



Dear Friend,

The Los Angeles Conservancy is pleased to introduce to you our on-line **Preservation Resource Directory**. Whenever historic property owners hire a professional for maintenance, repair or construction—anything from fixing a leaky faucet to designing a new addition—many are consulting our Directory to find the right services and expertise.

As you know, older buildings can have special needs - we want to make sure that these structures get the best level of care so that we all can continue to enjoy and learn from them for generations to come. That's where you come in. Advertising your services in the new Directory will immediately link you with property owners looking for the person or firm to get the job done without compromising historic integrity.

In case you are not familiar with the Los Angeles Conservancy, you should know that we are the largest local preservation organization in the country, with more than 8,000 members. You may have heard about our efforts over the years to save buildings as diverse as St. Vibiana's Cathedral in downtown Los Angeles and the nation's oldest McDonald's restaurant in Downey. Since 1983, we've helped L.A. residents establish twenty-one historic districts called Historic Preservation Overlay Zones (HPOZs).

While many of our preservation battles are fought over high-profile buildings, there are hundreds of thousands of historic structures throughout the region - some grand and some humble - that undergo more routine battles requiring the special touch of someone who understands the importance of working with a building's character.

If you have the special knowledge and skills that these jobs require, we hope that you will advertise in the Preservation Resources Directory, which will be a prominent feature of the Conservancy's website ([www.laconservancy.org](http://www.laconservancy.org)). For just \$120 per year, you can share your expertise with owners from throughout the Greater Los Angeles area looking to hire professionals who can work on projects running the gamut from routine maintenance to major construction.

Here's a bit more about the Preservation Resource Directory:

#### **What We Offer**

- Our website receives 1,000s of unique visitors each month and we receive calls every day from owners looking for the right company to work on their historic buildings.
- The Preservation Resource Directory is prominently featured on our website and accessible to the public, free of charge.

- Your business will be listed according to your specialty (or specialties), including all contact information, a brief description of the work you do, and a link to your website.
- We will promote the Directory through our media contacts, our newsletter, and web-links from our colleague organizations throughout the area.

### **Who We're Looking For**

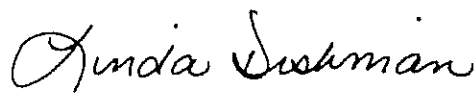
- Anyone who works on – and appreciates – historic buildings.
- All trades and professions involved with historic structures are welcome - building maintenance, repair, design, fabrication, finishes, sales, construction, and consultants.

### **What We Ask From You**

- \$120 a year puts you in the Directory and in front of thousands of potential customers (please note that this fee only provides advertising in the Directory – we hope that you'll also consider joining the Conservancy to enjoy membership benefits such as our bi-monthly newsletter and discounts for Conservancy events).
- Two references are required for recent jobs your company has completed on historic structures.
- Quality work – we expect your customers to be satisfied with your work and with your ability to successfully meet the special needs of historic structures. Substantiated customer complaints may lead to removal from the Directory.
- Return the enclosed Application Form, Reference Form, and Specialization Checklist, and enclose payment (check or charge) for \$120. If your references look good, that's it – you're in the Directory!

We look forward to hearing from you! Please contact Marcello Vavala at (213) 430-4217 or [mvavala@laconservancy.org](mailto:mvavala@laconservancy.org) if you have any questions regarding the Directory.

Sincerely,



Linda Dishman  
Executive Director



# Los Angeles Conservancy Preservation Resource Directory

## Application Form

Date: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

Professional license number: \_\_\_\_\_

How many years of experience do you (or your firm) have? \_\_\_\_\_

How many people do you employ? \_\_\_\_\_

What percentage of your work is devoted to historic structures? \_\_\_\_\_

What type of liability insurance do you have? \_\_\_\_\_

Has your firm worked with or for a preservation organization or historical society? \_\_\_\_\_

If yes, which one(s)? \_\_\_\_\_

### Payment Options

Please note that the fee for inclusion in the directory is not tax deductible.

I've enclosed my payment of \$120.00 by:

Check payable to Los Angeles Conservancy

Credit card:    VISA             MasterCard             American Express             Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ V-Code: \_\_\_\_\_

Name as on card \_\_\_\_\_

Signature \_\_\_\_\_



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## Specialization Form

1) Please provide a description of your services or products (please limit to 100 words or less – attach additional sheet if necessary):

2) Please check **all areas** in which your firm has expertise:

- |   |  |
|---|--|
| <input type="checkbox"/> Appraisals (historic properties)     | <input type="checkbox"/> Interior Design                             |
| <input type="checkbox"/> Archaeology                          | <input type="checkbox"/> Landscape Design                            |
| <input type="checkbox"/> Architects                           | <input type="checkbox"/> Landscape Maintenance                       |
| <input type="checkbox"/> Architectural Conservation           | <input type="checkbox"/> Lighting                                    |
| <input type="checkbox"/> Architectural Salvage                | <input type="checkbox"/> Masonry (brick, stone, terra cotta)         |
| <input type="checkbox"/> Art Conservation                     | <input type="checkbox"/> Metalwork                                   |
| <input type="checkbox"/> Cabinetry/Fine Carpentry             | <input type="checkbox"/> Neon Sign Restoration                       |
| <input type="checkbox"/> Chimney/Fireplace Maintenance        | <input type="checkbox"/> Ornament Replication                        |
| <input type="checkbox"/> Cleaning (carpets, rugs, upholstery) | <input type="checkbox"/> Painting & Wallpapering                     |
| <input type="checkbox"/> Concrete                             | <input type="checkbox"/> Pest Control                                |
| <input type="checkbox"/> Doors                                | <input type="checkbox"/> Photography                                 |
| <input type="checkbox"/> Drapes/Upholstery                    | <input type="checkbox"/> Plumbing                                    |
| <input type="checkbox"/> Electrical Engineer                  | <input type="checkbox"/> Preservation Consulting/Historical Research |
| <input type="checkbox"/> Electricians                         | <input type="checkbox"/> Real Estate Sales (historic properties)     |
| <input type="checkbox"/> Environmental Compliance/EIRs        | <input type="checkbox"/> Roofing                                     |
| <input type="checkbox"/> Façade Cleaning                      | <input type="checkbox"/> Seismic Retrofitting/Foundation Bolting     |
| <input type="checkbox"/> Fences                               | <input type="checkbox"/> Structural Engineer                         |
| <input type="checkbox"/> Film Locations/Scouting              | <input type="checkbox"/> Stucco/Plastering                           |
| <input type="checkbox"/> Fixtures/Hardware                    | <input type="checkbox"/> Tilework                                    |
| <input type="checkbox"/> Floors                               | <input type="checkbox"/> Tours                                       |
| <input type="checkbox"/> Furniture                            | <input type="checkbox"/> Waterproofing                               |
| <input type="checkbox"/> General Contractor/Carpentry         | <input type="checkbox"/> Window Fabrication                          |
| <input type="checkbox"/> Glass/Mirrors                        | <input type="checkbox"/> Window Repair                               |
| <input type="checkbox"/> Inspections                          | <input type="checkbox"/> Wood Refinishing                            |
| <input type="checkbox"/> Insurance (historic properties)      |  |



# Los Angeles Conservancy Preservation Resource Directory

## References

Please list two recent restoration projects that your firm has completed or supplied. We will check references to verify that your work reveals an understanding of the special needs of historic structures. Reference information is strictly confidential and will not be released to the public.

### Project One

Building name/location: \_\_\_\_\_

Project contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Original construction date (if known): \_\_\_\_\_ Style: \_\_\_\_\_

Description of work or materials supplied and date work was completed:

### Project Two

Building name/location: \_\_\_\_\_

Project contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

Original construction date (if known): \_\_\_\_\_ Style: \_\_\_\_\_

Description of work or materials supplied and date work was completed:

**Please include any additional comments or firms you would like to recommend:**