

THE PRESERVATION EDUCATION INSTITUTE
A Division of Historic Windsor, Inc.
PO BOX 1777, 54 MAIN STREET
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www.preservationworks.org

THE BUSINESS SIDE OF PRESERVATION
Certificate Program Requirement
November 4-5, 2010

Today's extreme economic climate is changing your work and business. Are you in control of the change? Learn how to shift your business and career out of the Fast/Things/Cheap wasteland of the Consumer Economy, into the realm of LowCost/Good/Relationships, where people help each other care for historic buildings.

As any small business person knows, well planned and executed management of the business is crucial, regardless of how knowledgeable and skilled the owner or crew. In the working world of historic preservation, assessing and planning for the risk of unknown variables inherent in the buildings we save, can make or break a business. The instructor will review assessing unknown variables, assembly of planning teams when confronting conditions that baffle, and proven tests and methods that lessen the work in estimating costs and solving problems. When an assessment reveals the worst; knowing how to help the client cope, may make the difference between getting and losing the job. The instructor will outline suggestions for phasing projects over a period of time. Our field demands certain ethical standards; the instructor will review how to convey the importance of such standards to clients.

Students will be challenged to develop their own personal mission statements for their careers. The instructor will outline a process of tracking one's own personal work. For example, how much time does it take you to complete a specific task? He will illustrate the importance of record-keeping for time taken and products used that reflects your preferences.

Instructor: John Leeke is a preservation consultant from Portland, Maine. John helps owners, tradespeople, architects, and contractors understand and maintain historic buildings. He has been and still spends a good part of his time "with hammer in hand". He is a frequent lecturer for APT International, The National Trust for Historic Preservation, and the Traditional Building Exhibition and Conference.

Learning Objectives : After participating in this course, students will be able to

- Apply commonly accepted ethical standards for conservation work
- Assess unknown variables
- Assemble a planning team when confronting conditions that baffle,
- Conduct proven tests and methods that lessen the work in estimating costs and solving problems.
- Improve client relations

- Improve project management
- Improve bidding and estimating
- Expand computer use and software for work applications; and
- Prepare better business plans and business objectives

Date: November 4-5, 2010
Time: 9:00 AM – 5:00 PM daily
Location: **Windsor, VT**
Cost: HWI member/government staff: \$225
 Others: \$250—Includes lunch daily and text, John Leeke's Managing Maintenance
Lodging: Lodging including breakfast is available Tuesday through Thursday at a rate of \$125 per person. Please mention that you are a workshop participant to get this special rate.

Right now you can join preservation tradespeople from around the country in the ongoing Business Side discussion at John's website: <http://historichomeworks.com/forum/viewtopic.php?p=7567> where you can participate with John in developing the content for this workshop to assure it covers what you need to know. Three live internet video conferences will be held leading up to the November workshop starting in August, all announced at the link above. There is no cost for the discussion and video conferences.

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