

Registration Now Open—Details Inside!



FOR BETTER BYWAY MILEAGE!

May 18 - 21, 2003

Another learning opportunity brought to you by America's Byways Resource Center and the National Scenic Byways Program of the Federal Highway Administration.

*Register online at
www.byways.org
See page 12 for details.*

The 2003 National Scenic Byways Conference

Hyatt Regency Albuquerque • Albuquerque, New Mexico

Act Fast—Registration Deadline: April 25th



JOIN US ON A JOURNEY...



Get ready for something new and different. This year, in response to feedback that you want to learn **solid skills** and **techniques** for your byway initiatives, the conference format will focus on select topic areas. The topic areas were selected based on *your* comments and questions throughout the year.

Take advantage of all the learning opportunities at this year's conference.



Learn from the experts.

Learn from each other.

Learn ON the byway; see it in action.

I. LEARN FROM THE EXPERTS: FOUNDATIONS FOR SUCCESS

We are highlighting four focus areas for this conference:

- Sustaining your byway organization
- Marketing your byway
- Funding your byway
- Interpretation—sharing your byway story

For each focus area there will be **foundation** sessions to learn the keys to success. In those areas where you want to expand your skills, we are offering **specialized** sessions. You can choose to focus on one topic or sample each of them! All of our session instructors will be scheduled in the **Expert Booths** (located in the exhibit hall) so that you can take additional advantage of their experience one-on-one.

II. LEARN FROM EACH OTHER: BUILDING ON SUCCESS

Poster Sessions

You have said many times that the best learning opportunities come from each other. The **Poster Sessions** are an opportunity for byways to share specific successes and lessons in the four focus areas. These one-hour sessions will offer serious learning in a casual atmosphere. Come to learn from your peers, ask questions and take away ideas you can use.

Best Practices

Take it to another level. **The Best Practices Workshops** give you the opportunity to learn from the award-winning projects from the 2001 and 2003 competitions. These advanced training workshops will inspire and ignite ideas that you can use for your own byways.

III. LEARN ON THE BYWAY: SUCCESS IN ACTION

The conference finale will be an opportunity to explore New Mexico's byways. See how the skills you have learned over the past two days are being applied in the field. All **Mobile Workshops** will be included in the full conference registration. Don't miss this valuable opportunity.

SHARE THE PASSION FOR THE OPEN ROAD

Opening General Session

8:30 a.m. to 11:30 a.m.

Keynote Speaker: Michael Wallis



Best-selling author and conference keynote speaker Michael Wallis will share his passion for the open road and the history of the American West at the general session on Monday, May 19. Mr. Wallis' work has been published in hundreds of national and international magazines and newspapers,

including *Time*, *Life*, *People*, *Smithsonian*, *Texas Monthly*, and *The New York Times*. He is also a three-time nominee for the Pulitzer Prize. His newly expanded 75th anniversary edition of *Route 66: The Mother Road* was published Spring 2002 (highly recommended as a primer for your Albuquerque adventure!).

The 2003 National Scenic Byways Conference

2003 A-1 TUNE-UP SCHEDULE OVERVIEW

AT THE HYATT REGENCY ALBUQUERQUE

Check out the many learning opportunities available to you at this year's conference. In fact, you'll see a few choices are offered twice because we didn't want to leave anything out! All events take place at the Hyatt Regency Albuquerque, except for the Mobile Workshops. Sign up today—registration deadline is April 25. You'll leave this conference pumped up and ready to roll!

SUNDAY, MAY 18

- **Registration/Information Desk open**
10:00 a.m. to 6:00 p.m.
- **Byways Online Meetings**
10:00 a.m. to 6:00 p.m.
(by appointment) See page 11
- **Exhibit Hall**
4:00 p.m. to 6:00 p.m.
Sendero Room
- **Opening Reception**
6:00 p.m.
Grand Pavilion
Sponsored by US Fish and Wildlife Service

MONDAY, MAY 19

- **Registration/Information Desk**
7:30 a.m. to 5:30 p.m.
- **Breakfast**
7:30 a.m. to 8:30 a.m.
Grand Pavilion
- **Opening General Session**
8:30 a.m. to 11:30 a.m.
Features keynote speaker Michael Wallis and FHWA discussion on national issues, including marketing, National Scenic Byways grants and TEA-21 reauthorization
- **Byways Online Meetings**
11:00 a.m. to 5:00 p.m.
- **Exhibit Hall**
11:30 a.m. to 6:30 p.m.
Sendero Room
- **The Best Practices Luncheon**
Noon to 1:30 p.m.
- **Afternoon Workshops**
2:00 p.m. to 4:00 p.m.
Core Learning Areas: Marketing, Interpretation, Funding, Sustainability (most repeated Tuesday); Wayfinding, Accessibility (Monday only)
- **Shop Talk Poster Session #1**
4:00 p.m. to 5:00 p.m.
- **Optional Evening Event:**
Sandia Peak Tram Ride / High Finance Restaurant Dinner
6:30 p.m. to 10:30 p.m.
Price per person: \$74.00
(excludes alcoholic beverages)



The world's longest single-span aerial tramway rises to 10,378 feet with an 11,000-square-mile panoramic view from the peak of the Sandia Mountains. (Credit: Jay Blackwood)

TUESDAY, MAY 20

- **Registration/Information Desk**
7:00 a.m. to 4:30 p.m.
- **Simultaneous Breakfast Events:**
Byway Leaders, FHWA, USFS, General
7:00 a.m. to 8:00 a.m.
Followed by commentary from National Partners from 8:00 a.m. to 9:00 a.m.
- **Exhibit Hall**
9:00 a.m. to 4:30 p.m.
Sendero Room
- **Morning Workshops**
9:00 a.m. to 11:00 a.m.
Core Learning Areas: Marketing, Interpretation, Funding, Sustainability (most repeated from Monday); Also featuring **Best Practices Workshops** — 6 concurrent options
- **Shop Talk Poster Session #2**
11:00 a.m. to Noon
- **Byways Online Meetings**
11:00 a.m. to 5:00 p.m.
- **FHWA Town Hall Meeting and Lunch**
Noon to 1:30 p.m.
- **Afternoon Workshops**
1:45 p.m. to 3:45 p.m.
Core Learning Areas: Marketing, Interpretation, Funding, Sustainability (most Tuesday afternoon only); Also featuring **Best Practices Workshops** — 6 concurrent options
- **Shop Talk Poster Session #3**
4:00 p.m. to 5:00 p.m.
- **Optional Evening Events:**
KiMo Theatre Reception
6:30 p.m. to 10:30 p.m.
Cost included with registration; Features dessert and cash bar, plus *Grapes of Wrath* screening
Sandia Peak Tram Ride / High Finance Restaurant Dinner
6:30 p.m. to 10:30 p.m.
Price per person: \$74.00
(excludes alcoholic beverages)

WEDNESDAY, MAY 21

- **Registration/Information Desk**
7:00 a.m. to 9:00 a.m.
- **Breakfast**
7:00 a.m. to 8:00 a.m.
Grand Pavilion
- **General Session**
8:00 a.m. to 8:30 a.m. (following breakfast)
Features preview of New Mexico byways and Mobile Workshops
- **Mobile Workshops**
Depart 9:00 a.m. and return no later than 6:00 p.m.
Each tour focuses on Core Learning Areas; all include lunch and visits to fascinating sites
See page 8 for descriptions
- **Southwestern-Style Casual Reception**
6:30 p.m.
A final get-together for everyone that encourages you to discuss the unique learning experiences from your Mobile Workshop, enjoy some southwestern hors d'oeuvres, and most importantly, exchange names and phone numbers. With all of your wonderful new friends and contacts from the 2003 National Scenic Byways Conference, you'll want to keep in touch!



Central Ave. (Route 66) runs through the heart of downtown Albuquerque.
(Credit: www.marblestreetstudio.com)

NUTS & BOLTS – THE WORKSHOPS

MONDAY AND TUESDAY, HYATT REGENCY ALBUQUERQUE

CORE LEARNING AREAS



Marketing



Sustainability



Funding



Interpretation

EACH CORE LEARNING AREA FEATURES TWO INSTRUCTIONAL LEVELS: Foundation or Specialized

Foundation workshops are offered twice, first on Monday from 2:00 p.m. to 4:00 p.m. and repeated Tuesday 9:00 a.m. to 11:00 a.m. (unless otherwise noted).

Specialized workshops are available Tuesday 1:45 p.m. to 3:45 p.m. (unless otherwise noted).



EFFECTIVE MARKETING STRATEGIES WITH LITTLE OR NO MONEY

Core Learning Area: Marketing
Level: Foundation

Registration Code:

Mkt F1 – Tues. 9:00 a.m.

Mkt F2 – Tues. 1:45 p.m.

Don't have a lot of extra marketing dollars? Looking for marketing strategies that really work at the ground level? Judy Randall of Randall Travel Marketing will focus on "guerrilla marketing" techniques and making the most of what you have got. Strategies from identifying your brand to making co-marketing partnerships will expand and increase your exposure. You'll walk away with solid ideas of simple tactics that you can use without a lot of cash outlay. Please bring your marketing materials and brochures to this workshop.



WORKING WITH TRAVEL WRITERS

Core Learning Area: Marketing

Level: Specialized

Registration Code:

Mkt S1 – Mon. 2:00 p.m.

Visit with travel writers from throughout the country to hear how they feel scenic byways fit into their editorial agendas. These professionals will discuss the ways they like to receive story pitches, methods for communication and techniques for luring and hosting them in the future. A full Q&A to follow the panel presentations. Bring your notebook and business cards—don't miss this one!



TRAVELING GRACEFULLY: THE CHALLENGE OF INTERPRETING CORRIDORS

Core Learning Area: Interpretation
Level: Foundation

Registration Code:

Int F1 – Mon. 2:00 p.m.

Int F2 – Tues. 9:00 a.m.

Long-distance trails and scenic byways present interpretive challenges with their multifaceted stories and audiences. Learn how to distill meanings and patterns that constitute themes and guide media development. This workshop introduces fundamental interpretive concepts.



DESIGNING AND DEVELOPING SUCCESSFUL INTERPRETIVE CENTERS

Core Learning Area: Interpretation

Level: Specialized

Registration Code:

Int S1 – Tues. 1:45 p.m.

Well-designed interpretive centers can be effective tools for telling your story and preparing visitors for meaningful byway experiences. Presented by the authors of *Interpretive Centers: The History, Design, And Development of Nature and Visitor Centers*, this dynamic audio-visual presentation dramatically illuminates examples from around the world. Books are available at a reduced price.



FUNDING BYWAYS: SOURCES AND STRATEGIES

Core Learning Area: Funding

Level: Foundation

Registration Code:

Fnd F1 – Mon. 2:00 p.m.

Fnd F2 – Tues. 9:00 a.m.

Develop better plans when you know where your next dollar is coming from! Get ideas on how to identify potential funding sources, improve your grant applications and tell (and sell!) your byway's unique story. Start thinking strategically to increase your fundraising success and become more self-sustaining.



ALTERNATIVE FUNDING FOR BYWAYS

Core Learning Area: Funding

Level: Specialized

Registration Code:

Fnd S1 – Tues. 1:45 p.m.

Is your byway prepared to seek alternative funding sources? Find out how to conduct an internal and external evaluation process, familiarize yourself with the competitive environment and cultivate relationships with potential funding partners. Start to build your byway's financial future through long-term funding solutions and strategies. Learn about alternative sources to fund projects and programs.



THE NEW BYWAY GAME: STRATEGIES FOR SUSTAINABILITY

Core Learning Area: Sustainability

Level: Foundation

Registration Code:

Stn F1 – Mon. 2:00 p.m.

Stn F2 – Tues. 9:00 a.m.

Remember the old byway game with its clear rules and immediate rewards? Your byway was designated a national treasure. You were on the map. Excitement, euphoria, celebration! Now how do you play the byway game over time? How can you sustain success? Gain perspectives, tips and strategies from mature byways that have transitioned into "the new byway game." You'll also receive techniques and tools to develop sustainability strategies for your byway.



ORGANIZATION SYSTEM TUNE-UP

Core Learning Area: Sustainability

Level: Specialized

Registration Code:

Stn S1 – Tues. 1:45 p.m.

Organizations, like automobiles, are systems. Both run best when the parts are in good repair, function effectively together and are consistently "tuned up" to proactively manage problems before they get out of hand. All organizations, even those that are well established, must constantly work at sustaining their efforts in an ever-changing organizational landscape. Discover practical techniques for building the capacity within a byway organization to sustain its work and achieve its vision. You'll learn ways to improve communication between diverse constituents, foster healthy team dynamics, effectively manage conflict, gather data for continuous improvement and negotiate consensus.

SIGNS AND SITES: A GUIDED WAYFINDING TOUR

Focus: Wayfinding

Level: Foundation

Registration Code:

Way F1 – Mon. 2:00 p.m.

Do your byway travelers find their way along your byway? Do they locate the places you've identified that make your route special? As a byway leader, should you care? This workshop is intended to answer these questions and more. Find out how several byway peers have dealt with wayfinding. Pick up pointers on placement of logo marker signs, mapping tips and the science of signing. You'll also receive reference materials to help your nationally designated byway use the newly approved America's Byways marker signs.

BYWAYS FOR EVERYONE: MAKING SURE YOUR BYWAY IS ACCESSIBLE

Focus: Accessibility

Level: Foundation

Registration Code:

Acs F1 – Mon. 2:00 p.m.

Providing accessibility is more than just ramps for wheelchairs. This session helps you to plan and implement your byway opportunities so that everyone can participate. Learn techniques to improve the accessibility of your interpretive projects, recreation opportunities and byway events.

BEST PRACTICES FOR BYWAYS

WORKSHOPS BASED ON AWARD-WINNING BYWAY PROJECTS

Tuesday Only!
Limited Seating—Register Early!

Best practices. Proven winners. Call them what you will, these projects are some of the best examples of innovative planning, partnering, funding and implementation of byway projects.

Participate in small, interactive workshops that offer experienced-based lessons from "Best Practices for Byways," the prestigious competition presented by AASHTO, FHWA and America's Byways Resource Center. These sessions provide field-tested solutions and innovative project ideas drawn from byways across the country. Get practical information and real-life examples from the people who have "seen it, done it, been there!"

Two rounds of sessions on Tuesday offer you the chance to learn from the best of the best! Register early—workshops are limited to 25 participants each. **Individual workshops will focus on Best Practices in nine specific areas:**

- Leveraging Resources
- Interpretation
- Conservation
- Marketing
- Recognizing & Acting on Possibilities
- The Built Byway Environment
- Media & Graphic Communication
- Roadside Facilities Design
- Creating Awareness and Educating the Public

TEST DRIVES – WEDNESDAY MOBILE WORKSHOPS

Test drive your new knowledge and see how New Mexico byways have applied the principles discussed in your workshops. Choose from one of twelve Mobile Workshops. All include lunch, refreshments and visits to fascinating sites (*costs included in registration*). Seating is limited. Register early and be sure to indicate first, second and third choices on the registration form (*if your first choice is full and you offer no alternative preferences, you may not be registered for any tour*).

Depart

from Hyatt Regency Albuquerque:
All buses leave at 9:00 a.m.

Arrive

at Hyatt Regency Albuquerque:
All buses return no later
than 6:00 p.m.

Please note: All Mobile Workshops require moderate walking on easy to challenging terrain. It is possible that we may be able to meet special needs upon request; for more information regarding accessibility options, please e-mail lydia@destinationsouthwest.com

*Limited Seating!
Sign up early!*

HISTORIC ROUTE 66: PRESERVING ROADSIDE CULTURE

Registration Code: MW-1
Note: Moderate walking along
a challenging trail

Though many Americans have heard of and romanticized about Historic Route 66, the roadside culture that makes this national scenic byway a byway is slowly fading away. Learn how the Route 66 Association is employing creative outreach and partnership strategies to preserve and enhance the “corridor culture” and maintain the resource that created this magnificent piece of American history. A full-day trip from downtown Albuquerque to Grants, New Mexico explores the endangerment of structures and culture, the neon sign restoration project and current issues affecting the route.

SALT MISSION TRAIL: INTERPRETING THE “SPIRIT OF PLACE”

Registration Code: MW-2
Note: Moderate walking along
variable terrain

Walk in the silent footsteps of the ancient Anasazi and Mogollon cultures and discover the Salt Mission Trail. Uncover the stories of ancient pueblo ruins, stone mission churches, and Tome Hill, a centuries-old spiritual site along the El Camino Real. Join interpretive experts, Ron Zimmerman and Michael Gross, to learn how interpretation can play an essential role in connecting people with sacred places. Find out how you can help byway visitors make spiritual and personal connections through visitors centers, interpretive media, and art. Tour highlights include the Salinas Pueblo Missions National Monument and Tome Hill.

CORRALES SCENIC BYWAY: PRESERVING AN AGRICULTURAL HERITAGE

Registration Code: MW-3
Note: Moderate walking along easy terrain

Discover the Corrales Scenic Byway, a seven-mile stretch back in time into a countryside rich in old-style, New Mexican charm, history and agricultural heritage. Evidence suggests that Corrales has been a working village for over 1,300 years. Tour Casa San Ysidro, home to a collection of rare Hispanic New Mexican artifacts, visit the Old San Ysidro Church and stroll along a working *acequia* (irrigation canal). During the afternoon, you'll have an opportunity to explore an eclectic variety of galleries and arts and crafts shops, see a unique pottery shop, and visit with the artists.

See how Corrales supporters use the Farmland Preservation and Main Street initiatives toward preserving the village's unique agricultural and historical character amidst urban development pressure from an expanding Albuquerque and Rio Rancho. Find out how your byway can market its unique qualities to sustain businesses contributing to the byway's special character.



Chile Ristras adorn the patios of many shops and houses in New Mexico.
(Credit: www.marblestreetstudio.com)

SANTA FE TRAIL SCENIC BYWAY: THE TALE OF TWO CITIES – HISTORIC PRESERVATION SUCCESS STORIES

Registration Code: MW-4

Note: *Moderate walking along easy terrain*

In the 1800s, Santa Fe and Las Vegas, New Mexico were safe havens for travelers on the Santa Fe Trail. Today, these cities face the challenges of historic preservation efforts to save their shared history for generations to come.

Find out how to:

- Form citizen-based preservation efforts
- Encourage appreciation of historic resources for aesthetic and economic benefits
- Use design guidelines and management plans to preserve historic architecture and community character, and
- Attract and educate cultural tourists who will appreciate and support your byway's heritage and arts.

TURQUOISE TRAIL: MINING FOR TOURISTS

Registration Code: MW-5

Note: *High-altitude destination with moderate walking along easy terrain*

In years gone by, the folks along this byway mined for turquoise. Now they mine for tourists. Learn how this innovative group meets the challenges of marketing on a very tight budget to draw visitors while maintaining the character of the beautiful Turquoise Trail. Stops include Tinkertown, a cultural icon of folk art 35 years in the making, Sandia Crest with spectacular views and lunch at 10,600 feet, and the historic village of Madrid to visit its merchants, artists and coal mine museum.

TURQUOISE TRAIL: MARKETING ON A BUDGET

Registration Code: MW-6

Note: *Physically demanding high-altitude hiking with moderate walking along easy terrain*

Hear stories of the long history of the Turquoise Trail and learn lessons of marketing with minimal financial resources. Learn about the Sandia Man controversy and the history of turquoise mining at the Museum of Archaeology. Travel up to the Sandia Crest for lunch and a vigorous hike at 10,600 feet with USDA Forest Service interpreters. Visit the village of Cerrillos and its artists and merchants, and learn how this rural town welcomes visitors while dealing with limited financial and water resources.



This church was the first structure built in Old Town in 1706, and it remains the center of life there. (Credit: www.marblestreetstudio.com)

JEMEZ MOUNTAIN TRAIL: SHARING CULTURES – JEMEZ PUEBLO AND JEMEZ STATE MONUMENT

Registration Code: MW-7

Note: *Moderate walking*

The ancestors of the Pueblo of Jemez settled in this area in the late 13th century. The Walatowa Visitor Center shares the Jemez Pueblo story and displays the Pueblo's famous traditional pottery. Discover the benefits of the partnership formed by the Pueblo, the byway and the Santa Fe National Forest to build and maintain this center. View a traditional dance, too, and learn how interpretation can help visitors develop respect for the Pueblo way of life to help protect the privacy of Pueblo residents. Nearby, the Jemez State Monument interprets the story of the ancient Towa Pueblo of Guisewa and the 17th Century Spanish Mission of San Jose de los Jemez.

JEMEZ MOUNTAIN TRAIL: ARTISTS AND ENTREPRENEURS – BUSINESSES OF JEMEZ SPRINGS

Registration Code: MW-8

Note: *Light to moderate walking*

Selected as the smallest ever All-American City in 1995, the Village of Jemez Springs is a unique blend of old and new. The artists and entrepreneurs of the village are an integral part of the byway experience. Visit art studios to meet the artists and watch them work. A Natural Springs Bath House, bed and breakfasts, a winery and an Alpaca farm not only contribute to the economic health of the village, but also contribute to the visitor experience. Learn how to foster and support business that complements the byway.

JEMEZ MOUNTAIN TRAIL: BY DESIGN – RECREATION OPPORTUNITIES OF THE JEMEZ NATIONAL RECREATION AREA

Registration Code: MW-9

Note: *Moderate walking, optional hikes*

This workshop shares the stories of the planning and design process for the recreation facilities of the Jemez National Recreation Area. Integrated facilities designs along the byway borrow elements of the landscape and cultural heritage to harmonize with the scenic beauty of the byway. Visit the lower Jemez Mountain Recreation Complex, which was designed to respond to the need for campgrounds, picnic areas and fishing access. Marvel at Soda Dam, where the river pours through a natural dam that formed by minerals from a natural spring. Take a hike to Battleship Rock. During a brief side trip visit the Gillman Tunnels of the Rio Guadalupe Box and discover the challenges of undeveloped recreation sites. Pueblo of Jemez and USDA Forest Service Representatives will share the benefits of the partnership at the Walatowa Visitor Center.

TEST DRIVES – WEDNESDAY MOBILE WORKSHOPS *continued...*

JEMEZ MOUNTAIN TRAIL: COMING TOGETHER, THE VALUE OF PARTNERSHIPS - CUBA, NEW MEXICO AND THE SANTA FE NATIONAL FOREST

Registration Code: MW-10

Note: *Light to moderate walking*

The village of Cuba stands on a long and interesting history. Native Americans have occupied the area near the village for hundreds of years. In the 1700s Spanish ranchers and farmers settled the area. Learn how the community is coming together to share its vast history and preserve its heritage. View interpretive and beautification projects that are the result of the byway organization sharing the community vision. Take a short hike in the San Pedro Parks Wilderness area.

JEMEZ MOUNTAIN TRAIL: BUILDING A TEAM, DESIGNING AN EXPERIENCE – VALLES CALDERA NATIONAL PRESERVE

Registration Code: MW-11

Note: *Moderate walking, with an optional strenuous short hike at high elevation*

At the heart of the Jemez Mountains lies a huge volcano that once spewed ash and lava. The Valles Caldera, an enormous crater, created the volcano's gigantic eruptions. The caldera was privately owned until the United States purchased it in 2000. A unique trust manages the preserve and assumes responsibility for developing recreation and management plans. Discover how the trust has come together from diverse backgrounds to form a team. Hear the exciting approach to planning recreation opportunities designed to "create an experience." Also on this tour, hike to the spectacular Jemez Falls. With a stop at the Walatowa Visitor Center on the Jemez Pueblo, you can experience another byway success story built on partnerships and teamwork focused on enhancing the visitor experience.



Mountain biking is a favorite year-round activity in Albuquerque. (Credit: Ron Behrmann)

JEMEZ MOUNTAIN TRAIL: ARROWHEADS TO ATOMIC BOMBS – EXPLORING OUR HERITAGE

Registration Code: MW-12

Note: *Strenuous walking, narrow steps and hilly terrain*

The Los Alamos side of the Jemez Mountain Trail provides an opportunity to experience the extremes of New Mexico's history, from 800-year-old pueblo villages to the birthplace of the atomic bomb. This workshop presents an opportunity to see how this tremendous variation can be shared through interpretation. You'll visit Bandelier National Monument, the site of extensive 12th-century pueblo culture cliff dwellings. Later, jet forward to the 21st century to the mountain city of Los Alamos, the birthplace of the nuclear age, and tour the Bradbury Science Museum, where the history of nuclear weapons research is interpreted. Also, learn how wildfire can impact a byway by talking with people involved with the highly publicized Cerro Grande Fire.

GEAR UP FOR SPECIAL EVENTS

Enjoy special extended networking and learning opportunities throughout the 2003 National Scenic Byways Conference.

DESSERT À LA DESERT

**Historic KiMo Theatre
Tuesday Evening Reception**
6:30 p.m., Free (included in registration fee)
Walking distance from
Hyatt Regency Albuquerque
Dessert; cash bar
Grapes of Wrath screening follows

Experience the National Trust's 2001 Preservation Award Winner! Built in 1927, the KiMo Theatre opened during the grand movie theatre era with fantastic Pueblo-Deco architectural influences. It fell into disrepair by the mid-1970s. An impressive public-private partnership restored its former glory. Hear presentations by the restoration team, the National Trust, local dignitaries and other Albuquerque representatives, and learn how this project has enhanced the city's downtown. The Route 66 epic, *Grapes of Wrath*, concludes the evening.



Built in 1927, the KiMo Theatre features restored Pueblo-Deco architecture, which fused the spirit of the Indian cultures of the Southwest with the exuberance of America during the Roaring Twenties. (Credit: www.marblestreetstudio.com)

TOP IT OFF

**Sandia Peak Tram Ride /
High Finance Restaurant Dinner**
**Optional Monday or
Tuesday Evening Event**
6:30 p.m. to 10:30 p.m.
Coach transportation, tram ride, dinner
(excluding alcoholic beverages): \$74 per person

Board your deluxe coach and head for the majestic Sandia Mountains and the Sandia Peak Tram, the world's longest free-span, bi-cable aerial tram. Look out over 15,000 square miles of magnificent views at the top of 10,400-foot-high Sandia Peak. Breathtaking scenery accompanies your delicious dinner at the High Finance Restaurant.

MEET THE ONLINE DRIVERS

Byways Online 1-on-1 Meetings
**Explore Online Opportunities with
National Scenic Byways Online Staff**
Sunday, Monday and Tuesday
(by appointment)
Free

Set up your appointment for personal tutorial help from the Utah State University Web site team. A sign-up sheet will be posted at Registration and outside the computer lab. Learn about the online opportunities available to scenic byways, including leveraging your connection to www.byways.org.

SPONSORSHIP, EXHIBITION AND DISPLAY OPPORTUNITIES

The 2003 National Scenic Byway Conference, the only national gathering of its kind, puts you in the midst of key byway contacts as a sponsor or exhibitor.

- **Sponsorship**
Choose from several sponsorship levels for increased exposure to this influential market. To gain even greater visibility, consider specific sponsorship opportunities such as keynote speaker, meal functions, special events or Mobile Workshops.

THANK YOU TO OUR EARLY SPONSORS!

PLATINUM SPONSOR ...highest level

- ★★ US Fish and Wildlife Service

GOLD SPONSOR

- ★ American Road Magazine
- ★ Albuquerque Convention & Visitors Bureau

- **Exhibits and Displays**

America's Byways Resource Center invites commercial organizations as well as byways to exhibit or display information, products or services. The exhibit hall, in the Sendero Room of the Hyatt Regency Albuquerque, remains open throughout the conference, also serving as a site for networking opportunities and refreshment breaks.

For sponsor details, please contact:

Leah Hill
Communications Specialist / Event Planner
America's Byways Resource Center
227 West First Street, Suite 610
Duluth, MN 55802
Phone: (218) 625-3301
Toll-free: (800) 4BYWAYS
(1-800-429-9297) Ext. 5
E-mail: lhill@byways.org

For exhibitor details, please contact:

Destination Southwest
20 First Plaza Galeria NW, Suite 212
Albuquerque, New Mexico 87102
Toll-free: (800) 999-3109
Phone: (505) 766-9068
Fax: (505) 766-9065
E-mail: lydia@destinationsouthwest.com



CONFERENCE REGISTRATION INFORMATION

**GO TO
WWW.BYWAYS.ORG
FOR FAST AND EASY
REGISTRATION!**

Click on the 2003 National Scenic Byways Conference logo. This takes you to the conference Web site. Click on Registration. This secure registration page requires payment by credit card.

If you are unable to register online, complete the form at the back of this brochure and mail it with your payment.

**REGISTER BY
APRIL 25, 2003!**

Accepted forms of payment: Check, MasterCard, Visa and American Express. Payment must accompany registration form. Questions about registration?

Destination Southwest

20 First Plaza Galeria NW, Suite 212
Albuquerque, NM 87102

Toll-free: (800) 999-3109
Phone: (505) 766-9068
Fax: (505) 766-9065

E-mail: lydia@destinationsouthwest.com

An official 2003 National Scenic Byways Conference name badge is required for all events.

FEES

Full 4-Day Conference \$350

Includes workshop and general sessions, conference handouts, exhibit hall access. Meals: Sunday evening dinner at Opening Reception; Monday, Tuesday and Wednesday breakfast and lunch; all breaks.

One Day of Conference \$150/day

Please indicate day(s) on registration form.

Guest Registration Package \$125

Includes Opening Reception, Monday Awards Luncheon, Tuesday lunch and Wednesday Mobile Workshop w/lunch. Please register guest(s) in advance.

Individual Guest tickets:

- Opening Reception \$40
- Monday Awards Luncheon \$25
- Tuesday lunch \$25
- Wednesday Mobile Workshop \$50

Additional tickets for other events may be available on-site.

Optional Monday or Tuesday

Evening Event \$74/person

Sandia Peak Tram Ride / High Finance Restaurant Dinner, Coach transportation, tram ride, dinner (*excluding alcoholic beverages*).

CANCELLATION POLICY

All cancellations must be submitted in writing and postmarked by May 1, 2003. Refunds will be processed after the conference.

**INDIVIDUALS WITH
SPECIAL NEEDS**

We encourage full participation of individuals with special needs or disabilities. The Hyatt Regency Albuquerque is ADA-compliant. All Mobile Workshops require moderate walking on easy to challenging terrain. It is possible that we may be able to meet special needs upon request; please contact Destination Southwest regarding accessibility and options.

QUESTIONS

For sponsorship, workshop or special events questions, please contact:

Leah Hill

Communications Specialist / Event Planner

America's Byways Resource Center
227 West First Street, Suite 610
Duluth, MN 55802

Phone: (218) 625-3301
Toll-free: (800) 4BYWAYS
(1-800-429-9297) Ext. 5

E-mail: lhill@byways.org

For questions about registration or exhibit space, please contact:

Destination Southwest

20 First Plaza Galeria NW, Suite 212
Albuquerque, NM 87102

Toll-free: (800) 999-3109
Phone: (505) 766-9068
Fax: (505) 766-9065

E-mail: lydia@destinationsouthwest.com

CONFERENCE REGISTRATION FORM

REGISTER BY APRIL 25!

Complete front and back, please!

Complete this 2-page form and fax or mail—one form per person, please. Mail or fax to:

Destination Southwest
20 First Plaza Galeria NW, Suite 212
Albuquerque, NM 87102
Phone: (505) 766-9068
Fax: (505) 766-9065

Or, register now at **www.byways.org** *It's easy!*

This method requires payment by credit card (MasterCard, Visa and American Express).

AFFILIATION (check only one):

- State Scenic Byway Coordinator
- Official Byway Leader
- Byway Name: _____
- Official Marketing Contact
- Byway Name: _____
- FHWA Office
- Tourism Official
- State Transportation Office
- Consultant
- University
- Byway Organization
- Exhibitor
- Sponsor
- Presenter
- Other (please specify): _____

PLEASE PRINT OR TYPE

First Name: _____ Last Name: _____

Badge First Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

E-mail: _____ Web site: _____

Hotel: _____

SPECIAL NEEDS

- Vegetarian
- Other dietary needs: _____
- Special physical needs: _____

CONFERENCE FEES

Conference Registration Fee \$350 = _____

Conference One-Day Only (indicate day) \$150 = _____

Monday Tuesday Wednesday

Sandia Peak Tram Ride / High Finance Dinner (optional) \$74 = _____

Monday Tuesday

Guest Registration Package

Includes Opening Reception, Monday Awards Lunch, Tuesday lunch and Wednesday Mobile Workshop w/lunch. \$125 = _____

Individual Guest tickets:

Opening Reception \$40 = _____

Monday Awards Luncheon \$25 = _____

Tuesday lunch \$25 = _____

Wednesday Mobile Workshop \$50 = _____

Sandia Peak Tram Ride / High Finance Dinner \$74 = _____

Monday Tuesday

Additional tickets for other events may be available on-site.

FINAL TOTAL = _____

PAYMENT

Check #: _____ Please make check payable to: Destination Southwest

Charge card (Visa, MasterCard or American Express only)

Number: _____ Exp. Date (required): _____

Name on card: _____

Billing address for credit card: _____

Total above will be charged to your card by Destination Southwest.

Authorized signature (required): _____

If paying by credit card, you may register online at www.byways.org or fax to Destination Southwest.



CHOOSE YOUR WORKSHOPS

IMPORTANT! Please provide your first, second and third choices for the workshop sessions and your Wednesday Mobile Workshop. If we do not receive alternative choices, you may not be registered for any workshops.

Instructions: For each workshop session on Monday and Tuesday, select your top three choices in order of preference: 1, 2, 3.

MONDAY, MAY 19, 2003 2:00 P.M.

- Mkt S1 Working with Travel Writers
- Int F1 Traveling Gracefully: The Challenge of Interpreting Corridors
- Fnd F1 Funding Byways: Sources and Strategies
- Stn F1 The New Byway Game: Strategies for Sustainability
- Way F1 Signs and Sites: A Guided Wayfinding Tour
- Acs F1 Byways for Everyone: Making Sure Your Byway is Accessible

TUESDAY, MAY 20, 2003 9:00 A.M.

- Mkt F1 Effective Marketing Strategies with Little or No Money
- Int F2 Traveling Gracefully: The Challenge of Interpreting Corridors
- Fnd F2 Funding Byways: Sources and Strategies
- Stn F2 The New Byway Game: Strategies for Sustainability

Best Practices for Byways

- BstB1 Best Practices #1

Important! Please mark 1, 2, 3 for your choice of the six concurrent Best Practices workshops:

- | | |
|--|--|
| <input type="checkbox"/> Leveraging Resources | <input type="checkbox"/> Recognizing & Acting on Possibilities |
| <input type="checkbox"/> Creating Awareness & Educating the Public | <input type="checkbox"/> The Built Byway Environment |
| <input type="checkbox"/> Conservation | |
| <input type="checkbox"/> Marketing | |

TUESDAY, MAY 20, 1:45 P.M.

- Mkt F2 Effective Marketing Strategies with Little or No Money
- Int S1 Designing and Developing Successful Interpretive Centers
- Fnd S1 Alternative Funding for Byways
- Stn S1 Organization System Tune-Up

Best Practices for Byways

- BstB2 Best Practices #2

Important! Please mark 1, 2, 3 for your choice of the six concurrent Best Practices workshops:

- | | |
|--|--|
| <input type="checkbox"/> Leveraging Resources | <input type="checkbox"/> Recognizing & Acting on Possibilities |
| <input type="checkbox"/> Roadside Facilities Design | <input type="checkbox"/> Interpretation |
| <input type="checkbox"/> Conservation | |
| <input type="checkbox"/> Media & Graphic Communication | |

WEDNESDAY, MAY 21, 2003 - MOBILE WORKSHOP

Seating is limited! Register early and be sure to indicate first, second and third choices (if your first choice is full and you offer no alternative preferences, you may not be registered for any tour).

Depart from Hyatt Regency Albuquerque: All buses leave at 9:00 a.m.

Arrive at Hyatt Regency Albuquerque: All buses return no later than 6:00 p.m.

Please note: All Mobile Workshops require moderate walking on easy to challenging terrain. It is possible that we may be able to meet special needs upon request; please contact Destination Southwest regarding accessibility and options.

Instructions: Select your top three choices in order of preference: 1, 2, 3

- MW-1 Historic Route 66: Preserving Roadside Culture
Moderate walking along a challenging trail
- MW-2 Salt Mission Trail: Interpreting the "Spirit of Place"
Moderate walking along easy terrain
- MW-3 Corrales Scenic Byway: Preserving an Agricultural Heritage
Moderate walking along easy terrain
- MW-4 Santa Fe Trail Scenic Byway: The Tale of Two Cities - Historic Preservation Success Stories
Moderate walking along easy terrain
- MW-5 Turquoise Trail: Mining for Tourists
High-altitude destination with moderate walking along easy terrain
- MW-6 Turquoise Trail: Marketing on a Budget
Physically demanding high-altitude hiking with moderate walking along easy terrain
- MW-7 Jemez Mountain Trail: Sharing Cultures - Jemez Pueblo and Jemez State Monument
Moderate walking
- MW-8 Jemez Mountain Trail: Artists and Entrepreneurs - Businesses of Jemez Spring
- MW-9 Jemez Mountain Trail: By Design - Recreation Opportunities of the Jemez National Recreation Area
Moderate walking, optional hikes
- MW-10 Jemez Mountain Trail: Coming Together, the Value of Partnerships - Cuba, New Mexico and the Santa Fe National Forest
Light to moderate walking
- MW-11 Jemez Mountain Trail: Building a Team, Designing an Experience - Valles Caldera National Preserve
- MW-12 Jemez Mountain Trail: Arrowheads to Atomic Bombs - Exploring Our Heritage
Strenuous walking, narrow steps and hilly terrain

TRAVEL AND HOTEL INFORMATION

THINGS TO SEE AND DO IN ALBUQUERQUE

Fill your trip with all that Albuquerque offers—from urban sophistication and a cultural kaleidoscope to boundless landscapes and magical mountains.

Plan a few days before or after the conference to take in the area's natural beauty, many attractions, museums and shopping:

- Several scenic byways within a day's drive—27 scenic byways statewide!
- Historic Old Town, dating to 1706, with more than 150 stores, restaurants and galleries
- The Indian Pueblo Cultural Center and 19 distinct Indian pueblos within a day's drive
- Diverse museums and theaters, and more than 100 art galleries and studios
- Petroglyph National Monument features the world's largest accessible collection of prehistoric rock art
- 14 public golf courses
- Hot air balloon rides in the Balloon Capital of the World



Visitors can enjoy hot air ballooning year 'round due to the mild climate in Albuquerque. (Credit: www.marblestreetstudio.com)

ALBUQUERQUE WEATHER

Albuquerque enjoys plenty of sunshine, especially in May. Expect the weather to be in the 70s or 80s with low humidity. The temperature drops at higher altitudes. Due to the arid climate, you should drink plenty of water.

SUGGESTED ATTIRE

Casual (not business casual) attire is suggested. Bring a sweater or jacket for traveling to higher elevations.

AIRLINE SERVICE

Eight major airlines serve Albuquerque: America West, American, Continental, Delta, Frontier, Northwest, Southwest and United.

ONLINE TRAVEL INFORMATION:

For information about things to do and see in Albuquerque, New Mexico before or following the National Scenic Byways Conference, please visit the following Web sites:

Albuquerque Convention & Visitors Bureau
www.itsatrip.org

New Mexico Department of Tourism
www.newmexico.org

New Mexico State Highway and Transportation Department
www.nmshtd.state.nm.us

Online maps
www.mapquest.com

Online reservations
www.expedia.com, www.orbitz.com

HYATT REGENCY ALBUQUERQUE INFORMATION

Adjacent to the Albuquerque Convention Center, this downtown hotel is tucked into a 22-story office tower and retail arcade near Old Town, the Museum of Natural History and Albuquerque Museum.

The Hyatt Regency Albuquerque is also convenient to the Rio Grande Zoo and University of New Mexico; it's located just 10 minutes from the Albuquerque International Airport Sunport Airport.

Please make your reservation on or before April 25, 2003. When making reservations, ask for the National Scenic Byways Conference convention rate.

For lodging reservations contact:

Hyatt Regency Albuquerque
330 Tijeras NW
Albuquerque, NM 87102

Toll-Free Reservations Hotline:

(800) 233-1234

Telephone: (505) 842-1234

Fax: (505) 766-6710

Web site:

www.albuquerque.hyatt.com/property/index

2003 Conference Rates

Single \$72; Double \$97;

Triple \$122; Quadruple \$147

Prices do not include room taxes.

Daily Parking Fees

Self-parking \$11 per day

Valet parking \$14 per day

Parking is unlimited access, secure and underground.

DRIVING DIRECTIONS FROM AIRPORT

Exit the Sunport's car rental facility, turn right onto University Boulevard. Follow signs to I-25 North entrance ramp. Drive North on I-25 to Dr. Martin Luther King, Jr. Blvd. exit. Exit right, stay in the left-hand lane and turn left at the light. Drive West on Martin Luther King, Jr. Blvd. to 6th Street. Turn left. Go one block to Tijeras. Turn left. Go one block to the entrance of the Hyatt Regency Albuquerque.

Registration Now Open—Details Inside!



FOR BETTER BYWAY MILEAGE

May 18 - 21, 2003

The 2003 National Scenic Byways Conference

Hyatt Regency Albuquerque • Albuquerque, New Mexico

Act Fast—Registration Deadline: April 25th

Another learning opportunity brought to you by America's Byways Resource Center and the National Scenic Byways Program of the Federal Highway Administration.

Register online at
www.byways.org
See page 12 for details.



America's Byways Resource Center
2003 National Scenic Byways Conference
227 West First Street, Suite 610
Duluth, MN 55802

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