

SPEAKER BIOS & CONTACT INFORMATION

TODD BARMAN

Email: tbarman@savingplaces.org

Website: www.preservationnation.org/main-street

Todd Barman is a Senior Program Officer with more than 20 years of experience in the development field and 16 years firsthand Main Street experience. With a background in landscape design and urban planning, Mr. Barman served as the Assistant State Coordinator for the Wisconsin Main Street Program from 1999 until 2006, where he provided comprehensive technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. He has continued that role nationally since 2006. He is a leader at the Center in the area of economic restructuring including research and applications in the area of entrepreneurship and market position. Mr. Barman coordinated the market analysis technical support service in Wisconsin and led efforts to develop the nationally recognized Downtown and Business District Market Analysis Toolbox.

Sessions: Main Street Boot Camp; Finding and Fostering Entrepreneurs

RICHARD DEWOLF

Email: richard@arciform.com

Website: www.arciform.com

Richard De Wolf earned his architecture degree from Clemson University where he developed a passion for historical architecture and preservation. He founded Arciform in 1997 with the intent to provide respectful design, restoration, and remodeling services for homes in the Portland Metro area. It has since grown to include a broad range of historic preservation and important commercial buildings. In that time, Richard and his company, Arciform, have succeeded at becoming not only a respected local business in the design/remodel industry, but one that is admired for its practices. They share a dedication to preserving our region's built history and the focus on practicing sustainability in construction. In the spring of 2006 Richard was invited to serve on the Board of Directors for the Bosco-Milligan Foundation/Architectural Heritage Center. This organization is a non-profit resource center for historic preservation, offering a wide range of education programs and exhibits to help people appreciate, restore, and maintain vintage properties. In addition to this, 2007 started his public service appointment to the Construction Contractors Board as nominated by Governor Ted Kulongoski. In this role Richard believes that his service on the CCB is an opportunity to give back to his clients and the community.

Session: Historic Preservation Crash Course: Working with Contractors

TIFFANY ESTES

Email: tbestes@wholebraincreative.com

Website: www.wholebraincreative.com

Tiffany Estes is a professional graphic designer, web designer and copywriter. Prior to moving to Oregon and starting her own business in 2002, she worked in advertising, marketing and communications management for manufacturing and retail companies in Houston, Texas. She holds a Bachelor of Science degree in advertising from the University of Texas at Austin. Outside of work, Tiffany enjoys volunteering in the community and is particularly interested in economic development efforts. Combining that interest with an affection for historic downtown districts made her local downtown association a natural avenue for involvement. She has served as a board member of the Astoria Downtown Historic District Association since 2009, including two years as president of the organization.

Session: Reboot Your Main Street Effort

ALANA GARNER

Email: coordinator@lagrandemainstreet.org Website: www.lagrandemainstreet.org

Alana Garner is entering her second year as a RARE* participant, and as the acting Main Street Program Coordinator for La Grande. She was born and raised in southeastern Virginia, and received her BA in Urban Policy and Planning from Virginia Tech in 2009. As a student, Alana was part of the university's Urban Affairs and Planning Student Association. Her enthusiasm for urban planning and community development stems from her passion for renovation and restoration through economic revitalization. In her spare time, Alana continues to enjoy getting further acquainted with La Grande and exploring eastern Oregon.

Session: Reboot Your Main Street Effort

JOHN GOODENBERGER

Email: jgoodenberger@gmail.com Website: www.clatsopcc.edu

Educated in architecture, John Goodenberger has guided the restoration of many commercial and residential buildings in Astoria. He is currently engaged in forming a preservation-based architectural craft guild and is an adjunct teacher in Clatsop Community College's Historic Preservation program.

Session: Connecting to Clatsop Community College's Historic Preservation and Restoration Programs

SARAH HANSEN

Email: shansen@preservewa.org Website: www.preservewa.org

Sarah Hansen is the Program Coordinator for the Washington State Main Street Program, which is housed in the Department of Archeology and Historic Preservation and administered by the Washington Trust for Historic Preservation. Sarah first discovered her love of historic preservation as an undergraduate history major at Connecticut College and went on to get a Masters in Historic Preservation from Boston University. While in Boston she worked with Boston Main Streets and stayed involved in the program as a Program Officer for the National Trust for Historic Preservation's Mountain/Plains Regional Office in Denver where she covered the states of South Dakota, Wyoming and Montana. Since leaving the National Trust, Sarah has worked with Colorado Preservation, Inc. in Denver and as a Project Manager with Architectural Heritage Foundation in Boston, a small non-profit developer. Sarah hails from the great State of Maine and is loving living in the Pacific Northwest.

Session: Agriculture-Main Street Connection

KELLY HAVERKATE

Email: kellyjhaverkate@gmail.com Website: www.daytonoregon.org

Kelly Haverkate is the volunteer Main Street Manager for Dayton as part of Oregon Main Street's "Transforming Downtown" program. Along with the help of the Dayton Community Development Association Board of Directors and many volunteers, she is actively working on revitalization and economic development in downtown Dayton. Kelly brings to her position 15 years of serving Dayton on the Planning Commission, City Council, the Historic Landmarks Committee, and as a community volunteer. Currently she is a property manager for multiple properties in the downtown area, working on development of new properties and rehabilitation of historic properties. Her "day jobs" include owning a tax preparation business in the winter and flying hot air balloons during the summer.

Session: Main Street at Work in Small Towns

JAMIE JOHNK

Email: jamiejoh@co.clackamas.or.us Website: www.clackamas.us

Jamie Johnk has worked with Main Street programs since 1996, with her first downtown program in rural Iowa and later managing Oregon downtown programs in Canby, Molalla, and Silverton. Over the years, Jamie

has established a number tools to assist with economic development and downtown revitalization, including Economic Improvement Districts (E.I.D.) and Business Improvement Districts (B.I.D.). Jamie has provided technical assistance and trainings to numerous communities on topics pertaining to business and economic development; business retention, expansion and recruitment; Main Street; E.I.D./B.I.D.; and more. Jamie is currently an economic development and Main Street coordinator at Clackamas County Business & Economic Development.

Session: Energy Efficiency on Main Street

JOHN HOPE-JOHNSTONE

Email: john@hprsocialmedia.com

Website: www.hprsocialmedia.com

John Hope-Johnstone is Chief Strategist for HPR Internet Marketing Agency, a Google certified partner, helping organizations succeed in completing their objectives on the Internet. HPR also presents Internet Marketing and Social Media seminars. John has over 30 years of International marketing experience rising to Director of Marketing for Four Seasons Hotels, Vice President Marketing of Sheraton Hotels of Canada (Lakeview), and then Vice President of L'Ermitage Hotels of Beverly Hills. He has authored three marketing books, his latest, "The Secrets for Social Media Marketing Success," is carried on Amazon.com in print and digitally. He has received the Oregon Governor's award for innovative social media marketing.

Session: Successful Internet Marketing for a Vital Downtown

KIMBERLY HOWARD

Email: kimberly.howard@state.or.us

Website: www.culturaltrust.org

Kimberly Howard has been manager of the Oregon Cultural Trust since 2009. Previously, she was managing director at Portland's Interstate Firehouse Cultural Center for 2-1/2 years and education/outreach director for Artists Repertory Theatre. She represents Oregon on the Western States Arts Federation's Regional Multicultural Advisory Committee. In addition to being an arts administrator, Howard is an accomplished actress, with credits in New York, the Williamstown Theatre Festival and several Portland theaters. She has been an ensemble member of Sojourn Theatre for several years. After attending Wellesley College, Howard received her BA from Pacific Union College, where she majored in business. She holds an MFA in acting from Columbia University and has taught theater at Walla Walla College.

Session: Using Your Organization Mission, Vision, & Goals to Raise Money

OSCAR HULT

Email: oscar@albanydowntown.com

Website: www.albanydowntown.com

Oscar Hult has been the Executive Director of the Albany Downtown Association since April, 2009. Prior to this position he worked 17 years as a Graphic Artist at the Albany Democrat-Herald Newspaper. Oscar has lived in the Albany Historic Districts for 26 years and in that time has worked, with the help of his wife Tamalynne, to restore two historic homes. Oscar serves as the Chair of the local Landmarks Commission, President of the Monteith Historical Society, and President of Albany Civic Theater. In his spare time he enjoys playing with his granddaughters and Civil War reenacting.

Session: Reboot Your Main Street Effort

JILL INGALLS

Email: jill@ingallsagency.com

Website: www.ingallsagency.com

Jill is the contracted Executive for the Oregon Tour & Travel Alliance, The Willamette Valley Agriculture Association, and the Oregon Festivals & Events Association. She and her husband Scott own Ingalls & Associates where together they produce their own festivals, as well as contract for production of conventions, trade shows, and annual events, and for sponsorship and marketing development for others.

Prior to establishing her own business, Jill was appointed by the Linn County Board of Commissions to complete the highly politicized and controversial project of constructing the all new 20 million dollar Linn County Fairgrounds. Serving there 10 years as the marketing director she re-established the County Fair and attracted hundreds of new and self produced events to the new facility. Jill also served as Association Manager for the Albany Downtown Association, enjoying economic development success and becoming the first in the Pacific NW to reach the 10 year mark in that position. She was twice named the Outstanding Main Street Manager during her tenure. Reaching ground floor occupancy rate of 95%, upper story renovation, and saving buildings slated for demolition are some of her fond memories.

Session: Nuts and Bolts of Successful Events

MARK JEWELL

Email: mjewell@eefg.com

Website: www.eefg.com

Mark Jewell, President of EEFG, is a nationally recognized subject matter expert, author, coach and speaker focused on applying energy efficiency to create value. He has been highly successful at supporting others in overcoming the barriers to implementing projects. Mark also works in support of numerous trade organizations and efficiency-related non-profits to develop and promote strategies for advancing resource efficiency.

Session: emPOWERING Main Street™

IAN JOHNSON

Email: ian.johnson@state.or.us

Website: www.oregonheritage.org

Ian Johnson is a Historian with Oregon State Parks where he manages the National Register of Historic Places program. Pushing the limits of the Register, his notable projects include listing Portland's 32 foot-tall concrete Paul Bunyan Statue, the University of Oregon's "Big O," and Michael Grave's 1982 Postmodern controversial masterpiece the Portland Public Service Building. His other duties include assisting Oregon's communities build their local preservation programs and reviewing compliance documentation under Section 106 of the National Historic Preservation Act. Previously, Ian worked with Akros Inc., of Phoenix, Arizona, and worked on contract for the Cities of Scottsdale and Chandler, AZ.

Session: What is CLG and How Can it Work with My Main Street?

ANDRÉS MANTILLA

Email: andres.mantilla@seattle.gov

Website: www.seattle.gov/economicdevelopment

Andres Mantilla is from Seattle, Washington where he currently works for the Seattle Office of Economic Development focusing on improving engagement and extending resources to immigrant small businesses and entrepreneurs. He has helped implement a system-wide standard for working in communities of color and bettering the relationship between government and his neighborhoods.

Session: Engaging Immigrant Business Owners in the Main Street Model

ELIZABETH MCNANNY

Email: elizabeth@resourceconsultants.org

Website: www.resourceconsultants.org

Elizabeth McNanny has been working with Pacific Power business customers in select Main Street communities throughout Oregon. She, and her staff, have been providing energy assessments, grant writing, education and assistance to help businesses realize their energy efficiency goals. Elizabeth McNanny is one of the foremost funding experts relating to energy projects and her team has written more USDA REAP grants than anyone else in the nation. She spends her time working with business and municipal utility customers interested in renewable and efficiency opportunities, speaking to diverse audiences concerning grants, tax credits, incentives and other options for project funding. Through work with Pacific Power, Elizabeth has

assisted numerous rural business customers identify the most effective efficiency measures, secure project grant funding and navigate the process of incentives and tax credits.

Session: Energy Efficiency on Main Street Forum

PEGGY MORETTI

Email: peggym@historicpreservationleague.org

Website: www.historicpreservationleague.org

Peggy brings over 20 years experience as a marketing executive and business entrepreneur to her role as Executive Director of the Historic Preservation League of Oregon (HPLO). She is thrilled to combine her management and communications expertise with her passion for preservation and place-making. In addition to leading the HPLO, she serves on the Board of Directors for the Pittock Mansion in Portland, spent several years on staff at the Bosco-Milligan Foundation, and is the proud owner of the Louis G. Pfunder House listed on the National Register of Historic Places.

Sessions: Preservation 101; Infill Design Standards; Saving Oregon's Most Endangered Places: A Statewide Effort to Revitalize Local Places

JAY RASKIN, AIA

Email: jay@ecolaarchitects.com

Website: www.ecolaarchitects.com

Jay Raskin is an architect who received his MArch from the University of Oregon and worked in France and the Bay Area before setting up his own practice in Cannon Beach. He has worked on restoring historic commercial and public buildings in Astoria and is a Regional Advisor for the Historic Preservation League of Oregon. He helped form Columbia Pacific Preservation and the Clatsop Community College's Historic Preservation Program. He has been working to prepare Oregon for the Cascadia Earthquake/Tsunami and is a member of the Oregon Seismic Safety Policy Advisory Committee and the chair of HPLO's current Roundtable: Oregon's Historic Masonry Buildings: Access, Resilience, Economics.

Session: Historic Preservation Crash Course: Seismic Upgrades

HARV SCHUBOTHE

Email: ninerharv2@msn.com

Website: www.facebook.com/pages/Greater-Bandon-Association

Harv Schuboth has been the volunteer Manager for the Greater Bandon By-The-Sea Association, Bandon's "Transforming Downtown" Main Street program, since 2010. Harv brings to his position over 30 years of public policy experience, including 28 years as a State government administrator in Ohio and Oregon. He has also served as a non-profit organization administrator in Oregon for over 10 years. He is currently Chair of both the City of Bandon's Planning Commission and the Parks and Recreation Commission, as well as serving on the Arts Council. In his spare time, this "retired" native Oregonian enjoys being outdoors either birding or golfing.

Session: Main Street at Work in Small Towns

CLAIRE SEGUIN

Email: Claire@nedcocdc.org

Website: www.nedcocdc.org

Claire Seguin has been a Community Economic Development practitioner for 25 years. She was a successful small business owner for 15 years before becoming the CEO of a California-based Community Development Corporation tasked with commercial revitalization and affordable housing development. Throughout her career, she has been a committed proponent of the Main Street model for business district revitalization. As a consultant and non-profit executive she has worked with many communities to achieve exceptional success by applying the principles of this highly productive approach. As the new Executive Director for Neighborhood Economic Development Corporation (NEDCO) in Eugene/Springfield, she brings her comprehensive understanding of urban planning, community development, economic development, marketing, and Main Street to the region.

Session: Agriculture-Main Street Connection

BRANDON SPENCER-HARTLE

Email: Brandon@historicpreservationleague.org

Website: www.historicpreservationleague.org

Brandon serves as the Field Programs Manager at the Historic Preservation League of Oregon. Brandon holds an undergraduate degree in Community Development and a graduate degree in Historic Preservation from the University of Oregon. At the League, Brandon works closely with efforts to save Oregon's Most Endangered Places, tackles challenging topics through convening the annual Preservation Roundtable, and responds to preservation needs in communities across the state.

Sessions: Preservation 101; Historic Preservation Crash Courses: Infill Design Standards & Seismic Upgrades; Saving Oregon's Most Endangered Places: A Statewide Effort to Revitalize Local Places

LUCIEN SWERDLOFF

Email: Lswerdloff@clatsopcc.edu

Website: www.clatsopcc.edu

Lucien Swerdloff is the coordinator and an instructor in the Historic Preservation & Restoration and Computer Aided Design & Graphics programs at Clatsop Community College in Astoria Oregon. He has Master of Architecture and Master of Science degrees from the State University of New York at Buffalo. He has been an Assistant Professor of Architecture at Drury College in Missouri and a Research Assistant Professor in the School of Architecture and Planning at SUNY Buffalo. He is working on the restoration of a number of historic houses and is a design/graphics consultant.

Session: Session: Connecting to Clatsop Community College's Historic Preservation and Restoration Programs