

#### Southern Office

William Aiken House  
456 King Street -3<sup>rd</sup> floor  
Charleston, SC 29403

T (843) 722-8552

F (843) 722-8652

E [soro@nthp.org](mailto:soro@nthp.org)

Serving: AL, FL, GA, KY, LA, MS, NC, PR,  
SC, TN, USVI

John Hildreth, Director  
Nancy Tinker, Senior Program Officer  
Joseph McGill, Program Officer  
Karen Nickless, Field Representative  
Kaye Garris, Program Assistant  
Tracy Hayes, Rosenwald Initiative  
Program Assistant  
Katherine Carey, Rosenwald Initiative  
Administrative Assistant  
Jeff Burden, Architectural Historian

#### New Orleans Field Office

Preservation Resource Center  
923 Tchoupitoulas Street  
New Orleans, LA 70130

T (504) 636-3048

F (504) 636-3074

Walter Gallas, Director  
Kevin Mercadel, Program Officer

#### Southern Field Office

1785 Massachusetts Avenue, NW  
Washington, DC 20036

T (202) 588-6107

F (202) 588-6223

E [sfo@nthp.org](mailto:sfo@nthp.org)

Serving: DC, MD, VA, WV,

Rob Nieweg, Director  
Nell Ziehl, Program Officer

#### Southern Advisors

AL: Ann Bedsole, Samuel Frazier

DC: Ronnie McGhee, Kathryn Smith

FL: George Neary, Marion Almy

GA: Eugene Surber, Mark McDonald

KY: Anne Arensberg, Helen Dedman

LA: James Logan

MD: Harrison Wetherill, Jr., Louise Hayman

MS: Alex Thomas,  
Stella Gray Byrant Sykes

NC: Ben Speller

PR: Fernando Lloveras

SC: Glenn Keyes

TN: William Kennedy, Vann West

USVI: Gerville Larsen

VA: Harry Warthen, Elaine Carter

WV: Laura Kuhns, Monica Miller

Advisor-at-Large: Ralph Johnson

## Lowe's Grants to Aid Restorations of Rosenwald Schools

The Lowe's Charitable and Educational Foundation and the National Trust for Historic Preservation have awarded preservation grants to seventeen Rosenwald Schools across the South and Southwest. This is the third year that Lowe's has supported the National Trust for Historic Preservation with a \$1 million grant.

Rosenwald Schools represent an important chapter in the history of the United States. Originally begun through a partnership between Julius Rosenwald and Booker T. Washington, the rural school building program for African American students was responsible for constructing over 5300 schools, shops and teacher's homes. Today it is estimated that only ten to fifteen percent of these buildings survive, and many of those standing are in serious disrepair. In 2002, the National Trust for Historic Preservation named Rosenwald Schools to its list of *America's 11 Most Endangered Historic Places*.

"The Rosenwald Schools tell a story of extraordinary generosity," said Richard Moe, president of the National Trust for Historic Preservation. "In a time of great racial inequity, Julius Rosenwald worked with communities across the South and Southwest to improve educational opportunities for African Americans. These schools represent a critical link to our national heritage, and we are very pleased that Lowe's understands the importance of preserving the important places that tell America's story."

"Rosenwald Schools encouraged a sense of community and paved the way for previously unimaginable educational opportunities," said Larry D. Stone, chairman of the Lowe's Charitable and Educational Foundation. "Time and neglect have put these schools in danger, and we need to act now to save these structures that are as significant to the local community's civic life as they are to our nation's history."

Rosenwald School grant recipients include: Old Merritt School (Midway, AL); Acworth Rosenwald School (Acworth, GA); Hickory Colored School (Mayfield, KY); May's Lick Negro School (May's Lick, KY); San Domingo Community and Cultural Center (Mardela Springs, MD); The Lil' Red Schoolhouse (Drew, MS); Randolph School (Pass Christian, MS); The Ware Creek Rosenwald School (Blounts Creek, NC); R.A. Clement (Cleveland, NC); Hamilton Rosenwald School (Hamilton, NC); Warren County Training School (Wise, NC); Great Branch Teacher's Home (Orangeburg, SC); Cairo Rosenwald School (Gallatin, TN); Lincoln School (Pikeville, TN); W.D. Spigner Elementary School (Calvert, TX) Pleasant Hill School (Linden, TX); and Scrabble School (Scrabble, VA).

Follow the progress of the [grant recipients](#) and [learn more](#) about the Rosenwald School Initiative.



AFTER RESTORATION, HAMILTON SCHOOL WILL SERVE AS A CANOE AND KAYAK OUTPOST AND INTERPRETIVE CENTER FOR THE ROANOKE RIVER PADDLE TRAIL SYSTEM.

**INSIDE:** GREEN CALCULATOR, DOZEN DISTINCTIVE DESTINATIONS AND MORE >>

**Statewide Partners**

Alabama Trust for Historic Preservation, DC Preservation League, Florida Trust for Historic Preservation, The Georgia Trust, Preservation Kentucky, Louisiana Trust for Historic Preservation, Preservation Maryland, Mississippi Heritage Trust, Preservation North Carolina, Conservation Trust of Puerto Rico, Tennessee Preservation Trust, APVA/Preservation Virginia

**Local Partners**

Dade Heritage Trust, Downtown Partnership of Sarasota, Inc., Athens-Clarke Heritage Foundation, Cherokee County Historical Society, Historic Augusta, Inc., Historic Columbus Foundation, Historic Macon Foundation, Historic Savannah Foundation, Thomasville Landmarks, Blue Grass Trust for Historic Preservation, Preservation Resource Center of New Orleans, Foundation for Historic Louisiana, Baltimore Heritage, Inc., Historic Annapolis Foundation, The Alliance for Historic Hillsborough, Historic Preservation Society of Durham, Historic Salisbury Foundation, Inc., The Preservation Society of Charleston, Knox Heritage, Heritage Foundation of Franklin & Williamson County, St Croix Landmarks Society

**Main Street Programs**

DC Main Streets, Florida Main Street Program, Georgia Main Street Program, Kentucky Main Street Program, Louisiana Main Street Program, Main Street Maryland, Baltimore Main Streets, Mississippi Main Street Association, North Carolina Main Street, Main Street South Carolina, Tennessee Main Street, Virginia Main Street Program, West Virginia Main Street

**Keep Up with Preservation News**

Learn about the latest developments in preservation in the South by joining our mailing list ([soro@nthp.org](mailto:soro@nthp.org)) or visit the National Trust's new website, [Preservation Nation](http://PreservationNation.com).

Get preservation news in your e-mailbox by subscribing to one of the Trust's [RSS Feeds](#), such as the daily "Preservation in the News."

**Southern Partners Receive Partners in the Field Grants**

Twenty-four grants, totaling \$3 million, were awarded in February 2008 in the first round of the new Partners in the Field Program, designed to help NTHP's local and statewide partners provide expanded field services. Funded by a \$5 million gift from the Robert W. Wilson Charitable Trust, the grants must be matched by significant contributions from local donors and foundations.

Eight Southern partners were awarded [Partners in the Field grants](#) in the initial round: APVA Preservation Virginia (\$105,000); Georgia Trust for Historic Preservation (\$140,000); Heritage Alliance of Northeast Tennessee and Southwest Virginia (\$70,000) Historic Augusta (\$120,000); Historic Savannah Foundation (\$90,000); Knox Heritage (\$97,500); Preservation Maryland (\$120,000); and Preservation North Carolina (\$125,000).

A second grant round will begin in fall 2008

**Dozen Distinctive Destinations**



CUPOLA OF THE GIBSON INN, APALACHICOLA

For years sociologists and historians have debated whether or not the South is losing its distinctiveness and whether, indeed, all of America is becoming homogenized, with every place looking like Anyplace, USA. A trip off just about any interstate ramp can lead to a mind-numbing trip into the "generic" of America. However, the "someplace" of America is still to be found.

Since 2000 the National Trust has named a [Dozen Distinctive Destinations](#) every year that embody the best and most authentic American travel experiences.

This year's list includes three towns in the Southern region: the inland city of [Aiken, South Carolina](#), a nineteenth-century winter colony that is known for its equestrian sports, architecture and laid-back lifestyle; [Apalachicola, Florida](#), a working town that grew up around the fishing, shrimp, oyster and sponge industries and where fishing boats still offload their cargo at historic downtown docks, and; [Wilmington, NC](#), a city with tree-lined streets of lovely homes, a long history of preservation and a charming waterfront.

These destinations offer a cross-section of the southern experience. Look for more Destinations in coming issues of Southern Preservation News.

**HELP US SAVE HISTORIC PLACES: MAKE A TAX DEDUCTIBLE GIFT TO THE SOUTHERN OFFICE**

As the only private, national organization dedicated to historic preservation, the National Trust for Historic Preservation relies on contributions from individuals, corporations and foundations. When you donate to the Southern Office, you'll join thousands of preservationists who enable our staff to save historic places and revitalize communities in the Southern region. Gifts are tax deductible.

**Enclosed Contribution: \$** \_\_\_\_\_

NAME	MEMBER NUMBER
ADDRESS	CITY   STATE   ZIP
PHONE	EMAIL ADDRESS

Please Make Checks Payable To the National Trust for Historic Preservation and mail to:  
Southern Office, National Trust for Historic Preservation  
456 King Street, 3rd Floor, Charleston, SC 29403



## Calculating Green



Is someone in your town planning to demolish a historic commercial building to build a “green” building in its place? Or do you live in a neighborhood that has been losing smaller historic homes to the McMansion trend? Need to convince a developer or public official that the greenest building is one that is already built?

[The May T. Watts Appreciation Society](#) has an on-line calculator that can help you make a green case for preservation. Simply enter the requested data, such

as the size of a building and the building type, and the calculator gives an estimate of the embodied energy of a building. From there you can calculate the total energy wasted by demolishing the building and constructing a new one in its place, and the number of tons of construction and demolition debris that the proposed project will add to your local landfill. The calculator will even convert the energy figure into gallons of gas.

For instance, the demolition of a 20,000 sq. ft. commercial building that is replaced with a building of the same size represents 21,043 gallons of gas (almost 19 trips around the planet at 22 miles per gallon) and creates 1770 tons of debris. The demolition of a 2000 sq. ft. house to build a 5000 sq. ft. house would create 122.25 tons of debris, an amount it would take an individual 146 years to create.

Of course, this is only part of the energy cost of demolition and new construction, as it does not include the harm to the environment caused by the manufacture of new materials and the disposal of the debris from the demolished structure. [The National Trust's Sustainability Initiative](#) is developing a Life Cycle Assessment (LCA) to quantify the energy and materials usage and environmental releases at each stage of a product's life cycle. LCA is in its infancy, but the Trust is committed to harnessing LCA to help articulate the green benefits of historic preservation.

## National Trust Preservation Fund Grants

**Deadlines: Oct 1, Feb 1, June 1**

Preservation Fund Grants provide matching grants from \$500 to \$5,000 for preservation planning and educational efforts. Funds may be used to obtain professional expertise in areas such as architecture, archeology, engineering, preservation planning, land-use planning, fund raising, organizational development and law as well as to provide preservation education activities to the public.

Program staff are available to answer questions about the eligibility of proposed projects and the application process.

For assistance applying for grants, please consult with the Southern Office (843-722-8552) for AL, FL, GA, KY, LA, MS, NC, PR, SC, TN, VI and the Southern Field Office (202-588-6040) for DC, MD, VA, WV.

## News From the Field

### Mississippi Main Street Association Announces New Executive Director

Bob Wilson has been promoted to executive director of [Mississippi Main Street Association \(MMSA\)](#) upon Beverly Meng's retirement. Wilson has been with MMSA since 1998, having served as director of program services and interim director.

Wilson is a 1973 graduate of Delta State University, and his career includes 30 years experience in sales and marketing and 12 years experience in association management. Wilson is the president of the Mississippi Society of Association Executives and a board member of the Mississippi Tourism Association and the Mississippi Heritage Trust.

**TO SHARE YOUR NEWS, CONTACT  
KAREN NICKLESS  
843-722-8552, X 24**

## Staff News

The Southern Office was pleased to have Hillary King, a recent graduate from the Clemson University/College of Charleston Master's program in Historic Preservation, working as a summer Preservation Nation intern. Hillary updated the Southern Regional Office page and the [Rosenwald Schools Initiative](#) website on [PreservationNation](#).

With the redesign of the Trust's web presence (see related article on page 4) and Hillary's preservation and computer expertise, the Southern Office will be better able to serve our partners and friends by posting Action Alerts and breaking preservation news, and blogging and posting images from the field.

Hillary has been a great addition to our office. Although we will hate to lose her, our loss will be someone else's gain, as she is searching for a full-time preservation position.

## Advisor News

### New Maryland Advisor

Louise Lake Hayman has been chosen as an advisor for the state of Maryland. Ms. Hayman is a communications consultant, and has served on the boards of many organizations, including the Maryland Historical Society, Friends of Teackle Mansion, the Maryland Heritage Areas Authority and Preservation Maryland. Her professional experience includes Director of Communication for the Comptroller of Maryland and communications positions in the Office of the Governor, Goucher College and the Maryland Historical Trust.

### In Memory of Saidee Newell

Louisiana advisor Saidee W. Newell died on March 25 at her home in Nat-chitoches. John Hildreth, who worked with her for many years, said, "Saidee was a wonderful person and a powerful, positive force for preservation. She will not only be missed, but she can never truly be replaced."

## Update on the Tomb of the Unknown Soldier

As reported in the Fall 2007 issue of *Southern Preservation News*, the Tomb of the Unknowns in Arlington National Cemetery is threatened by replacement due to repairable cosmetic imperfections. The National Trust is lead the campaign to save the authentic monument.

On January 29, the President signed into law a revised version of the 2008 Defense Authorization Bill (HR 4986) that included a provision providing for a study to repair the Tomb. In March, the Trust cautioned the Army and the Department of Veterans Affairs that it is imperative that the personnel tasked with conducting the new study of the Tomb Monument be highly experienced specialists in the conservation of marble. For example, this expert must conduct technically sophisticated tests to assess the structural integrity of the monument, evaluate the feasibility of repairing the monument, and prepare cost estimates for repair versus replacement.

But, sadly, it is clear that the Army and the DVA have no intention of conducting any new studies at all, but are instead planning on simply repackaging old reports designed to buttress arguments to replace the Tomb. We cannot let this come to pass. We must continue to be vigilant in our efforts to keep the pressure on the Army, the DVA and the Superintendent of Arlington National Cemetery to seriously study options for repairing the authentic Tomb of the Unknown Soldier – the only national monument to soldiers who fought in World War I.

Support the Trust's efforts to save the Tomb and read a [longer post on PreservationNation](#).

## Be a Part of the [PreservationNation](#)

You know that the Trust has a new web address, [www.PreservationNation.org](http://www.PreservationNation.org), but you might be wondering, "Just what is this PreservationNation and how does it differ from the previous Trust website?" PreservationNation is not just a website, but a new web presence that is designed to be a virtual "town square" where preservationists and others can share their stories, find answers to questions and make connections.

PreservationNation is highly interactive, with both the Trust and users generating content. To get an idea of the power of such a tool, think about how much information on the 2008 presidential campaign has been shared "virally." Whether rumor, fund-raising or real news, much of the message has been communicated by people from outside the media mainstream in a cyberspace version of "word of mouth." Another good example comes from the battle over the possible replacement of the Tomb of the Unknowns. Southern Field Office director, Ron Nieweg, and the Trust communications team worked together through PreservationNation to send advocacy alerts to Trust members and other concerned citizens. Veterans' websites and blogs spread the word and began to lobby their members of Congress. PreservationNation became the place for sharing the latest information, and concerned citizens could sign up to have updates sent directly to their e-mailboxes. Because of this new technology, the coalition to save the Tomb included people who otherwise might not have been involved with (or in some case, even heard of) the National Trust for Historic Preservation. Not only did this result in greater public awareness for the issue, but it also gave us the opportunity to have a conversation with, and be seen as a resource by, people we would have been unlikely to reach with more conventional methods.

PreservationNation is always a work in progress, allowing us to continually update information and start conversations with people all over the country, so that working together we can protect, enhance and enjoy the places that matter to all of us.



THE GOLDEN DRILLER, FROM THE [SOUTHWEST PRESERVATION NEWS](#).

## 2008 National Preservation Conference, October 21-15 Tulsa, Oklahoma

Make your plans now to join us for the 2008 National Preservation Conference in Tulsa, Oklahoma. There will be "plenty of air and plenty of room" as "the wind comes sweepin' down the plain." Come in your "surrey with the fringe on top" or take a plane, car or bus, but do come, because it will be a "scandal and an outrage" if you don't make it! Just cruise down Route 66 and meet us in Tulsa. [Register Now](#).

The National Preservation Conference is the premier preservation conference in the United States for professionals in preservation and allied fields, dedicated volunteers, and serious supporters. It is the single best source for information, ideas, inspiration, and contacts. In addition to educational sessions, field sessions will highlight Tulsa's wealth of modern architecture from Art Deco to the mid-century modern neighborhood of Lortondale to Frank Lloyd Wright's Price Towers. Tulsa is also a center of the music scene: blues, jazz and Texas swing. Nine-time Grammy winners and Kings of Swing, [Asleep at the Wheel](#), will entertain us at the closing party on Saturday evening. Bring your cowboy boots!

## What Matters to You?

“This Place Matters” was the theme for Preservation Month in May 2008, but the need to save historic places continues year round. Tell the world about a place that matters to you. Simply [download a “This Place Matters” sign](#), take a photo or video of your favorite place and upload it to PreservationNation. While you’re there, take the time to enjoy the places that matter to other preservationists in your state and around the country!



OPPONENTS OF “CENTREPOINTE,” A PROPOSED HOTEL AND RETAIL DEVELOPMENT IN LEXINGTON, KENTUCKY, POSE IN FRONT OF NINETEENTH-CENTURY STOREFRONTS THAT WERE LATER DEMOLISHED.

THE NATIONAL TRUST, THE BLUE GRASS TRUST, PRESERVATION KENTUCKY AND PRESERVE LEXINGTON ACTIVELY OPOSED THE DEMOLITION OF THIS BLOCK OF BUILDINGS THAT STOOD IN THE HEART OF LEXINGTON.

# THIS PLACE MATTERS

NATIONAL TRUST FOR HISTORIC PRESERVATION®



[PRESERVATION LEADERSHIP TRAINING'S](#) “RED TEAM” INSIDE THE BAXTER BUILDING IN PORTLAND, ME.

TOP: RACHEL WEYAND  
 SECOND ROW: ROBIN ZIEK AND JAMES HOMAN  
 THIRD ROW: CHARLOTTE MOORE AND SOUTHERN OFFICE STAFF, KAREN NICKLESS  
 FRONT ROW: PAUL HAYDEN AND KEVIN COTTRELL

Photo: Alison Hinchman



SOUTHERN OFFICE AND SOUTHERN REGIONAL OFFICE STAFF ON THE STEPS OF THE DANISH CUSTOM HOUSE (1844) DURING THE SOUTHERN ADVISORS AND PARTNERS MEETING IN ST. CROIX, USVI.  
 TOP ROW: JOHN HILDRETH  
 SECOND ROW: ROB NIEWEG, KAYE GARRIS, NELL ZIEHL AND KAREN NICKLESS  
 FRONT ROW: NANCY TINKER, JOE MCGILL AND TRACY HAYES.



SOUTHERN ADVISORS ALEX JOHNSON AND RALPH JOHNSON WITH SOUTHERN OFFICE STAFF, JOE MCGILL (CENTER), IN FRONT OF THE DANISH WEST INDIA & GUINEA COMPANY WAREHOUSE (1749), A FORMER SLAVE AUCTION SITE IN CHRISTIANSTED, USVI.

## National Trust for Historic Preservation Launches Heritage Travel Subsidiary

### Online Communities for Heritage Travelers and Historic Destinations

Traveling to experience the places and activities that authentically represent the stories and people of the past and present is what heritage tourism is all about. Now there will be one place for people to discover the breadth of heritage travel opportunities available. The National Trust for Historic Preservation has recently created Heritage Travel, Inc., a new, for-profit subsidiary. Heritage travelers and historic destinations will have a national one-stop travel planning resource; an online community where people can find and share heritage-rich experiences and heritage destinations will have a professional forum in which they can network and share best practices regarding tourism development.

Heritage tourism and heritage travel isn't a new area of interest for the National Trust for Historic Preservation. The National Trust has been involved with heritage travel for nearly 40 years through the Heritage Tourism, Historic Hotels of America, Tours programs, as well as our Historic Sites. Now, the National Trust for Historic Preservation is investing millions of dollars in the development of Heritage Travel.



PRESIDENT LINCOLN'S COTTAGE, NATIONAL TRUST HISTORIC SITE  
COURTESY OF ERIN CARLSON MAST

This new effort includes building a management team with unparalleled expertise. John Williams is president and CEO of the venture. Over the past 25 years, including eight years at American Express and three years as CEO of Biztravel.com, Williams has led a number of successful businesses in a variety of industries. Scott Gerloff, Heritage Travel's vice president for destinations and partner relations, was one of the creators of the National Trust Main Street and Historic Hotels of America programs and directs the National Trust Tours program.

The trends for heritage and cultural travel are strongly positive. Research by the Travel Industry Association in 2003 estimated the combined market for heritage and cultural tourism in the United States at 118 million travelers. Subsequent research by PhoCusWright in 2006 estimates the market for heritage travel alone at approximately \$70 billion per year domestically, with 80 million travelers.

"We didn't undertake this effort without first doing our homework," said Williams. "For two years we researched and evaluated the heritage travel market. It was evident we could help destinations increase revenue and exposure to heritage-minded travelers, serve today's consumers with a search-based, highly-interactive website with rich content and support the strategic objectives of the National Trust for Historic Preservation all at the same time."

Heritage Travel is signing up thousands of heritage destinations throughout the United States to participate in this exciting fee-based program. Heritage destinations include cities and towns; downtowns and neighborhoods; historic sites, museums and experiences; bed & breakfasts; heritage events such as historic re-enactments, music festivals, ethnic celebrations, cultural events, and more. Participating destinations must meet a series of standards in the areas of preservation, presentation and promotion to ensure a positive heritage experience for visitors.

Heritage Travel will provide a variety of benefits to destinations, including: global exposure via an interactive, web-based platform; a substantial annual marketing budget reaching millions of heritage travelers; Web 2.0 opportunities in social media, RSS feeds, blogs and podcasts; and closer affiliation with the National Trust for Historic Preservation.

Heritage Travel is scheduled to launch in early 2009 with discounts available for destinations that join before December 31, 2008. National Trust regional office staff is working on signing up destinations for this fee-based program. For more information, contact the Southern Office, 843-722-8552 or Heritage Travel, Inc., 202-588-6200, 877-588-5511 or [Heritage\\_Travel@nthp.org](mailto:Heritage_Travel@nthp.org).