



**PRESERVATION NC**  
ANNUAL CONFERENCE

2025

ASHEVILLE NC

OCT 5-7







# 2025 Preservation NC Annual Conference

## Schedule At a Glance

Sunday, October 5

**2:45-7:00**

### **CURATED PRESERVATION AT BILTMORE EXPERIENCE**

Tour The Gardens and Grounds  
Interior Home Tour  
Reception



Monday, October 6

**8:30-9:30**

**REGISTRATION OPENS | Coffee & Conversation**

**9:30-10:00**

**PLENARY: Welcome to Asheville!**

**10:00-10:45**

**MARION S. COVINGTON KEYNOTE ADDRESS: Lori Ferriss**

**11:00-12:45**

### **CONCURRENT FIELD SESSIONS**

*REPEATED ON TUESDAY, UNLESS OTHERWISE NOTED*

Albemarle Park Neighborhood  
Montford Historic District  
Downtown Revitalization with GBX  
Flat Iron Building  
Black Architectural History on "The Block"  
Grovewood Village (Monday Only)

**12:45-2:00**

**LUNCH ON YOUR OWN IN DOWNTOWN ASHEVILLE**

**2:00-3:00**

### **CONCURRENT EDUCATION SESSIONS**

Rendered Small - American Folk Art Buildings  
Bugs, Cracks, and Mold! Solving the Root Cause  
Funding for Preservation  
What's Next? Interpreting Preserved Spaces and Histories at Historic Sites

**3:30-5:00**

**PLENARY: 2025 Honor Awards Presentation**

**5:00-7:00**

**WELCOME RECEPTION AND WALKING TOUR**

**7:00**

**DINNER ON YOUR OWN**

**8:30-9:30**

**YOUNG PRESERVATIONISTS AFTER-PARTY**

**Tuesday, October 7**

**8:00-9:00**

**REGISTRATION OPENS | Coffee & Conversation**  
**PAN MEMBER NETWORKING EVENT: Sponsored by The Mast General Store**

**9:00-10:15**

**CONCURRENT FIELD SESSIONS**  
*REPEATED FROM MONDAY, UNLESS OTHERWISE NOTED*  
**Albemarle Park Neighborhood**  
**Montford Historic District**  
**Downtown Revitalization with GBX**  
**Black Architectural History on “The Block”**  
**Flat Iron Building**  
**Smith-McDowell House (Tuesday Only)**

**10:15-10:45**

**REFRESHMENT BREAK**

**10:45-11:30**

**PLENARY: Preservation Year in Review**

**11:30-12:15**

**PLENARY: Legislative Advocacy Panel Discussion**

**12:15-1:00**

**CONFERENCE LUNCHEON**

**1:00-2:00**

**CONCURRENT EDUCATIONAL SESSIONS**  
**Design Process - What's Wrong With My Building?**  
**Cultural Heritage Tourism**  
**Historic Black Structures & Community**  
**Defining Borders of your Historic Community**

**2:30-3:30**

**CONCURRENT EDUCATIONAL SESSIONS**  
**Easement Essentials: Small Towns and the Big City**  
**We Built This - Asheville**  
**Commission Super Powers**  
**Native American Stone Structures**



# Conference Session Descriptions

Sunday, October 5

2:45-7:00

## Curated Preservation at Biltmore Experience

***Kick off this year's annual conference with an exclusive specially curated Preservation at Biltmore Experience, sponsored by our friends at Biltmore!***

The Biltmore Preservation Team and Museum Services Staff will lead guests on an exclusive preservation-themed tour that begins with the impact of Hurricane Helene on Biltmore's gardens and landscapes, the immediate and longer-term response, and restoration/renovation of the main entrance. Guests will then tour the first floor of the house, with informative highlights to include the Grand Staircase Project; design, construction and collections move to the new Preservation Storage Facility; Biltmore House and Home Grounds Historic Structures Report; Smoking and Gun Rooms Restoration; interpretive strategies for immersive and inclusive storytelling, and Library/Archives preservation and management; and discussion of archaeology, agriculture, and sustainability at Biltmore. End the tour with a special reception in the Stable Courtyard, featuring a selection of Biltmore's award-winning wines.

***This special experience is limited to just 75 attendees, so don't miss this opportunity to see Biltmore from a preservationist's perspective!***



Monday, October 6

**Unless otherwise noted, all sessions on Monday and Tuesday will be held at Central United Methodist Church, 27 Church Street, Asheville.**

8:30-9:30

## REGISTRATION OPENS | Coffee & Conversation

Enjoy coffee and networking with light morning refreshments from Equal Plates Project, a local nonprofit that addresses food insecurity and supports local farmers.

9:30-10:00

## PLENARY: Welcome to Asheville!

***Mayor Esther Manheimer & Kevan Frazier, Author, Legendary Locals of Asheville***

Speakers will orient you to Asheville & give a broad architectural overview.

10:00-10:45

## MARION S. COVINGTON KEYNOTE ADDRESS

***Lori Ferriss, AIA, PE, Co-Founder and Executive Director of Built Buildings Lab***

Lori Ferriss will review how historic preservation is at the forefront of climate change action through the architecture, materials, and design of historic places. An Asheville native, Lori is an internationally recognized expert in leveraging existing and historic buildings toward a sustainable, resilient, and equitable future. Her award-winning work as an architect, structural engineer, conservator, and educator combines broad policy development with deep technical insights to harness the existing built environment as a climate solution. Prior to founding Built Buildings Lab, she was a Principal at Boston-based design firm Goody Clancy, where she founded the Regenerative Renewal practice that re-envision architecture at the intersection of decarbonization and heritage. She is a co-developer of Architecture 2030's CARE Tool, which estimates the carbon benefits of reusing and retrofitting buildings. The AIA recognized Lori with the Young Architect Award for expanding the role of architects while elevating building reuse as a prime strategy to combat climate change.



11:00-12:45

Concurrent  
Field  
Sessions

Repeated on  
Tuesday,  
Unless  
Otherwise  
Noted

**FIELD SESSION: Albemarle Park Neighborhood (Trolley/Walking)**

**Jessie Landl, Executive Director, Preservation Society of Asheville**

Slip on your walking shoes and join staff members from the Preservation Society of Asheville and Buncombe County (PSABC) for a suburban amble through this fascinating community. Established around 1898, the neighborhood followed construction of the towered Lodge and "The Manor," a rambling shingled hotel evocative of England. On the hill that rises behind The Manor are picturesque cottages that were listed on the National Register in 1978 as a rare example of a resort community. *The trolley will take you from downtown to Albemarle Park where participants will walk through the hilly neighborhood. LIMIT 30*

**FIELD SESSION: Montford Historic District (Trolley/Walking)**

**Sharon Fahrer, Guide, History@Hand**

Time travel with us through the historic Montford neighborhood. A snapshot in time from 1890-1925, it is one of Asheville's local historic districts with eclectic architecture from Victorian to Arts and Crafts and lots of Richard Sharp Smith. We will also see Highland Hospital and its castle with a flying buttress. Maybe even peek into one of the areas Bed and Breakfast Inns. We will talk about the neighborhood's life cycle of "boom to bust and back again. *The trolley will take you from downtown to Montford where participants will walk through the neighborhood. LIMIT 30*

**FIELD SESSION: Downtown Revitalization with GBX (Walking)**

**Antonin Robert, Principal, President of Community Development**

**Jack Newton, Senior Manager of Community Development, GBX Group LLC**

Preservation easements have made important contributions to the historic character of downtown Asheville. Join us on a walking tour of Biltmore Avenue to learn how preservation easements have guided preservation in the city center. GBX leaders Antonin Robert and Jack Newton will guide us from Pack Square past the Mast General Store and City Bakery, and point out critical protected viewsheds that have helped preserve the character of this city of great buildings and broad vistas. *LIMIT 20*

**FIELD SESSION: Flat Iron Building (Walking)**

**Jeff Elstro, General Manager, The Flat Iron Hotel**

**Philip Woollcott, Managing Principal at JPW Development**

Asheville's iconic Flat Iron Building was erected in 1925-26 to designs by architect Albert C. Wirth. The Neoclassical Revival style building features a limestone facade of arched windows and a heavy modillion cornice. Used as an office building for almost 100 years, in 2018 developer Philip Woollcott began its conversion for use as a boutique hotel using Historic Tax Credits. Explore this fascinating project, including the preservation of the original terrazzo floors, marble wainscoting, pink marble staircase, and historic elevator cabs. Don't miss the stylish speakeasy bar in the basement! *LIMIT 20*

**FIELD SESSION: Black Architectural History on "The Block" (Walking)**

**Katherine Cutshall, Archivist and Public Historian, Buncombe Co. Special Collections**

During the Jim Crow Era of racial segregation, the Eagle Street neighborhood was Asheville's Black business district that held many of the community's most important institutions. Join us for a walking tour of "The Block," a community that once included Black-owned stores, hotels, restaurants, and a movie theater. Special stops are the iconic Young Men's Institute (YMI) of 1892, Mount Zion Missionary Baptist Church (1919), and the Asheville Supply and Foundry Building (1915) that is now a popular hotel. *LIMIT 25*

**FIELD SESSION: Grovewood Village (Trolley/Walking) Monday Only**

**Heath Towson, Proprietor/Chief Historian, Mountaineer Motor Tours.**

Learn about the history of one of the largest fleece to finished fabric production facilities in North America: Biltmore Industries. Located just north of the Grove Park Inn, you will learn how a weaving and wood carving business with humble origins on the grounds of the Biltmore Estate grew into an internationally known weaving business. However, the history of Grovewood is not all that it seems and during the tour, you will explore expanded themes that will pique your curiosity with history and objects on display! *The trolley will take you from downtown to Grovewood Village where participants will walk around the village. LIMIT 30*

12:45-2:00

**LUNCH ON YOUR OWN IN DOWNTOWN ASHEVILLE**

2:00-3:00

Concurrent  
Educational  
Sessions

**SESSION: Rendered Small: American Folk Art Buildings**

**Steven Burke, Collector and Curator, American Folk Art Buildings**  
**Introduction by George Briggs, Founding Director, NC Arboretum**

From mostly the mid-19th to mid-20th century, largely anonymous Americans rendered small buildings and structures of real or imagined communities with passion, skill, and architectural imagination: houses and churches, factories and castles, follies and bridges and stores, and more. Made for known and unknown reasons, they yield a remarkably unexplored area of American material culture and architectural history. The nation's largest private collection, gathered since 1984 by Steven Burke and Randy Campbell in Hillsborough, uniquely combines history, values and culture, and the will of makers.

**SESSION: Bugs, Cracks, and Mold! Solving the Root Cause**

**Jonathan Gach, Owner, The Building Science Detectives**

This session dives into the dirty secrets of old buildings—bugs, cracks, and mold—and why they keep coming back. With real case studies and sharp wit, Asheville native Jonathan Gach unpacks how to stop chasing symptoms and start fixing root causes.

**SESSION: Funding for Preservation**

**Mary Fernandez, Program Coordinator, National Trust for Historic Preservation**

Learn about funding opportunities available through the National Trust for Historic Preservation in this informative session led by Trust staff. The presentation will highlight successful North Carolina grant recipients and share their preservation stories. Gain practical tips and guidance for preparing strong and competitive grant applications.

**SESSION: What's Next? Interpreting Preserved Spaces and Histories at Historic Sites**

**Amelia Golcheski, Executive Director, Cashiers Historical Society**

**Kyle Booker, Curator, Charlotte Museum of History**

**Cheralyn Lambeth, Lead Interpreter/Special Projects Coordinator, Historic Rosedale**

What happens after you preserve a building, and assemble and catalogue a collection? Our panel of speakers will discuss the challenges and possibilities of adapting reused spaces for interpretive sites. We'll explore several regional case studies including the Hampton Schoolhouse in Cashiers, NC.

3:00-3:30

**REFRESHMENT BREAK**

3:30-5:00

**PLENARY: 2025 Honor Awards Presentation**

Celebrate Preservation North Carolina's 2025 Honor Awards Recipients!

**GERTRUDE S. CARRAWAY AWARDS OF MERIT**

**Dix Park Conservancy, Raleigh**

*For the Stone Houses Restoration*

**Philip Woolcott, JPW Development, Asheville**

*For the Rehabilitation of the Flat Iron Hotel*

**Scott and Amanda Miller, Mount Pleasant**

*For the Rehabilitation of the Henderson-Barrier House*

**High Point Preservation Society**

*For the Oakwood Cemetery 1925 Gates & 1927*

*Gatekeeper's Cottage Rehabilitation*

**Preservation Society of Asheville &  
Buncombe County**

*For Hurricane Helene Recovery Initiatives*

**Charlotte Museum of History**

*For the Save Siloam School Project*

**James and Amanda Keith, Burnsville**

*For the Rehabilitation of the NuWray Hotel*

**ALEXA AYCOCK GRASSROOTS LEADERSHIP AWARD**

**Leslie Brians - Pines Preservation Guild**

**DEWAYNE H. ANDERSON SR. AWARD FOR HOUSING**

**David Maurer, AIA**

**MINNETTE C. DUFFY LANDSCAPE  
PRESERVATION AWARD**

**Heath Massey and John Mitchener For Playmore  
Landscape Preservation**

**L. VINCENT LOWE, JR. BUSINESS AWARD**

**CT Wilson Construction**

**STEDMAN INCENTIVE GRANT**

**Warren County Community Center**

**ROBERT E. STIPE PROFESSIONAL AWARD**

**Clay Griffith**

**RUTH COLTRANE CANNON AWARD**

**Joseph K. Oppermann and Langdon E. Oppermann**

5:00-7:00

#### WELCOME RECEPTION AND WALKING TOUR

Join us at The Foundry, one of downtown Asheville's most sophisticated historic hotels, for a light reception. Then explore some of North Carolina's most diverse examples of early 20th century urban architecture, including the YMI Cultural Center, art galleries, and more. Enjoy sunset views from the rooftop of The Biltmore Building, Asheville's modernist legacy of renowned architect I.M. Pei.

7:00

#### DINNER ON YOUR OWN

8:30-9:30

#### YOUNG PRESERVATIONISTS AFTER-PARTY

Tuesday, October 7

8:00-9:00

#### REGISTRATION OPENS | Coffee & Conversation

Enjoy coffee and networking with light morning refreshments from Equal Plates Project, a local nonprofit that addresses food insecurity and supports local farmers.

#### PAN MEMBER NETWORKING EVENT: Sponsored by The Mast General Store

Meet and greet fellow members of PNC's Professional Associates Network and PNC staff at the historic Mast General Store's downtown Asheville location.

#### FIELD SESSION: Albemarle Park Neighborhood (Trolley/Walking)

##### **Jessie Landl, Executive Director, Preservation Society of Asheville**

Slip on your walking shoes and join staff members from the Preservation Society of Asheville and Buncombe County (PSABC) for a suburban amble through this fascinating community. Established around 1898, the neighborhood followed construction of the towered Lodge and "The Manor," a rambling shingled hotel evocative of England. On the hill that rises behind The Manor are picturesque cottages that were listed on the National Register in 1978 as a rare example of a resort community. *The trolley will take you from downtown to Albemarle Park where participants will walk through the hilly neighborhood. LIMIT 30*

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##### **Sharon Fahrer, Guide, History@Hand**

The best way to explore the city is by foot! Located north of downtown, Montford began in the 1890s as an autonomous village, but was absorbed into Asheville in 1905. Characterized by curving streets lined with Queen Anne, Shingle-style, Craftsman, Tudor, and Colonial Revival style houses, its distinctive architecture was recognized to the National Register in 1977. Join our guide on a walking tour to learn the early history and recent challenges in keeping this important and historic neighborhood intact. *The trolley will take you from downtown to Montford where participants will walk through the neighborhood. LIMIT 30*

#### FIELD SESSION: Downtown Revitalization with GBX (Walking)

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##### **Jack Newton, Senior Manager of Community Development, GBX Group LLC**

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**FIELD SESSION: Smith-McDowell House (Trolley/Walking) Tuesday Only**

***Board of the Asheville Museum of History***

This rare example of a mid-nineteenth century brick house in western NC documents the earliest European settlement and participation in the slave economy. The house was converted for school uses in the 1950s, followed by a period of neglect. Later, the house was leased by the Western North Carolina Historical Association and restored for use as a museum which opened in 1981. Recently, the house was purchased by the Association and the museum narrative was revised to include a broader scope of history. This session will meet at the museum to explore the evolution of this site, its dynamic new mission, and its current exhibit on architects and their buildings.

**10:15-10:45**

**REFRESHMENT BREAK**

**10:45-11:30**

**PLENARY: Preservation Year in Review**

***Dr. Darin Waters, Deputy Secretary of the Office of Archives & History***

***Ramona Bartos, Historical Resources Director, NC DNCR***

***Benjamin Briggs, President & CEO of Preservation NC***

Join leadership from Preservation NC and the State Historic Preservation Office to hear about ongoing projects around the state. Election of board officers will also occur during this time as part of Preservation NC's annual business meeting.

**11:30-12:15**

**PLENARY: Legislative Advocacy Panel Discussion**

***Senator W. Ted Alexander, NC Senate District 44***

***County Commissioner Terri Wells, Buncombe County District 2***

**12:15-1:00**

**CONFERENCE LUNCHEON**

**1:00-2:00**

Concurrent  
Educational  
Sessions

**SESSION: Design Process - What's Wrong With My Building?**

***Amanda Brown, Senior Project Manager***

***John Bennett, Structural Engineer, Bennett Preservation Engineering PC***

Bennett Preservation Engineering is a structural engineering firm focused exclusively on historic preservation. This presentation will walk-through the design process, beginning with the evaluation and report phase, and explaining the subsequent steps of drawings and specifications, and the construction phase. Case studies will be used to explain the steps of the design process.

**SESSION: Cultural Heritage Tourism**

***Dr. Mark Pickel, History Research Fellow, University of Birmingham International Centre for Heritage***

Based on the findings of original research of cultural heritage sites in the US, UK, and Germany, this presentation explores how visitors engage with cultural heritage sites and the effect of a visit on their human dignity. Through this lens, it becomes evident that heritage sites can be places of grounding, reflection, learning, healing, and gratitude. A novel transformational humanistic leadership approach is offered for university students, public history scholars, and heritage site leaders to lead with a defined purpose, ethos, principles, and strategies designed to support human dignity and societal healing through the power of cultural heritage.



**1:00-2:00**

Concurrent  
Educational  
Sessions

**SESSION: Historic Black Structures & Community**

***Lisa Mozer, Author, Weathering Preservation: Statesville's Black Historic District and Landmarks***

What began as a personal task in genealogy in Iredell County grew to advocacy by descendants of a "freedmen community." Ongoing efforts to identify and save several endangered historical sites are underway to bring state and national recognition to landmarks and an amazing local history of freedom. This shared experience focuses on Statesville's history, but reflects the challenges and breakthroughs experienced around our state in researching and saving early African American history.

**SESSION: Defining Borders of your Historic Community**

***Emma Grace Sprinkle, Jenrette Fellowship in Historic Preservation***

When historic preservation professionals define boundaries of a historic district, we are typically informed by our careful historic research, the integrity of the resources within, and everything in between. But what about speaking with people who live in a community about how they see the boundaries of their historic community? This session is based on Emma Grace Sprinkle's 2023 graduate thesis research on this topic and her experience working as a consultant in North Carolina in the two years since graduate school. The session will conclude with a discussion between the speaker and the audience about engaging with people about places important to them for the creation of boundaries.

**2:00-2:30**

**REFRESHMENT BREAK**

**SESSION: Easement Essentials: Small Towns and the Big City**

***Antonin Robert, Principal, President of Community Development***

***Jack Newton, Senior Manager of Community Development, GBX Group LLC***

***Jessie Landl, Executive Director, Preservation Society of Asheville***

North Carolinians know about easements! Our state has a 50-year history of preservation easements. This discussion will focus on different applications of easements with Main Street redevelopment in smaller towns, but also on how easements can help reimagine spaces in larger cities. Learn small-town strategies leveraging easements as redevelopment tools, as well as big-city tax strategies for large-scale protected projects.

**SESSION: We Built This - Asheville**

***Clay Griffith, Owner, Acme Preservation Services***

***Katherine Cutshall, Buncombe County Special Collections Manager***

PNC's traveling exhibit, We Built This, was launched in 2022 to inform the public about the contributions of Black builders and architects throughout our history. Asheville has a storied architectural history of big names and ambitious projects, but few know builders such as James Vester Miller, a prominent contractor and one of the most important builders in Western NC. What stories of Black history can be shared to provide a more accurate representation of this community's architectural history? Join us to find out!

**2:30-3:30**

Concurrent  
Educational  
Sessions

**SESSION: Commission Super Powers**

***Stewart Gray, Historic Landmarks Department, Mecklenburg Co.***

***Michelle McCullough, Winston-Salem/Forsyth Co. Planning & Development Services***

***Michelle Michael, Town of Wake Forest Long Range Planning Division***

This panel of esteemed veteran staff of established flagship historic preservation commissions will share their experiences and insights and apply special considerations and best practices for newer commission staff and volunteer commissioners. Particular challenges they have experienced can be valuable lessons among professional peers! This session will qualify for CLG credits for through the SHPO.

**SESSION: Native American Stone Structures**

***Dan Pezzoni, Architectural Historian, Landmark Preservation Associates***

North Carolina is home to thousands of stone structures built by Native American peoples in centuries past. The structures are ritual (as opposed to utilitarian, like fish weirs), and include such forms as piles, stacked cairns, rings, lines and "walls," and effigies. Postcontact European commentators like Richard Traunter (1698), John Lawson (1700-01), and William Bartram (1775) encountered the structures and recorded native interpretations. Though field-verified structures in the state are currently few in number, there is every indication North Carolina is as rich in this class of material culture as the adjacent states of Virginia, Tennessee, and Georgia.

Conference Concludes