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FOR IMMEDIATE RELEASE:

**LANDMARK SOCIETY AND COLLEAGUES HOST
2014 NEW YORK STATEWIDE PRESERVATION CONFERENCE
“FILL IN THE BLANK: DEFINING PRESERVATION”**

Landmark Society of Western New York Partners with The Preservation League of New York State, Preservation Buffalo Niagara and AIA Rochester for Three Day Event

ROCHESTER, NY April 1, — “Fill in the Blank: Defining Preservation,” is the theme of the 2014 New York Statewide Preservation Conference set for April 24-26. The Landmark Society of Western New York is hosting the conference in Rochester’s historic East End in collaboration with The Preservation League of New York State and Preservation Buffalo Niagara as well as AIA Rochester.

“The scope of preservation is limitless,” said Wayne Goodman, Landmark Society Executive Director. “It’s about much more than saving buildings and protecting unique architecture – it’s about fostering healthy and sustainable communities.”

The conference is designed to explore the many facets of preservation and its meaning to diverse constituents in New York state cities, towns, and neighborhoods. “All residents of New York state have a stake in, and can take an active role in preservation,” said Jay DiLorenzo, President of the New York State Preservation League.

The conference, sponsored by Rochester Colonial and Bergmann Associates, kicks off on Thursday, April 24 with a community luncheon featuring Donovan Rypkema, PlaceEconomics, whose address is titled, “Bulldoze Your Way to Revitalization? The Role of Historic Preservation in Rightsizing.” Rypkema will also lead two conference sessions and give the keynote address on Friday, April 25th.

A screening of “**Third Ward TX,**” a film that introduces artists and neighbors of **Project Row Houses in Houston, Texas** who are breathing new life into their historically black community will be held on Friday, April 25 at 7 p.m. at The Little. Tickets for the luncheon and film can be purchased separately from Conference registration.

Conference sessions on Friday at The Little Theatre will explore topics such as: historic rehab tax credits, rightsizing cities, revitalizing small towns, affordable housing and sustainability. Case

studies include projects involving urban neighborhoods, school districts, opera houses, and Main Streets.

Saturday will feature a breakfast talk at 384 East Avenue Inn & Suites by Ed McMahon, who holds the Charles E. Fraser Chair on Sustainable Development at the Urban Land Institute in Washington, DC and is nationally known as an inspiring and thought provoking speaker and leading authority on topics related to economic development, land conservation, smart growth, and historic preservation. Afternoon field sessions will showcase successful downtown adaptive reuse projects; the ongoing revitalization of the South Wedge; and the master planning process for Genesee Valley Park West.

For a complete list of sessions, presenters, registration and cost information visit www.landmarksociety.org/conference . Register online or by calling (585)546-7029 x 11.

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