

# Becoming a California Preserve America Community

FRIDAY, JUNE 22, 2007  
9 a.m. to 5 p.m.

\$60 advance registration  
OR \$70 day of event  
if space available  
(\$12 pre-order box lunch)

Irvine Auditorium  
at the McCone Building  
499 Pierce Street  
at Monterey Institute of  
International Studies,  
Monterey

\$159 Portola Plaza Hotel  
Preserve America Conference  
rate for 6/21 & 6/22  
(book by 6/1/07)  
831-649-4511  
www.portolaplazahotel.com

Other lodging available  
through  
www.montereyinfo.org

#### SPONSORED BY

CITY OF MONTEREY,  
HISTORIC MONTEREY,  
STATE OFFICE OF HISTORIC  
PRESERVATION,  
PRESIDENT'S ADVISORY  
COUNCIL ON HISTORIC  
PRESERVATION & MIIS

For more information:

Phone: (831) 646-5601

Fax: (831) 646-5618

Email: buiburto@ci.monterey.ca.us

Mail: 625 Pacific Street  
Monterey, CA 93940



- **JOIN** city, state & federal heritage experts at this first-ever California Preserve America communities conference
- **DISCOVER** the benefits of becoming a Preserve America community
- **LEARN** how to enhance your historic & heritage tourism offerings through partnerships and grant opportunities
- **EXPLORE** Monterey & experience a nationally-recognized heritage tourism collaboration first-hand

#### Highlights include

- Keynote speaker from Advisory Council on Historic Preservation
- Grant-writing & Historic Monterey experts share “how-tos”
- FREE self-guided Friday evening reception and wine-tasting
- Optional Saturday morning walking tours of Monterey heritage areas with local experts and historians (separate charge)

# Becoming a Preserve America Community: an invitation to prospective communities and their potential partners

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Fax or mail registration & payment  
(attn: Kim BB) by FRIDAY 6/15:

Fax: (831) 646-5618

Mail: 625 Pacific Street  
Monterey, CA 93940

FRIDAY, JUNE 22, 2007 \$60 advance registration/\$70 at door

8:30 to 9 a.m. Registration & coffee

9 a.m. to 10:15 a.m. Welcome and keynote address

10:30 a.m. to Noon California Preserve America Communities Roundtable

Noon to 1 p.m. Box lunch and dining outside (\$12.00 per lunch)

1 p.m. to 2:30 p.m. Historic Monterey How-tos

2:45 p.m. to 5 p.m. Grant Writing Success

5 p.m. to 7 p.m. Walkabout self-guided evening reception at Colton Hall, Monterey Museum of Art, Larkin House, Casa Serrano with wine-tasting and light refreshments. Special Museum of Art exhibit of Henri Matisse "Jazz" portfolio and *Fifty Years of Monterey Jazz Festival* posters included.

SATURDAY, JUNE 23, 2007 \$20 per person

9 a.m. to noon Guided tours of A) Monterey's Lower Presidio Park **OR** B) Monterey State Historic Park **OR** C) Fishing for History: Cannery Row & Monterey's Waterfront **OR** D) "Museum Mile" **OR** E) Royal Presidio Chapel. Limited to 15 sign-ups per tour; walking shoes and dress in layers!

## Register me for this event!

Name _____		Sign up for:		Time	Price
Organization _____		<input type="checkbox"/> All-day conference 6/22/07		9 to 5 pm	\$60
Address _____		<input type="checkbox"/> Box lunch—roast beef		Noon to 1	\$12
Phone & Email _____		<input type="checkbox"/> Box lunch—grilled vegetable		Noon to 1	\$12
Method of Payment:	<input type="checkbox"/> Visa	<input type="checkbox"/> Box lunch—tuna salad		Noon to 1	\$12
<input type="checkbox"/> Check to "Historic Monterey"	<input type="checkbox"/> MasterCard	<input type="checkbox"/> "Walkabout" reception		5 to 7 pm	FREE
Credit Card # _____	Exp. date _____	<input type="checkbox"/> Saturday 6/23/07 walking tour		9 am	\$20
Signature _____		<input type="checkbox"/> 1st choice _____ fill in letter			
		<input type="checkbox"/> 2nd choice _____ fill in letter			
				<b>Total:</b>	_____