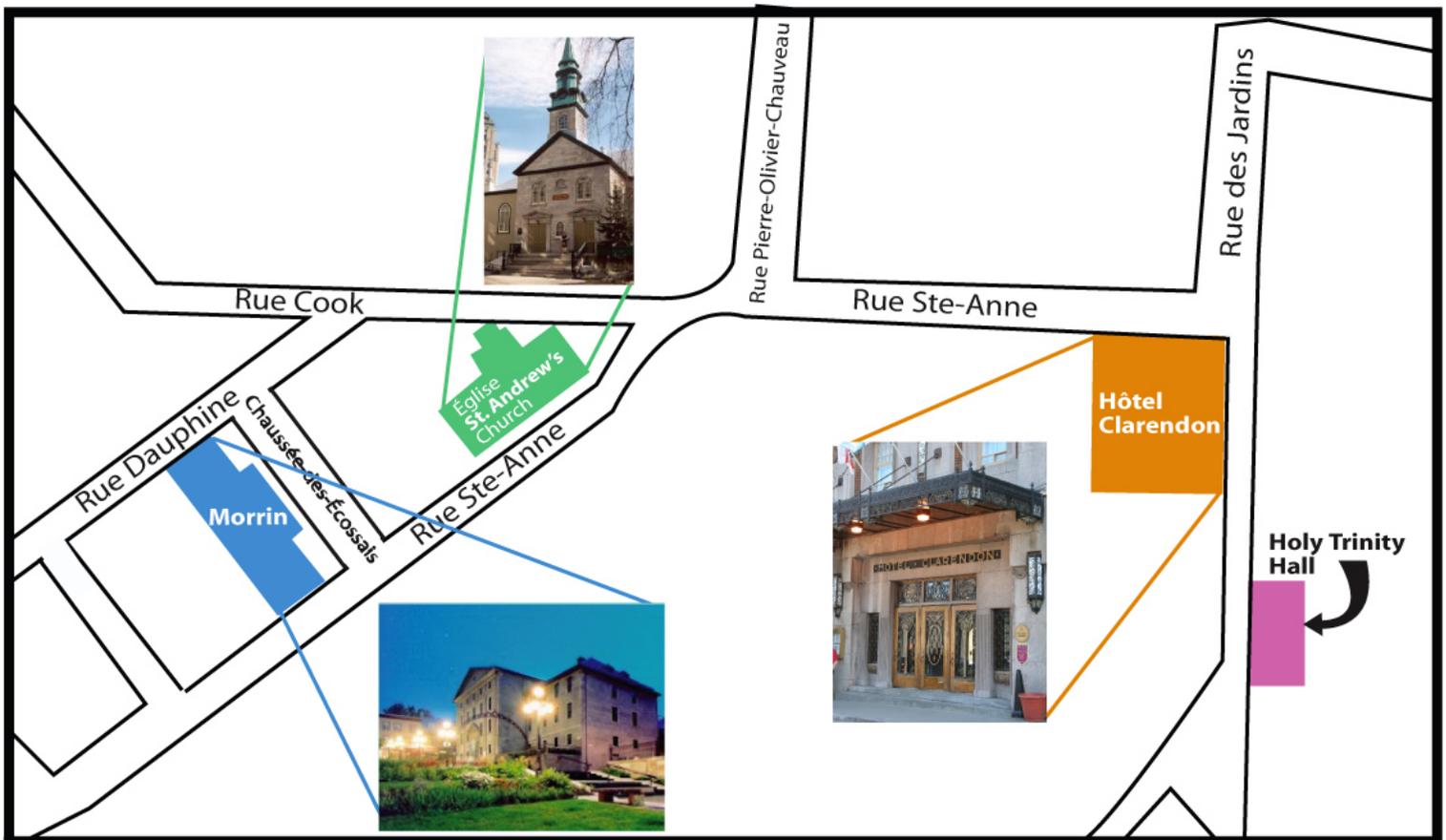
### SATURDAY, SEPTEMBER 27

- 7:30 am - 4:00 pm **Registration Desk Open and Exhibition Hall** at Hotel Clarendon Lobby
- 8:50 am - 10:10 pm **Concurrent Workshops:** Session 4 (see pages 10-11 for details)
- 10:10 am - 10:40 pm **Break** at Hotel Clarendon and Morrin Centre (Participants at sessions in St. Andrew's church are invited to the Hotel Clarendon for breaks)
- 10:40 am - 12:00 pm **Concurrent Workshops:** Session 5 (see pages 10-11 for details)
- 12:00 pm - 1:15 pm **Lunch** at Hotel Clarendon and Holy Trinity Hall
- 1:30 pm - 2:50 pm **Concurrent Workshops:** Session 6 (see pages 10-11 for details)
- 2:50 pm - 3:20 pm **Break** at Hotel Clarendon and Morrin Centre (Participants at sessions in St. Andrew's church are invited to the Hotel Clarendon for breaks)
- 3:20 pm - 4:40 pm **CLTA Meeting:** "Where Are We and Where Are We Going", Hotel Clarendon
- 3:20 pm - 4:40 pm **Heritage Canada Foundation: Annual General Meeting** - St. Andrew's Church
- 6:00 pm - 9:00 pm **Closing Party:** Manoir Montmorency & Falls, 2490 Avenue Royale.  
Buses Leave from Hotel Clarendon at 6:00 pm.

## MAIN CONFERENCE VENUES

<p><b>Morrin Centre</b> 44 <b>Chaussée des Écossais</b></p>	<ul style="list-style-type: none"> <li>• Morrin Centre Room 1: Sessions 1A, 2A, 3D, 4A, 5A, 6A</li> <li>• Morrin Centre Room 2: Sessions 1D, 2D, 4B, 5B, 6E</li> <li>• Breaks</li> </ul>
<p><b>St. Andrew's Church</b> 106 <b>Sainte-Anne Street</b></p>	<ul style="list-style-type: none"> <li>• Opening Plenary</li> <li>• Sessions 1B, 2B, 3B, 4D, 5D, 6D</li> <li>• HCF AGM</li> <li>• Participants at sessions in St. Andrew's church are invited to the Hotel Clarendon for breaks</li> </ul>
<p><b>Hôtel Clarendon</b> 57 <b>Sainte-Anne Street</b></p>	<ul style="list-style-type: none"> <li>• Dufour Room 1: Sessions 1C, 2C, 3C, 4E, 5E, 6B</li> <li>• Dufour Room 2: Sessions 1E, 2E, 3E, 4C, 5C, 6C</li> <li>• CLTA Closing Plenary</li> <li>• Breaks</li> <li>• Friday &amp; Saturday Lunches</li> </ul>
<p><b>Holy Trinity Hall</b> 31 <b>des Jardins Street</b></p>	<ul style="list-style-type: none"> <li>• Friday &amp; Saturday Lunches</li> </ul>

## CONFERENCE SITE MAP



## PRE-CONFERENCE FIELD TRIPS - Thursday, September 25

### FIELD TRIP 1

#### Saint-Vallier Point & Cruise on the St. Lawrence

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

**Buses leave from Hotel Clarendon at 9:00 am. Please wear appropriate clothing and footwear.**

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

#### Huron-Wendat Nation Tour & Taste

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

**Buses leave from Hotel Clarendon at 11:30 am. Please wear appropriate clothing and footwear.**

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.



# WALKING TOURS - Thursday, September 25

All walking tours take place 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.



## 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.



## 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.



## 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!



### Field Trips and Tour Sponsors:

Ville de Québec, Roof Tile Management Inc., The Atlas Corporation, D.J. McRae Contracting Ltd., Quinn Dressel Associates, Robertson Martin Architects Inc., Bondfield Construction Company Limited, Buttcon Limited, The Mitchell Partnership Inc.



## PRE-CONFERENCE SEMINARS - Thursday, September 25

SEMINAR 1 9:00 am - 12:00 noon

### **Nuts and Bolts of Donor Recruitment**

*Andy Robinson*

MEETING SPACE: HOTEL CLARENDON ROOM DUFOUR 2

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 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*

MEETING SPACE: HOTEL CLARENDON ROOM DUFOUR 1

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 1:00 am - 4:00 pm

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

*Andy Robinson*

MEETING SPACE: HOTEL CLARENDON ROOM DUFOUR 1

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.



View of Lower Town

## SPECIAL EVENTS

### Opening Reception

Sponsored by Colonial Building Restoration and Clifford Restoration Limited

*Thursday, September 25, 5:00 pm - 7:00 pm,  
École de cirque de Québec, 750, 2ième Avenue, Limoilou*  
Buses leave from Hotel Clarendon at 5:00pm.

Kick off the conference with a bang at the École de cirque de Québec—located inside an ingeniously rehabilitated historic church. Enjoy wine and hors d'œuvres with project architect Bernard Serge-Gagné and see acrobats and jugglers at work!



### Keynote - Opening Plenary

*Friday, September 26, 8:50am-10:10, St. Andrew's Church, 106 Sainte-Anne Street*



**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.

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.

### Gala Dinner and Awards Ceremony

Sponsored by Labatt

*Friday, September 26, Reception 6:00 - 7:00pm, Dinner 7:00 pm - 10:30 pm,  
Théâtre Impérial, 252 Saint-Joseph Street East*  
Buses leave from Hotel Clarendon at 6:00pm.

Enjoy drinks, fine dining and live entertainment in the newly restored Théâtre Impérial in the historic Saint-Roch district. Celebrate the achievements of people and organizations keeping places alive. Mingle with built and natural heritage advocates while keeping the beat with one of the most sought after musical groups in Quebec. **The Lost Fingers** will be performing 80s pop classics with a gypsy Jazz rearrangement à la Django Reinhart.



### Closing Party & Dinner

Sponsored by the City of Quebec

*Saturday, September 27, 6:00 - 9:00 pm,  
Manoir Montmorency & Falls, 2490 Avenue Royale*  
Buses leave from Hotel Clarendon at 6:00pm.

Experience Montmorency Park in all its splendour when you ride the funicular and cross the breathtaking Montmorency Falls—illuminated to celebrate Québec City's 400th anniversary. Chef Côté's gourmet buffet awaits you in the Manor, a nationally significant historic showplace.



# CONCURRENT WORKSHOPS AT A GLANCE

# FRIDAY, SEPTEMBER 26

10 For full workshop descriptions, see pages 12-15. See page 5 for location details.

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

**1A -**  
Connecting People with our Cultural and Natural Heritage: Fundamentals of Interpretation - Part 1  
*Calvert Martin, Peter Pacey, David Plouffe, Stephanie Yuill*  
MORRIN CENTRE ROOM 1

**2A -**  
Connecting People with our Cultural and Natural Heritage: Fundamentals of Interpretation - Part 2  
*Denis Lavote, Gilbert Beaulieu*  
MORRIN CENTRE ROOM 1

**3A -**  
Connecting People with our Cultural and Natural Heritage - Part 3: On-site Workshop in Old Quebec  
MEET IN HOTEL CLARENDON LOBBY

## Stream B Conservation and Communities

**1B -**  
Community Revitalization Workshop: The Main Street Approach - Part 1  
*François Varin, Brigitte Aussant, Benoit Boucher*  
ST. ANDREW'S CHURCH

**2B -**  
Community Revitalization Workshop: The Main Street Approach - Part 2  
*François Varin, Jacqueline Genois, Alain Tardif, Cécile Joseph*  
ST. ANDREW'S CHURCH

**3B -**  
Looking Outside the Box: New and Innovative Strategies for Heritage Planning  
*Françine Bégin, David Plouffe, Jim Bezanson*  
Moderator: *Michael Seaman*  
ST. ANDREW'S CHURCH

## Stream C Action on the Ground

**1C -**  
Dare to Defend Your Baseline Documentation Report (BDR)?  
*Lisa McLaughlin, Paul Peterson, Kim Good*  
HOTEL CLARENDON DUFOUR ROOM 1

**2C -**  
Programs, Tools and Voluntary Conservation  
*Christine Bélanger, Annabelle Avery*  
HOTEL CLARENDON DUFOUR ROOM 1

**3C -**  
Stewardship Funding  
*Paul Doscher*  
HOTEL CLARENDON DUFOUR ROOM 1

## Stream D Incentives and Funding

**1D -**  
Roundtable on Reform to Tax Incentives  
*Karen Cooper, Ellen Zweibel, Marc Denhez*  
MORRIN CENTRE ROOM 2

**2D -**  
Record Keeping Policy  
*Dave Walker, Karen Cooper*  
MORRIN CENTRE ROOM 2

**3D - The Ecological Gifts Program: Trends and Emerging Issues**  
*Andrea Kettle*  
MORRIN CENTRE ROOM 1

## Stream E Making Your Organization Successful

**1E -**  
Who Do You Want to Be When You Grow Up? Planning Your Organization's Future  
*Andy Robinson*  
HOTEL CLARENDON DUFOUR ROOM 2

**2E -**  
Building a Board That Works  
*Andy Robinson*  
HOTEL CLARENDON DUFOUR ROOM 2

**3E -**  
How to Effectively Recruit and Manage Volunteers  
*Andy Robinson*  
HOTEL CLARENDON DUFOUR ROOM 2

## Stream F On-site Walking Workshops

**3F - MEET IN HOTEL CLARENDON LOBBY**  
Visit at Saint Louis Forts and Châteaux National Historic Site  
*Presented by Parks Canada*

### Legend:

Simultaneous Translation

Bilingual

English Only

# CONCURRENT WORKSHOPS AT A GLANCE

# SATURDAY, SEPTEMBER 27

For full workshop descriptions, see pages 12-15. See page 5 for location details.

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

**4A - Opportunities in Heritage Tourism**  
*Linda Denis, Daniel-Paul Bork, Carol Sheedy,*  
*Moderator: Kent O'Connor,*  
MORRIN CENTRE ROOM 1

**5A - Branding, Marketing and Fundraising**  
*Blane Hogue, France Cliche*  
*Moderator: Mesmin Pierre*  
MORRIN CENTRE ROOM 1

**6A - Fundraising Successfully: Online and Off**  
*Zenita Wadhvani*  
MORRIN CENTRE ROOM 1

## Stream B Conservation and Communities

**4B - Heritage Without Borders**  
*Lynne Peplinski, Doug Olynyk, Alestine Andre*  
*Moderator: Julie Harris*  
MORRIN CENTRE ROOM 2

**5B - Making a Difference: Heritage Conservation Research and Training**  
*Heritage Conservation Educators Roundtable*  
MORRIN CENTRE ROOM 2

**6B - Professionals on Professionals**  
*Su Murdoch, Bernard Serge Gagné, Stephen Robinson*  
*Moderator: Chris Borgal*  
HOTEL CLARENDON DUFOUR ROOM 1

## Stream C Action on the Ground

**4C - Drafting Conservation Agreements: Built, Agricultural and Natural**  
*Paul Peterson*  
HOTEL CLARENDON DUFOUR ROOM 2

**5C - Conservation Agreements: Permissions, Amendments, Changes in Use**  
*Lisa McLaughlin, Andrea Kettle*  
HOTEL CLARENDON DUFOUR ROOM 2

**6C - Conservation Agreement: Infractions and Remedies**  
*Kris Larson*  
HOTEL CLARENDON DUFOUR ROOM 2

## Stream D Saving Special Places

**4D - Lighthouse Protection Roundtable**  
*Moderator: Barry MacDonald*  
ST. ANDREW'S CHURCH

**5D - Endangered Places of Faith Roundtable - Part 1**  
*Moderator: Luc Noppen*  
ST. ANDREW'S CHURCH

**6D - Endangered Places of Faith Roundtable - Part 2**  
*Moderator: Luc Noppen*  
ST. ANDREW'S CHURCH

## Stream E Making Your Organization Successful

**4E - Advocacy Action**  
*Louise Mercier, Marc Denthez*  
*Moderators: André Chénier, David Tremblay*  
HOTEL CLARENDON DUFOUR ROOM 1

**5E - Awareness Events That Work: Spread the Word Fast**  
*Maureen Moore, Kathy Dunster*  
HOTEL CLARENDON DUFOUR ROOM 1

**6E - Diversity: Techniques and Process**  
*David Stonehouse, Stephen Augustine*  
MORRIN CENTRE ROOM 2

## Stream F On-site Walking Workshops

**5F - Look Carefully or Else...Bring Industrial Heritage Into View**  
*Dr. Christopher Andreae*  
MEET IN HOTEL CLARENDON LOBBY

### 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.

MORRIN CENTRE ROOM 1

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.

ST. ANDREW'S CHURCH

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.

HOTEL CLARENDON DUFOUR ROOM 1

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.

MORRIN CENTRE ROOM 2

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.

HOTEL CLARENDON DUFOUR ROOM 2

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.

MORRIN CENTRE ROOM 1

2B

### **Community Revitalization Workshop: The Main Street Approach - Part 2**

*Organized by La Fondation Rues principales*

*Jacuelin Genoie, 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.

ST. ANDREW'S CHURCH

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.

HOTEL CLARENDON DUFOUR ROOM 1

## 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.

MORRIN CENTRE ROOM 2

**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

HOTEL CLARENDON DUFOUR ROOM 2

**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-interpreters will accompany participants through the Old Quebec historic district. Wear your walking shoes!

**MEET IN HOTEL CLARENDON LOBBY**

**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.

ST. ANDREW'S CHURCH

**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.

HOTEL CLARENDON DUFOUR ROOM 1

**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.

MORRIN CENTRE ROOM 1

**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

HOTEL CLARENDON DUFOUR ROOM 2

**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.

**MEET IN HOTEL CLARENDON LOBBY**

## 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*

*Daniel-Paul Bork, CEO, Aboriginal Tourism Canada*

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

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.

MORRIN CENTRE ROOM 1

**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.

MORRIN CENTRE ROOM 2

**4C**

#### **Drafting Conservation Agreements: Built, Agricultural and Natural**

*Paul Peterson, Lawyer, Midland, Ontario*

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

HOTEL CLARENDON DUFOUR ROOM 2

**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.

ST. ANDREW'S CHURCH

**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.

HOTEL CLARENDON DUFOUR ROOM 1

**10:40 am - 12:00 pm**

**5A**

#### **Branding, Marketing and Fundraising**

*Blane Hogue, Executive Director, Loughheed House*

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

*Moderator: Mesmin Pierre, Parks Canada Agency*

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.

MORRIN CENTRE ROOM 1

**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

MORRIN CENTRE ROOM 2

**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.

HOTEL CLARENDON DUFOUR ROOM 2

## 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.

ST. ANDREW'S CHURCH

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.

HOTEL CLARENDON DUFOUR ROOM 1

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. On site at the Princess Louise Wet Dock participants will consider heritage presentation and conservation challenges for large industrial sites.

MEET IN HOTEL CLARENDON LOBBY

**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.

MORRIN CENTRE ROOM 1

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*

*Moderator: Chris Borgal, President CAHP*

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

HOTEL CLARENDON DUFOUR ROOM 1

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?

HOTEL CLARENDON DUFOUR ROOM 2

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.

ST. ANDREW'S CHURCH

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.

MORRIN CENTRE ROOM 2

## 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.

**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.

**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.

**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

## PRESENTER BIOGRAPHIES

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.

**Helen Edwards** is currently the President of The Canadian Association of Heritage Professionals. Helen is an Historian and principal of Edwards Heritage Consulting. Her work includes historical research for conservation and restoration planning, location of historic photographs and plans, architectural history, and writing on historical and current preservation concerns. Helen is the author of several articles on architectural history and heritage preservation, and a public speaker on preservation and history.

**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.

**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.

**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.

**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 and the Land Trust Alliance national conference. He has a Masters in Landscape Architecture from the University of Georgia's School of Environmental Design and a Bachelors Degree from Carleton College.

## PRESENTER BIOGRAPHIES

**Denis Lavoie** is a graduate in museum studies (communication) from the University of Leicester (G.B.). During his career, he has been a project officer in history interpretation (Parks Canada); national specialist in nature interpretation (Canadian Parks Service); museum director (Department of National Defence), and course lecturer. He now occupies his retirement time advising his clients and defining the terms of the Guidelines of the *Association québécoise de l'interprétation du patrimoine*. He is the organization's associate executive director, corporate affairs delegate (volunteer). A school teacher by profession, interpreter by trade, he has elaborated on the legitimation strategies brought forward by government agencies to justify their presence in heritage matters.

**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 Québec'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.

## PRESENTER BIOGRAPHIES

**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

**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.

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The Heritage Canada Foundation (HCF) is a national, membership-based, non-profit organization dedicated to promoting the conservation, understanding, and appreciation of Canada's built heritage, historic places, and cultural landscapes and their importance in the life of our communities.



The Canadian Land Trust Alliance (CLTA) is a national, membership-based non-profit organization that undertakes as part of its mandate to develop and deliver education and training programs to benefit land trusts from across Canada. The 60 member land trusts, working together, have conserved 3.2 million acres of some of Canada's most important natural heritage lands. These member organizations represent over 215,000 members, 26,000 volunteers and 900 staff all working to make Canadian communities a better place to live.