



CALIFORNIA PRESERVATION FOUNDATION



SUMMER 2009

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One of the areas to be focused on, thanks to the Partners in the Field Grant—Grass Valley.

CPF Awarded Matching Gifts Challenges

As CPF continues its work in promoting education, advocacy and awareness of preservation issues in California, we've been fortunate to garner support from a variety of like-minded groups and individuals.

CPF recently received two major gifts to help us continue our growth, extend our reach, and further our important preservation mission. Each of these generous gifts come with a challenge to our members, supporters and donors to help CPF meet the respective matching gift amounts.

Gift Challenge No. 1

The first is from an anonymous donor who has provided a series

of major challenge gifts within the past five months as follows: \$75,000 gift (received in November 2008) and two subsequent \$50,000 matching gifts. All these generous gifts are earmarked to support our advocacy and education programs and are a challenge to our community to support and maintain CPF's growth.

Both \$50,000 gifts must be matched, dollar for dollar, one by end of year 2010 and the other by end of year 2011.

Our anonymous donor's vision is for this challenge campaign to evolve into an ongoing major donor program to support CPF's leadership role and expanded impact on historic preservation and protection.

Gift Challenge No. 2

CPF has been awarded a \$150,000 "Partners in the Field" Grant from the National Trust for Historic Preservation. We are especially proud of this gift as CPF was one of only three organizations that were selected to receive the full amount requested in 2009!

This gift must be matched dollar for dollar, with minimum gifts of \$10,000 pledged over a three-year period.

The vision for this challenge is to create a sustaining major donor program in support of CPF's pivotal place in effective preservation and protection.

The "Partners in the Field" grant is part of a larger gift of

Continued on page 5

Note from the Executive Director

We have some wonderful news to share with you! CPF has been selected to receive a grant from the National Trust for Historic Preservation's "Partners in the Field" program. We were informed in February that we were one of the successful applicants for this grant (one of two in California), but held off on the announcement until the conference. The good news doesn't stop there. At the end of 2008, we received three major gifts from an anonymous donor who made a \$75,000 unrestricted gift and two \$50,000 challenge gifts for the years 2010 and 2011 to support education and advocacy work in California.

These are significant gifts that will change the direction of the foundation. The CPF Board and staff have been working toward building a major gift program to support our educational programs and advocacy work and the good work is paying off. While we are making strides toward seeking and sustaining major gifts, we have seen the effect of the economy on our membership number. These are challenging times and the economy has had an effect on each of us in some way, but this also provides us with an opportunity to try new programs.

Success is not accidental. We are creating new levels of membership benefits to enhance each member's contributions. CPF is continuing to update

and execute our strategic plan, implement the recommendations of our organizational audit performed as a case study by a group of MBA students from UC Berkeley Haas School of Business. The board and staff have received training on fundraising through the National Trust for Historic Preservation's "Better Boards" program and have held a one day retreat with fundraising consultant Lisa Hoffman to support the board and staff effort to seek major gifts. We're off to a roaring start!

The 34th annual California Preservation Conference in Palm Springs was an enormous success. Over 600 people attended the conference with 6 educational tracks, 8 tours and special events in spectacular venues. The post-conference evaluations are in and the overwhelming sense is this was a phenomenal conference! Most of our activities are dependent on volunteer support. From the committee members to the speakers to the conference volunteers—our conference could not occur if we did not have the support and commitment from hundreds of dedicated individuals. We extend our thanks to the extraordinary chairs of the committees: Beth Harris, Board Liaison; Sidney Williams, Steering Co-Chair; William Kopelk, Steering Co-Chair; Gail Ostegren, Program Co-Chair; and, Rich Sucre, Program Co-Chair. The evaluations are in and they



Executive Director Cindy Heitzman

support the fact that this was a stellar conference.

We are continuing to provide outstanding educational programs and showcase the best preservation projects in California through our Preservation Design Awards. Mark your calendar: the Preservation Design Awards will be held on September 19th at the Mark Hopkins Intercontinental Hotel in San Francisco. It is an evening of celebration and inspiration. We hope you will join us.

There is so much to say and tell our members about the good work we are doing and what lies ahead. We have just hired our newest staff member: Corinne Ingrassia, formerly with the National Trust Community Investment Corporation. Corinne is heading-up our education programs as the Education Services Director. We invite our members to contact us and share your ideas for new educational programs. And in the not-too-distant future we expect to hire the next staff professional to put two more feet on the ground with the "Partners in the Field" program.

A handwritten signature in dark ink, appearing to read "Cindy Heitzman". The signature is fluid and cursive.

The Culture of Leisure—Rethinking the California Dream

Over 600 people attended the 34th Annual California Preservation Conference

By Cindy Heitzman

A year and a half of planning, over 100 volunteers and a spectacular setting yielded one of the most exciting and well attended conferences in CPF's history. The Cities of Palm Springs and Rancho Mirage and California State Parks provided lead support for a conference with 38 educational sessions, seven tours and numerous special events at some of the most spectacular venues in the Coachella Valley.

The conference highlights included the opening reception at the Abernathy House (1962, William Cody), the President's Circle reception at the Ship of the Desert, the Three Minute Success Stories at the O'Donnell Golf Course and the Closing Party at the spectacular Smoke Tree Ranch. The conference opened with presentation by Anthea

CPF Heads for the Hills...

The Sierra Nevada takes center stage at the 2010 California Preservation Conference: The Sierra Nevada—Preserving a Sense of Place.

Mark your calendar for the 2010 California Preservation Conference: May 13-16, 2010 in Grass Valley and Nevada City. Look for special features about the conference and NevadaCounty in upcoming newsletters, e-mail bulletins, and on our website.

Hartig, Ph.D., National Trust for Historic Preservation, Wayne Donaldson, FAIA, State Historic Preservation Officer and the keynote speech by Donovan Rypkema, Place Economics.

Conference Programs Chairs Rich Sucre and Gail Ostergren worked with a stellar committee to create an educational program that integrated local issues and statewide issues in preservation to deliver a comprehensive program in the areas of local character, preservation basics, modernism, politics of preservation, preservation technology and sustainability. Local tour chairs Mary Jensen and Robert Imber created a series of tours that opened doors to some of the most exclusive sites in Palm Springs and the Coachella Valley. Conference Steering Committee Chairs William Kopelk and Sidney Williams kept the overall conference planning engaging and delivered one of the best attended and highest rated conference in a decade. Vice President of Development Beth Harris, Ph.D., provided leadership and a connection between the board and the committee to ensure that CPF's mission was achieved. Everyone did a stellar job.

There are so many individuals who contributed to the success of this conference. Please visit our website to see conference photos and a complete list of committee members and others who had a role in creating one of the finest programs that CPF has hosted.



Top: Cary Grant's House, on the Spanish Revival Tour.

Bottom: Opening Reception at the Abernathy House.

Photos © Gregg Felsen.

Recent Legislation Enables Affordable, Energy-Efficient Upgrades To Historic Building Owners

By Mark C. Huck, AIA, LEED
AP, Restoration Architect,
Office of Historic Preservation

Owning a historic property can be its own reward, but time and absent insulation are certainly making it an expensive place to heat and cool. Increasing awareness of climate change is turning the electric bill into a moral issue too. The building could use an energy efficiency retrofit, but the initial cost is prohibitively expensive. California has money to pay for photovoltaic cells on the roof, but that doesn't wash in a historic district. What other option does a historic building owner have?

California Assembly Bill 811 (AB 811) expands on existing provisions of the Streets and

Highways Code to allow cities to make loans available to property owners for the purpose of installing energy efficiency improvements or renewable energy. Signed into law July 21, 2008, it authorizes the legislative body of any city to designate an area wherein property owners may agree to contractual assessments to finance the installation of distributed generation renewable energy sources or energy efficiency improvements that are permanently fixed to the property.

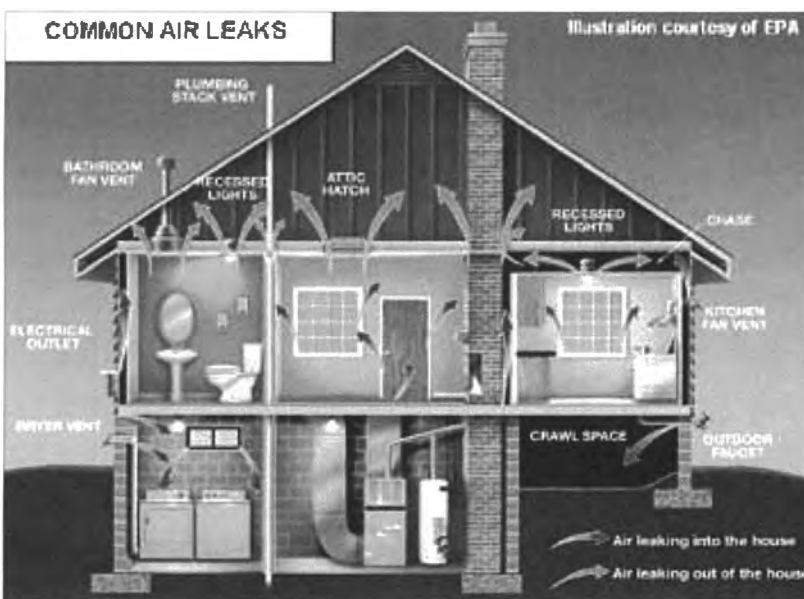
The legislation was created to allow a property owner to afford an energy upgrade, specifically stating that the upfront costs of energy efficiency improvements prevents property owners from making such improvements. The bill acknowledges that efforts

like the one the bill promotes are necessary to address the issue of global climate change.

Historic properties were always designed to work with the natural environment to passively keep its occupants comfortable. But neglect and poor or improper maintenance can conspire to decrease that comfort level. Historic property owners wishing to increase their building's energy efficiency are reluctant or unable to afford a \$750 diagnostic test for their homes to identify areas of outside air infiltration and thermal loss, or to correct these deficiencies for another \$8,000 and up.

The practical application of this bill allows property owners to finance their energy tests and repairs through the city, which

then assesses their property for the cost of the loan and adds a graduated payment to the property tax. If the owners should sell, the fixed improvements, the energy benefits, and the assessment remain with the property and the new owners. The loan is typically paid off over 20 years, but the comfort and energy savings are immediate!



Above: Diagram of air infiltration through a typical home.

Right, top: A blower door assembly in performance of infiltration testing.

Right, bottom: An infrared thermograph of a ceiling fan/light fixture.

26th Annual Preservation Design Awards— Save The Date!!

By *Corinne Ingrassia*

Mark the date! The 26th Annual Preservation Design Awards celebration will be held on Saturday, September 19, 2009, at the beautiful Mark Hopkins Intercontinental Hotel in San Francisco. As always, this event will be hosted in a fantastic historic location. Past venues include the Queen Mary in Long Beach, the Beverly Hilton in Beverly Hills, and the St. Francis Hotel in San Francisco.

New this year is a special networking happy hour reception at the Fairmont Hotel's Tonga Room to honor all preservation professionals. This happy hour is the perfect opportunity to meet

new like-minded professionals and catch up with colleagues.

The awards party attracts hundreds of preservation professionals ranging from architects, landscape architects, engineers, builders and developers, to government officials, historians, archeologists, and grassroots preservationists. The 2009 award winners truly represent our cultural and architectural heritage, from historic gardens to large scale commercial buildings to a children's playground. The Awards are a wonderful way to honor the best achievements in our field in a gorgeous historic setting.

See you in September!



Two of the 2009 PDA Winners.

Top: The Ford Assembly Building, Richmond.

Photo © Bill Hustache.

Bottom: Alameda Theater, Alameda.

Photo © David Wakely Photography.

Matching Gifts Challenge *Continued from page 1*

\$5 million to increase field services nationwide and to increase the fundraising capacity of preservation organizations across the country.

This gift is restricted for use in developing Field Services, a new program for CPF. CPF will hire a new staff person dedicated to providing Field Services to underserved areas in California.

The CPF Field Services program will deliver direct technical support to communities who need it. Those communities will be identified through an outreach and survey program.

To do this, CPF will first develop a survey of all planning departments in the state to determine the number of cities and counties with historic preservation programs. We will then begin to assess the level of technical assistance needed in California by region. With this information, CPF will develop a focused, strategic approach to providing field service in over a three-year period.

These Challenge Gifts are an investment in the growth and future of CPF, and we are going to meet this challenge! Our goals are achievable.

We are launching a three-year campaign to raise \$175,000. In the first two years (2009, 2010), we must raise a total of \$75,000. In 2011, the third and last campaign year, we must raise \$100,000.

These are both terrific opportunities to partner with CPF as we grow and become increasingly effective at preserving historic buildings and sites in California, ensuring a rich legacy for future generations.

We invite you to join us to raise the funds to meet these challenge gifts. Won't you step up today to help us meet the challenge?

Innovative HALS Methodology Developed for San Francisco Presidio Project

By Chris Pattillo, PGAdesign

Completed in 1936 as the southern access for the Golden Gate Bridge, Doyle Drive will be replaced by a parkway that crosses the northern rim of the San Francisco Presidio. Construction of the new road—a 1.2 mile section of Route 101—will impact an area that is rich in history dating to 1776.

The original adobe fort built by Spain in that year, later taken over by Mexico, was seized by American forces in 1848. A Civil War era fort was built here, and the Presidio has continued to play an important military role until recent years. Listed on the National

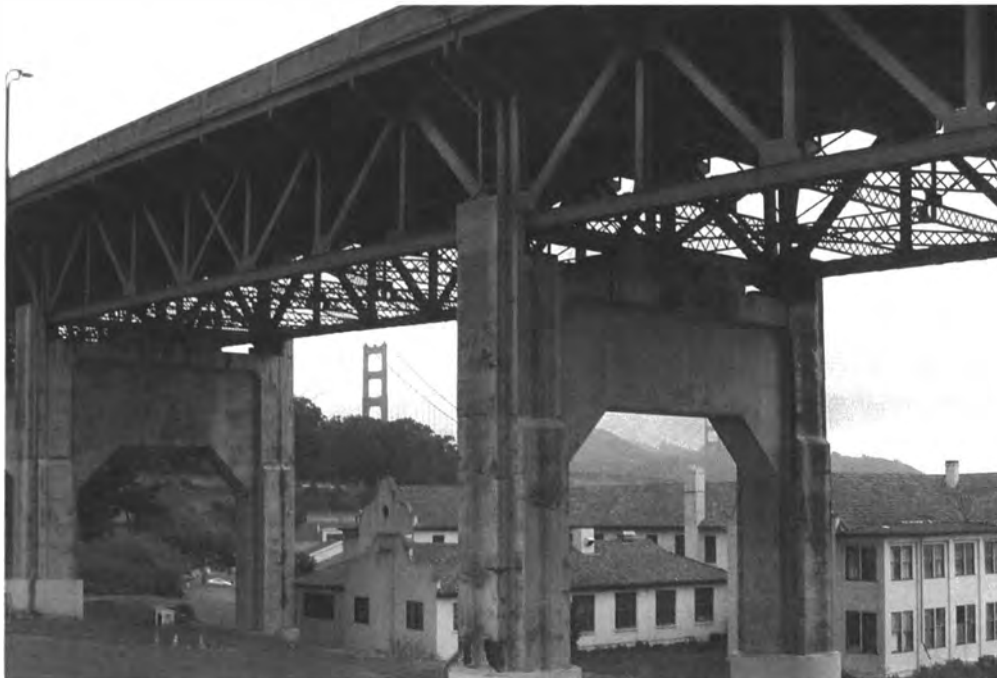
Register of Historic Places in 1966, the site deserved extensive documentation to record its historic features before they are modified, buried or destroyed during construction of the new parkway. Among the potentially impacted cultural resources are buildings, roadways, concrete batteries, stone walls, curbs, views and historic forests.

As part of project mitigation efforts, ICF/Jones & Stokes was charged with completing heritage documents under three programs: the Historic American Building Survey (HABS), Historic American Engineering Record (HAER) and the Historic American Landscape Survey (HALS). A relatively new

program, HALS is designed to record historic landscapes in three distinct ways: measured and interpretive drawings; written histories; and large format black and white as well as color photographs.

ICF asked PGAdesign, a 15-person landscape architect firm in Oakland, California, to produce the measured drawings. Discussion of an economic stimulus package had already been reported, raising the possibility that the Doyle Drive Replacement Project would receive federal funding. (Indeed, it was announced in March of 2009 that construction would begin a year earlier than planned.) Understanding the urgency of the situation, PGA principals Cathy Garrett and Chris Pattillo assembled a well qualified team and outlined a scope for phase one of the project, which was promptly approved by Caltrans, one of three entities administering the project.

PGA then began creating new methodologies for the project within a framework that provided limited precedents. After Congress created HALS in 2000, draft guidelines weren't finalized until 2005. Only three other sites have begun Level 1 (thorough) documentation in California and each is quite different in character than the linear Doyle Drive and its impact on eight historic periods. The result was that suitable models



View of Golden Gate Bridge framed by Doyle Drive structure.



Field crew recording existing conditions data.

were difficult to find. Our previous work on cultural landscape inventories (CLI) and reports (CLR), as well as our contributions to historic structures reports (HSR), provided some guidance. Our experience with HALS of three of the other California sites was also extremely helpful in meeting the challenge.

Settling on a scale of 1:20 as ideal for covering the irregular area of impact (varying from a narrow corridor on either side of the roadway to 2,000 feet in width at intersections), PGA decided to plot two sheets for each section. Softscape features like plants, topography and non-paved surfaces would be recorded on one of the sheets, and hardscape features on the other. Each sheet would be prepared by a two person team working in the field. Knowing that conditions and methodologies would evolve during the project, PGA avoided waste by plotting only enough sheets for one or two days in advance.

Without the benefit of time to test and refine the methodology, PGA's teams began working in an area that had already been scheduled for tree removal. There were some initial inconsistencies in recording methods, but we refined our process with each day's experience and found the teams to be efficient working groups. One person in each team drew features on the plan sheet while the other made notes on a field inventory form we had created for the project. The teams also helped us decide what to record—and how—while providing a greater degree of safety during work in overgrown areas hidden from view.

The working groups soon developed abbreviated notations that greatly enhanced the project's efficiency. Based on two existing surveys and field observations, the softscape team at first recorded a list of species for each sheet, assigned numbers, and noted the plant numbers on the plan sheets.

After a few days in the field, however, we were able to prepare a plant list of the species we had found. We then assigned two character acronyms for shrubs, perennials, ground cover and vines (Cotoneaster lacteus became CL, for example) and adopted a four character designation for trees (such as PR/MP for Pinus radiate/Monterey Pine). A printed plant list allowed the plan recorder to list the species on the plan, eliminating the need to prepare a field species list for each sheet on the inventory form.

The hardscape team developed a similar system of abbreviated codes for such features as curbs, stone walls, fences, furnishings, handrails and lights—in this case organizing them by type. Because many of the features occurred repeatedly, the simple notation "B1" could stand in for a very long entry like "Barrier, concrete 0'30" tall, 4'8" wide w/slightly peaked top, 9"x 6" sq. curb on the bottom on the road side, sometimes retaining, sometimes freestanding. (Doyle Drive detail—mimics proportions on Golden Gate Bridge)." A marked reduction in recording time was coupled with a greater consistency in the way features were recorded.

PGA's improved efficiency provided time for capturing greater detail. The hardscape

Continued on page 8

Innovative HALS Methodology Developed for Presidio Project

Continued from page 7

team used a GPS unit to take latitude and longitude readings for features hidden from view in aerial photographs, and therefore missing from the survey. These coordinates were recorded on the field inventory form. As part of the softscape team, meanwhile, I had an opportunity to observe the site as a whole while my partner, Cate Bainton, made her drawings. I recorded my impressions of



Doyle Drive pedestrian walk affords powerful views of the City of San Francisco.



Towering Monterey Cypress—one of three species planted in the historic forest.

what stood out in each piece of the Doyle Drive puzzle, trying to capture the character of the site in a way that would be useful in assembling the pieces of that puzzle for a reading of the complete landscape.

I also took 150 to 275 photographs during each day in the field, to augment the written record as well as Brian Grogan's official large format, black and white photography. I developed and refined a naming system for the digital photos, intended to assist in preparation of the existing conditions plans in the subsequent phase. Because this work would be done much later, in the office and out of sight of the physical field conditions, the extensive photographs would help drafters understand what should be depicted.

The quality of the initial work is doubly important in this case because there may be no

opportunity for a second look. Many cultural resources are documented and then retained, but the demolition of Doyle Drive is imminent. In fact, it may commence even before our HALS documents are complete. Failure to adequately record a feature could mean that it truly would be lost forever. Understanding the value and importance of HALS for a project like this, PGA placed the highest priority on careful planning for future needs and contingencies. It was the heart of PGA's innovations in methodology.

Next Chapter: Methodology Refinements and Mapping

Mission Statement

The California Preservation Foundation provides statewide leadership, advocacy and education to ensure the protection of California's diverse cultural heritage and historic places.

CPF's Board of Trustees Presents the 2009 President's Awards

The CPF Board of Trustees presented the President's Awards to seven recipients during the 2009 California Preservation Conference in Palm Springs. Preservationist of the Year was presented posthumously to architect Martin Eli Weil for lifetime achievement. Martin was active in local and national preservation organizations and is known for his scrupulous attention to detail. His work reads like a "who's who" of historic buildings: Pasadena City Hall, Watts Towers, El Capitan Theatre, Storer House, Hollyhock House, Villa Riviera and many others.

Modernism was on center stage with awards presented to two organizations committed to preserving significant Modern and 20th Century Vernacular

architecture. The Los Angeles Conservancy's Modern Committee received an award for raising awareness of Los Angeles' historic built environment. The Palm Springs Modernism Week Committee received an award for holding Modernism Week, a nine-day collection of activities, tours and a show of vintage "Modern" collectibles in Palm Springs.

The Da Camera Society of Mount St. Mary's College was honored for 26 years of hosting world-class music ensembles in historically and architecturally significant buildings. The Society brings music into the lives of low-income and diverse audiences of young people, seniors, the disabled and disadvantaged. The San Francisco Port Authority received an award

for creating the San Francisco Embarcadero National Register Historic District, the largest and most important assemblage of historic port structures in America.

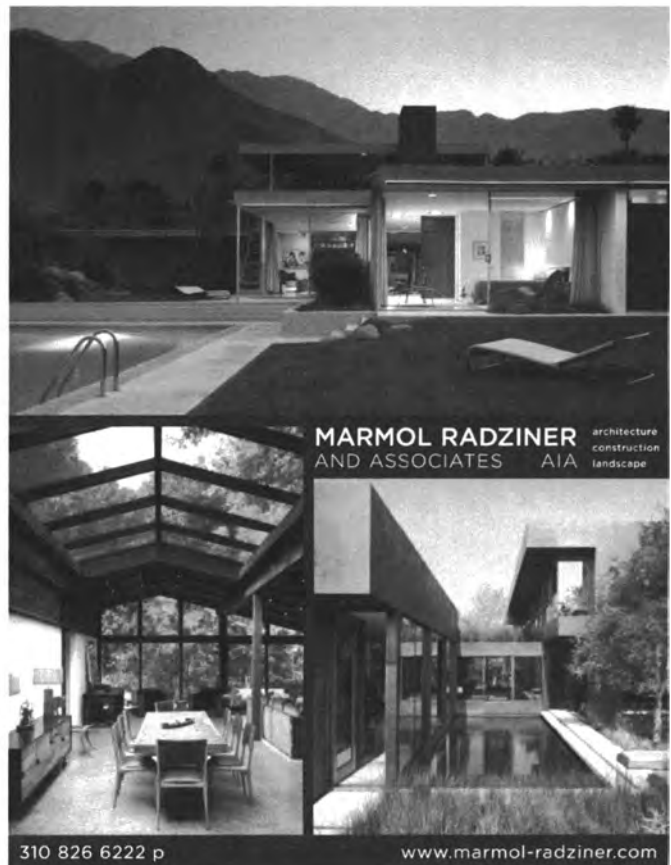
Wrapping up the awards were tributes to the contributions of architects William Krisel, FAIA and Donald Wexler, FAIA. William Krisel spent a lifetime designing homes with a distinctive Southern California aesthetic and he remains one of the State's masters of modern architecture, responsible for introducing modern design projects to the masses in Palm Springs and Los Angeles. Donald Wexler was honored for his influential design and development in Palm Springs, using light gauge steel and glass in architecture and construction.

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From Postage to Performing Arts: The Rebirth of an Historic Landmark

By Amy Phillips



*The Grand Hall of the
Beverly Hills Post Office.*

Photo © Tavo Olmos

"We believe the building will begin to grow old gracefully and we sincerely hope and trust that time will add that certain element to make this work of increasing pleasure to the citizens of this community."

Architect Ralph Flewelling's comments about his soon-to-open Beverly Hills Post Office in April, 1934.

Well, Mr. Flewelling, you would be proud.

The Historic Beverly Hills Post Office, a structure built to last for generations, is now part of an adaptive re-use project that will become the Wallis Annenberg Center for the Performing Arts. This treasured landmark building, listed on the National Register of Historic Places in 1985, will be preserved and rehabilitated to become a public

venue once again while maintaining its beauty and elegance as a former federal building.

Adjoining the historic post office will be a new contemporary 500-seat, state-of-the-art jewel box theater that will have on its stage quality professional performances of theater, dance, music and children's theater. The Wallis Annenberg Center will honor the

rich legacy of the Beverly Hills Post Office by becoming a center of creativity for Beverly Hills and Greater Los Angeles.

Award-winning Zoltan Pali from Los Angeles-based SPF: architects is leading the design of the project. "The Wallis Annenberg Center fuses the highest aspirations of architecture and community, namely those ideals of love, beauty, and art", says Pali. The American Institute of Architects Los Angeles (AIA/LA) honored the Annenberg and Pali with its prestigious NEXT LA Award and the LA Business Council bestowed its "Best Unbuilt –Civic" Award upon the project.

Facing Santa Monica Boulevard, also known as the famed Route 66, this Italian Renaissance-styled post office was the vision of then Honorary Mayor Will Rogers. Under Franklin D. Roosevelt's administration, the government allocated \$300,000 to build the post office, a result of Will Rogers' impassioned lobbying. Above the three main entrance doors, the words "Enlightenment, Communication and Co-Operation" were etched long ago. As relevant as these

CPF 2009 Workshop Series

words were for a post office, they become even more meaningful and powerful as the building is transformed into a venue for the arts today.

The building's most famous feature is the stunning Grand Hall, replete with high vaulted ceilings, marble-clad walls, and rare fresco murals. One of the most exciting aspects of the post office's preservation is the conservation of the set of eight lunettes by WPA artist Charles Kassler. Kassler was commissioned in 1935 to decorate the walls of the interior Grand Hall with fresco murals depicting the creation of the mail service and views of modern life during the Depression. These eight lunettes are one of only two remaining fresco murals in California's federal building system and stand today as an impressive representation of another era.

The historic Post Office will be adapted to greet patrons and provide customer amenities for the center as well as have at its heart a theater conservatory for young people. In what was once a large postal sorting room, a 150-seat flexible studio/rehearsal space and three classrooms will be constructed. The building will also house theater production and support areas and administrative offices. The postmaster's suite,

complete with American walnut wood wainscoting, will become a dining/conference room.

When the Beverly Hills Post Office opened in 1934, there was a day of festivities that included vaudeville acts, orchestral performances, an 80-member UCLA band, a fashion show, an auto show, the release of carrier pigeons, a bathing "review" featuring models in rubber bathing suits and a city-wide parade. It was a celebration unlike any other that city had ever seen.

Although no birds will be released and rubber bathing suits are probably best left as relics of the past, the opening of the Wallis Annenberg Center for the Performing Arts will also be a highly anticipated event.

The combination of the magnificent post office building and a new welcoming, intimate 500-seat theater with first-class programming and a theater school for young people will surely be the right formula to keep the building alive for generations to come. When the Wallis Annenberg Center opens (a 2012 target date is planned), artists will once again walk the halls and the public will again be able to enjoy the beauty of not only this historic treasure but the magic that will take place upon the stage.

This summer, CPF continues a tradition of hosting educational and popular workshops covering a range of preservation issues. Our workshops feature a panel of distinguished speakers and include practical case studies and often tours. Be sure to sign up early, as many workshops sell out in advance.

Upcoming Workshops

California Historic Building Code

July 31, 2009 in Oakland

Co-sponsored by AIA, East Bay

Speakers: **Alan Dreyfuss**, *Wiss Janney Elstner*; **Mark Huck**, *Office of Historic Preservation*; **Arnie Lerner**, *Lerner & Associates Architects*; **Una Gilmartin**, *Wiss Janney Elstner*; **Monty Anderson**, *Cody Anderson Wasney Architects*; **Tim Brandt**, *Office of Historic Preservation*; more TBA.

California Historic Building Code

August 11, 2009 in Pasadena

Co-sponsored by Pasadena Heritage

Speakers: **David Cocke**, *Structural Focus*; **Tom Michali**, *M2A Architects*; **Peyton Hall**, *Historic Resources Group*; more TBA.

Advanced CEQA Topics

August 21, 2009 in Ventura

Speakers: TBA

Upcoming Events

California Historic Building Code
Workshop

Tuesday, August 11, 2009

Pasadena, California

Advanced CEQA Topics

Friday, August 21, 2009

Ventura, California

Preservation Design Awards

Saturday, September 19, 2009

Mark Hopkins Intercontinental Hotel

San Francisco, California

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5 THIRD STREET

SUITE 424

SAN FRANCISCO

CA 94103-3205