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**CALIFORNIA PRESERVATION FOUNDATION 35th ANNUAL CONFERENCE
WILL BE HELD MAY 12-15, 2010 IN NEVADA COUNTY**

**“Preserving a Sense of Place: The Sierra Nevada” Conference
Coincides with Amgen Tour of California**

San Francisco, CA -- (November 25, 2009) The 35th Annual California Preservation Conference titled **“Preserving a Sense of Place: The Sierra Nevada,”** is set to take place **May 12-15- 2010 in Nevada County in the communities of Grass Valley and Nevada City, California**

“Our 2010 annual conference will be an exciting and stimulating event featuring a variety of thought-provoking seminars that are designed to celebrate, illuminate, and advance the preservation and appreciation for the magnificent and legendary Sierra Nevada region,” said Cindy Heitzman, CPF executive director. “Coinciding with the Amgen Tour of California will also make this event especially exciting for our conference attendees.”

Among the conference highlights are more than 30 engaging sessions and workshops on a variety of issues pertaining to California’s historic, cultural and natural resources with. The sessions will feature over 100 speakers who are experts in their fields.

Over 30 seminars, panels and interactive workshops across 5 educational tracks, covering issues facing California’s historic, cultural and natural resources. This conference focuses on Sustainability and Economic Development. Tracks topics include:

Economic Development
Sustainability and Preservation
Heritage Tourism
Preserving Local Character
Local Government

The conference will also offer several **exclusive tours** that highlight Nevada County’s architecture, natural environment and history.

Special hosted events at Grass Valley’s and Nevada City’s most historic and stunning locations – venues include the Empire Mine, Del Oro Theater, St. Joseph’s Cultural Center, Miner’s Foundry, Holbrook Hotel, Grass Valley Elks Club, as well as many other notable sites.

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The 2010 will also feature appearances and keynote speeches from leading nationally-known figures. Past award recipients such as the Black Eyed Peas, Ry Cooder, Julius Shulman, Diane Keaton and numerous local and state leaders have appeared to inspire conference attendees. Past Conferences have featured keynote speakers such as California Governor Pete Wilson, Huell Howser, host of PBS "California Gold", Malcolm Margolin, founder and publisher of Heyday Books, Gail Dubrow, professor of architecture at University of Washington, Alan Hess, architecture critic for the San Jose Mercury News and Ruth Coleman, Director of California State Parks.

Registration can be completed online at: www.californiapreservation.org or by calling (415) 495-0349.

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