



VISTAS

MARCH/APRIL 2005

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STATE TOURISM OFFICES, LOCAL CHAMBERS OF COMMERCE AND CONVENTION AND VISITORS BUREAUS:

How does your byway fit into the picture?

Agencies that actively market an area to a traveler are considered to be destination marketing organizations (DMOs). Every state has some sort of organization of DMOs, and in many cases, there is a hierarchy that accomplishes the goals of tourism marketing. Byways may or may not be considered the DMO for an area; however, it is a good idea to know which organization is handling tourism marketing and how to work with that group.

In many cases, the DMOs have the ability to partner with byway organizations for larger marketing efforts or offer space in publications and brochures that a byway can use rather than duplicate efforts. It is a good idea to get to know your local DMO and find out what the group can offer your byway and what your byway can offer in exchange. In many instances, it may be a money and time saver for both organizations.

DMO Partnership Opportunities

Partnering with a DMO can be very simple. For instance, if your byway is considering creating a Web site, leasing a page or finding an arrangement on a DMO site may be a smart route. The traveler is likely to look for the destination name when searching

Examples of common marketing activities by a DMO include:

- ✓ Destination Web sites
- ✓ Production and distribution of visitor guides
- ✓ Traveler information fulfillment and mailing services
- ✓ Toll-free traveler information lines (often recorded)
- ✓ Advertising in newspaper, radio, television and Web
- ✓ Itinerary development for independent travelers and group travel
- ✓ Event planning
- ✓ Soliciting travel writers and other travel-related media
- ✓ Exhibiting at trade shows

maintaining the site, and posting to search engines nearly every day is enough to stop most organizations right in their tracks.

By partnering or even purchasing a page on a DMO site, your byway not only gets a financial break, you also gain the marketing benefit of the DMO and a great partner.

Are you creating a brochure, but don't have a distribution plan? Your local DMO probably stocks or has an arrangement to stock various locations in an area with visitor information. They may also be willing to send your brochure out to travelers who inquire about your area.

Many DMOs keep records of zip codes or other data that can help you determine who is inquiring about your byway and where the potential visitor heard about it.

the Web and then look for opportunities for experiences. In addition, the cost of purchasing a domain name, designing and

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Committed Citizens Change The World With A Little Rock 'N Roll

Margaret Mead once said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

We have witnessed this firsthand along the Byways. But I wonder if Ms. Mead ever defined citizens as children... say, five- and six-year-olds. Here's a story of a small group that made a big difference.

My daughter Addy's elementary school holds one fundraiser a year. This year, the 380 kids at Great Lakes Elementary School raised \$13,000. That's right. \$13,000. No gimmicks. No cookie dough. No Christmas wrap or frozen pizzas. Cold, hard cash, just for their school.

The fundraiser, called the Knowledge-A-Thon, was the brainchild of a parent and PTA member seven years ago. Since then, the money raised has increased every year. Last year's amount was \$11,000.

The Knowledge-A-Thon has a real simple approach. Instead of selling door-to-door, these kids put their brainpower on the line. Each child has a list of 100 questions that represent concepts they should learn in a specific grade. The kindergarteners answered questions about their birth date, their address, and the names of the art and music teachers. Other questions addressed art fundamentals (What color does red and yellow make?), math skills (How many nickels do you need to make ten cents?) and nature (What kinds of animals migrate?). Children practice the questions and answers with their parents and ask for pledges for each correct answer.

This year, every student practiced and tested, and about 75% brought in pledges. The class with the biggest earnings? Mrs. Szymonowicz's kindergarten class raised a whopping \$1,200. Addy and her fourteen friends proved that they are smart AND successful. I wonder what Ms. Mead would say about that!

The PTA runs the fundraiser, parents and community members (62 volunteers) test the kids, and everyone is a winner. 75% of the money raised by a classroom stays in the classroom to fund field trips and purchase classroom books, materials and supplies. The remaining amount is used to fund PTA activities, such as family fun nights, the spring carnival, and all-school assemblies. The kids reward? Pride in their school and in themselves. By demonstrating their knowledge, the kids learn quickly that the brain is a powerful tool.

When I asked Addy what she liked about the Knowledge-A-Thon, she said, "Getting so

much money and dancing with Elvis." Elvis? I saved the best part for last: Principal Dennis Mertzig gives a concert dressed as Elvis. Ah, a small group of thoughtful, committed citizens AND a rock and roll legend. Indeed. ★



Elvis and his entourage celebrate!

Coming and Going



Welcome, Matthew Schulman

The Federal Highway Administration (FHWA) National Scenic Byways Program is pleased to announce that Matthew Schulman has joined the team as a Program Specialist. Matthew comes to us with 10 years experience in developing, designing, building and marketing Web sites for companies such as Clear Channel Communications, Discovery Channel, Warner Bros. Records and Olympus Mons Media.

He has a degree in business and mass communication.

As a Program Specialist at FHWA, Matthew is responsible for technical oversight of the FHWA's scenic byways Web sites and provides technical support and assistance to states on grants, nominations and other areas.

Matthew has a love for travel, ranging from tent camping in the Northeast to staying in B&Bs

in Montréal to going to the Derby in Kentucky. In addition, Matthew has been an amateur photographer for 15 years and hopes to capture more of the Byways in the near future.

Please join us in welcoming Matthew to the National Scenic Byways Program. Matthew may be reached via email at Matthew.Schulman@fhwa.dot.gov or by phone at (202) 366-1929. ★



A Busy Spring Ahead

By Derrick Crandall, President, American Recreation Coalition

Partners Outdoors

More than one hundred leaders in the recreation community from eight federal agencies, state government, key nonprofits and recreation companies large and small met for four days as participants in Partners Outdoors 2005, an annual brainstorming and action session co-hosted by the Recreation Roundtable and federal recreation-providing agencies.

Special guests included National Park Service Director Fran Mainella, Bureau of Land Management Director Kathleen Clarke, Bureau of Reclamation Commissioner John Keys, Forest Service Associate Chief Sally Collins, U.S. Fish and Wildlife Service - National Wildlife Refuge System Chief Bill Hartwig, U.S. Army Corps of Engineers Deputy Director for Operations (Civil) Dr. Larry Lang and members of the Recreation Roundtable. The theme of the session, the fourteenth of these annual meetings, was "Creative Integration of Travel and Tourism, Recreation and Planning to Benefit All Americans."

The session was held in Lafayette, Louisiana, near the Creole Nature Trail, a 180-mile route designated by U.S. Secretary of Transportation Norman Mineta as an All-American Road under the National Scenic Byways Program. The location was selected to highlight the interconnection between the Byway and several national wildlife refuges along the Byway. The Byway offers outstanding opportunities for viewing birds, alligators, butterflies and more. It also offers firsthand insight into a Gulf lifestyle involving shrimping, oil and gas development and other seaside interests.

Participants in the session spent much of Tuesday touring the Byway and refuges, benefiting from presentations by officials of the Southwest Louisiana Convention and Visitors Bureau and U.S. Fish and Wildlife Service refuge managers, as well as the insights available from Henry Hanka, Director of America's Byways Resource Center, and Rob Draper, Team Leader for Byways, Bike-Ped, Trails and Enhancements, Federal Highway Administration.

Shelley Johnson, Creole Nature Trail Marketing Leader, made the Partners Outdoors group feel very welcome. The group was greeted upon arrival in Lake Charles by the two gateway mayors: Randy Roach from Lake Charles and Ron LeLeux from Sulphur. Other community leaders, including Glenn Harris, Manager, Cameron Prairie National Wildlife Refuge,



June is Great Outdoors Month!

For information, go to www.greatoutdoorsmonth.org. You'll see a calendar with planned activities, the month's logo, a listing of supporters and background information on Great Outdoors Month.

and Terry Delaine, Manager, Sabine National Wildlife Refuge also greeted the group. The ten-hour tour demonstrated a remarkable integration of highway, tourism, wildlife and recreation interests and genuine excitement about where this progress would lead in the years ahead. And it left all of the participants enthused about the role for refuges along the nation's byways—after all, there are still 541 national wildlife refuges to be linked to byways beyond the four associated with the Creole Nature Trail!

Special congratulations to Shelley, Monte Hurley and Captain Sammie Faulk for an outstanding demonstration of a Byway's success story to an important group!

Congressional Movement on TEA-LU/SAFETEA

Congressional action on a six-year, post-TEA-21 transportation bill is again in forward motion. H.R. 3 - "The Transportation Equity Act: A Legacy For Users", or TEA-LU, was introduced by a potent bipartisan group of legislators and appears to reflect an agreement among Congressional leaders and the White House on overall spending. Byways do well in the legislation, with funding of \$255,000,000 over the six years of the bill, and ramping up to \$60 million in FY09—more than double current spending. And the America's Byways Resource Center is continued separately, also at a higher level.

Great Outdoors Month Alert

In June 2004, President George W. Bush signed a proclamation declaring June Great Outdoors Month and urging all Americans to participate in active recreation activities, especially on public lands. The proclamation prompted the formation of a Great Outdoors Month Coalition—now more than 60 organizations strong—and development of a very ambitious strategy for Great Outdoors Month 2005 this June. For information, go to www.greatoutdoorsmonth.org. You'll see a calendar with planned activities, the month's logo, a listing of supporters and background information on Great Outdoors Month. The coalition's communications task force is working with national media to build interest and generate stories about recreation's contributions beyond fun, including better health through more physical activity, economic gains for communities undergoing changes, new ways to boost education and life-long learning, and more.

Great Outdoors Month will incorporate a number of existing celebrations and events, including National Trails Day, National Fishing and Boating Week, Great Outdoors Week, National Clean Beaches Week and more. All of the organizers of these events are playing an active role in the coalition's efforts.

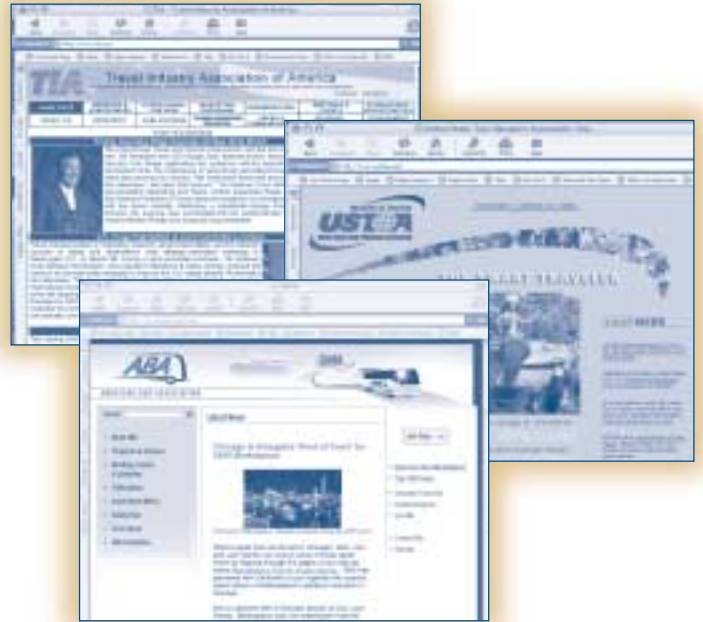
Byways can be a part of Great Outdoors Month 2005. Plan a clean-up day or a celebration of a new feature along the byway. Take a VIP out for a drive along the byway and hike along a trail accessed by the route. In addition to the information on the Web site, contact ARC at (202) 682-9530 for the latest news and, eventually, copies of the 2005 Presidential proclamation! ★

Tourism at a National and International Level

Most DMOs and State Offices of Tourism belong to a variety of national organizations that promote tourism. There are many associations related to the travel industry. You need to work with the associations that support your byway's tourism marketing objectives.

TRAVEL-RELATED ASSOCIATIONS THAT WORK WITH INDIVIDUAL AND GROUP TRAVEL INCLUDE:

- TIA, the Travel Industry Association at www.tia.org
- ABA, the American Bus Association at www.buses.org
- CrossSphere (formerly the National Tour Association - NTA) at www.crosssphere.com
- IACVB, the International Association of Convention and Visitors Bureaus at www.iacvb.org
- USTOA, the United States Tour Operator Association at www.ustoa.com
- RSA, Receptive Services Association of America at www.rsana.org



Some typical DMO activities include:

- ✓ Public relations and marketing
- ✓ Development of press releases and media kits
- ✓ Solicitation of travel writers
- ✓ Active attendance at travel shows
- ✓ Membership with other travel organizations such as Tourism Industry of America, American Bus Association and others
- ✓ Access to travel trends and data
- ✓ Access to cooperative marketing opportunities with other DMOs
- ✓ Solicitation of private partnerships for marketing campaigns
- ✓ Access to grant funds for marketing

Destination marketing organization staff members regularly participate in a variety of programs and activities that can benefit byways. They attend tourism conferences and have access to larger programs offered through the state or national tourism organizations that can mean reduced cost for marketing efforts.

Is your byway interested in soliciting travel writers? Having trouble writing good press releases? Try working with staff members from your local DMO. They regularly work with the media and often can assist with drafting press releases or contacting writers. Byways provide such a wonderful story for a destination that a public relations professional would probably welcome the opportunity to showcase your byway to writers.

Many byways express an interest in advertising in larger publications but are astounded by the cost. Destination marketing organizations often participate in cooperative advertising arrangements with state tourism offices for a fraction of the cost of advertising alone.

Ask about the next year's advertising plan. You may discover some opportunities you could not have pursued otherwise.

Additional resources could and should have a vested interest in what's happening on your byway. Become involved in state and local chapters of organizations like hotel and motel associations, restaurant associations, campground associations and amusement park associations. These organizations represent byway stakeholders who play an integral part in delivering the byway experience to the traveler.

Plan Ahead

All marketing should be intentional and reflect your byway's goals. Crafting a strategic marketing plan is the first step before forging any relationship. A relationship with the DMO can help your byway organization attain its marketing goals and expose more travelers to your byway's story.

TYPES OF DESTINATION MARKETING ORGANIZATIONS

It is a good idea to understand the difference between various destination marketing organizations. The following list explains some of the most common DMOs.

CHAMBERS OF COMMERCE

The primary function of a chamber of commerce is to act on behalf of the business community for the purposes of business retention and marketing. In many situations, the local chamber of commerce may also be the destination marketing organization and handle traveler information or staff information areas. In rural areas, the staff and funds for chambers may be very limited, but their enthusiasm and connections in the community can be very valuable. Chambers are funded through memberships and in some instances tourism-tax dedicated funding (tax levied on hotel/motel stays). Many chambers have the ability to apply for marketing grant funds through their state tourism offices.

CONVENTION AND VISITORS BUREAUS

Convention and visitor bureaus (CVBs) tend to be located in cities (small and large) or represent large geographical areas. Their primary focus is to attract visitors and conventions, and often the staff is divided into convention services and visitor services. Some CVBs have staff that specialize in group travel and can assist with bus tours and other organized travel. CVBs are often funded through a tourism tax that is dedicated to destination marketing. Much like chambers of commerce, they have access to marketing grant funds through state tourism offices and are a valuable connection for your byway.

STATE TOURISM OFFICES

Every state handles tourism in a slightly different manner. There can be anything from a cabinet-level office to a division of a certain department, or an independent organization. Find out how your state works. For the purposes of this article, we will call them state tourism offices.

These organizations focus on bringing visitors from outside the state in, as well as broadly marketing regions of the state to in-state travelers. It is not the responsibility of the state to market specific destinations or even specific byways, and often staff members try to balance their emphasis throughout the state. Much like a CVB, state tourism offices generally have staff members that specialize in marketing, public relations, events, group travel and international travel.

The state tourism office can be of great assistance to byways collectively at the state level and can help produce statewide maps, brochures and other elements. They are also very helpful in regard to cooperative advertising campaigns. The state (or any other larger group) can sometimes negotiate cheaper advertising rates for multiple placements and will pass the savings on to the CVBs or chambers of commerce. In addition, the state tourism offices usually produce a marketing plan with templates and/or graphics that can be used by DMOs.

It is customary to work through your local DMO when working with a state tourism office. Although your byway may have a good relationship with a staff member from the state tourism office, it is a good idea to include your local DMO in the conversation at all times. The state tourism office's responsibility is to the DMO and your byway would be considered an attraction in the DMO area.

Most state tourism offices also offer marketing grants to DMOs. A byway may partner with a local DMO to utilize these grants. It should be noted, however, that state tourism offices are not flush with funds and often look for creative means to accomplish their marketing goals that may or may not include byway grant funds. Other activities typically offered by a state tourism office include regional and national conferences, educational workshops, local marketing planning assistance and data research and analysis.

We asked several state tourism offices how byways can best work with them. Here are a few of the responses:

What Do State Tourism Office Staff Recommend?

"Scenic byways provide the basis for a substantial amount of product here in Oregon. We are a car-traveling state, with a scenic byway (23 in all) that will lead you to all of our experiences. Our scenic byways are an experience in themselves. Obviously, we have these 'roadways' without the scenic byway designation. The byway designation validates the visitor's experience and, many times, will instigate an adventure.

State tourism offices, or any agency that is primarily visitor oriented, need to be seen as a major, if not chief, advisor to the byway program. Experience, interpretation and product through the visitor perspective is essential to a byway's success."

Marlene R. Eccles
Travel Oregon

"Byways provide an attraction and reason/route for people to travel. As one consumer stated, 'they become part of our dreams about travel in Minnesota.' Scenic Byways give people access to small towns, historic sites, parks, arts, scenery and off-the-beaten-path routes.

Work in coordination with your state tourism agency on programs that market all state scenic byways. By leveraging limited resources with others and the state, you can greatly expand your marketing reach. Look at all of your possible partners. We work with the DNR-Parks, Minnesota Historical Society, Minnesota State Arts Board and MnDOT in our byway promotion efforts. We also have private sector partners such as Target and Kodak. Each byway should be working with these same groups and types of businesses at a local level."

Colleen Tollefson
Explore Minnesota Tourism

"The best advice I can offer is to keep an open and constant line of communication with your state tourism office. Never hesitate to let your state tourism office know that you are there, what you are doing, and what you want to achieve down the road. The state tourism office can be a terrific partner in helping tell the world your story via its marketing mechanisms (advertising, PR, tourism information services, research, etc.). While a state cannot do a byway's marketing for them, it can definitely amplify the marketing message and help to develop or facilitate relevant partnership opportunities as the state becomes more familiar with that byway's needs and goals. In Ohio, we have partnered with our Department of Transportation to work together to maximize communication with the byways about opportunities and initiatives, and have found this to be invaluable."

Amir Eylon, Assistant State Tourism Director, Ohio Division of Travel and Tourism ★

THE WAITING GAME

Notes from the National Scenic Byways Program, Federal Highway Administration

Editor's Note:

This is part of a continuing series of articles about the nomination of roads to join the distinct and diverse collection of America's Byways™. Future issues will supplement information currently available on the community Web site, www.bywaysonline.org/nominations/articles.html.

You've worked really hard, used the Web-based nomination resources, and followed the guidelines on the www.bywaysonline.org Web site. All your t's are crossed, i's dotted, and the information requested in the online nomination was filled in thoroughly and accurately. You feel confident that the document you submitted was



strong, so you pressed the "send" button. WHO? WHAT? WHERE DOES IT GO? Your vision is of the completed document heading at warp speed toward some government black hole...

But wait! Before you start crying, "Post-nomination-stress disorder," let's look at the process your nomination document follows. The State coordinator (or State DOT-appointed byway contact) is the first step in the nomination

process. The coordinator is responsible for verifying routes and other information the nominee provides. The States establish their own timelines for the submissions and review process; but, on April 8, 2005, the individual State coordinators submit the completed nominations to the Division. The Division contact has until April 29 to forward the nominations—with recommendations and comments—to FHWA National Scenic Byways Program (NSBP) staff at Washington, D.C. Headquarters.

The D.C. staff will review each nomination, the supporting materials, and the corridor management plan. To assist in the review, seven experts from outside the U.S. Department of Transportation will provide an independent assessment based on the materials submitted to the FHWA. U.S. Secretary of Transportation Norman Mineta will use the results of this review to decide which roads should be designated as one of America's Byways™.

You should know that there is minimal lead-time for travel arrangements for you and your entourage. In 2002, we learned about the Secretary's decisions less than one week before the designation event. We expect this year's designation event will be held during the week of September 19-23.

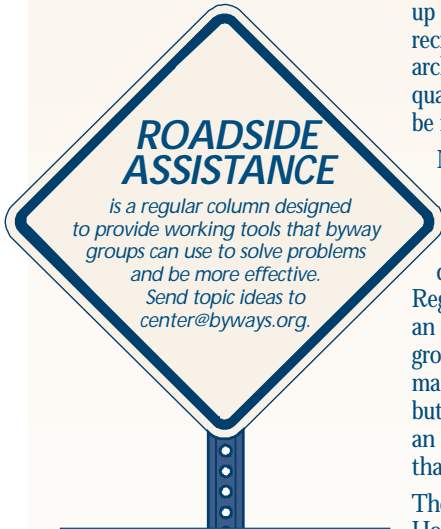
But designation is only the beginning. As part of the America's Byways collection, there is a responsibility to preserve and promote your Byway. The article in the February 2005 *Vistas* further describes the privilege of being one of America's Byways, and the expectations of the byway customers and the byway community [http://www.bywaysonline.org/resources/topics/5/?display_mode=single&pubid=52627&order_no=6]. ★

ACTIVITY	DATE
Individual State coordinators submit the nominations to the Division.	April 8, 2005
The Division contact forwards the nominations—with recommendations and comments—to FHWA National Scenic Byways Program (NSBP) staff in D.C. Headquarters.	April 29, 2005
Nominations are reviewed.	May-August 2005
Expert Review Panel meets to evaluate nominations and offer independent recommendations based on members' expertise.	Mid-July 2005
Prepare decision package to send to Secretary of Transportation.	Early August 2005
Staff makes final arrangements for one-on-one review sessions between byway representatives and reviewers and with the www.byways.org team as well as other event activities.	August-September 2005
Designated byways are contacted regarding making travel arrangements to Washington, D.C.	Mid-September 2005
Designation event in Washington, D.C.	Two days during week of September 19-23, 2005
New Byways welcomed to the Byways network at the National Scenic Byways Conference in Cleveland, Ohio.	October 16-19, 2005



Roadside Assistance Marketing Your Intrinsic Qualities: What Does It Really Mean?

By Chel Ethun, Byways Resource Specialist



Our Byways Resource Specialists are here to assist you. Find the Resource Center contact for your state on the Community Web site at www.bywaysonline.org/contacts/rc_contacts.html. Call us toll-free at 1-800-4BYWAYS, Ext. 5., or contact your Byways Resource Specialist directly:

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When byways are designated at a state or national level, they are asked to identify their primary intrinsic qualities. Resource inventories and entire comprehensive plans are drawn up to show how the natural, recreational, historical, cultural, archaeological and/or scenic qualities of the corridor will be managed over time.

National Scenic Byways are designated for at least one intrinsic quality and All-American Roads are designated for at least two. Regardless, when a Byway receives an official designation, the Byway group's duties not only include managing that intrinsic quality, but also providing the traveler with an experience in concert with that quality.

The concept sounds simple enough. However, many Byway groups find themselves answering to many outside groups and trying to satisfy too many partners. Often times, the intrinsic quality is no longer the primary focus. In addition, the group's founding members may change, and expectations about what the byway can and should do may be lost in the shuffle.

Many of us have been involved with a group that was trying to please everyone and, in turn, lost its identity and sense of purpose. The same can be true with your Byway's marketing efforts.

Are your materials, communications and efforts centered around your Byway's intrinsic quality story, or are they a listing of every attraction, stop and business along the Byway? Yes, I know. Many of you are probably thinking, "Hey, we need to include our business community...we can't ignore our attractions...etc." Those elements are not necessarily lost when a Byway focuses on the intrinsic qualities; it is simply a reversal of emphasis.

As stated above, Byway designation reflects unique and significant intrinsic qualities. That interests travelers. Those qualities—that uniqueness—make the experience in the corridor unlike "anyplace-U.S.A."

One basic marketing principle is to keep it simple. So...keep it simple! Start with that unique intrinsic quality. What is your Byway's story? For instance, if

Local chambers of commerce, convention and visitors bureaus, and other destination marketing organizations handle these types of traveler information pieces, too. There is no need to duplicate what they already have. In fact, simply adding their telephone numbers or Web addresses may suffice.

Speaking of expectations, one of marketing's most powerful tools is word-of-mouth advertising. When

“Once travelers have decided to experience your Byway, they have opened themselves up to learning about your story. Those that find an authentic and rewarding experience will not only return again, but they will tell others.”

your Byway's primary intrinsic quality is cultural and your Byway story is about the heartland of America, use these elements as the centerpiece for your marketing efforts. Brochures and other rack-card type pieces might graphically and verbally reflect this quality. Travelers will then immediately know what to expect and be rewarded upon finding their expectations fulfilled.

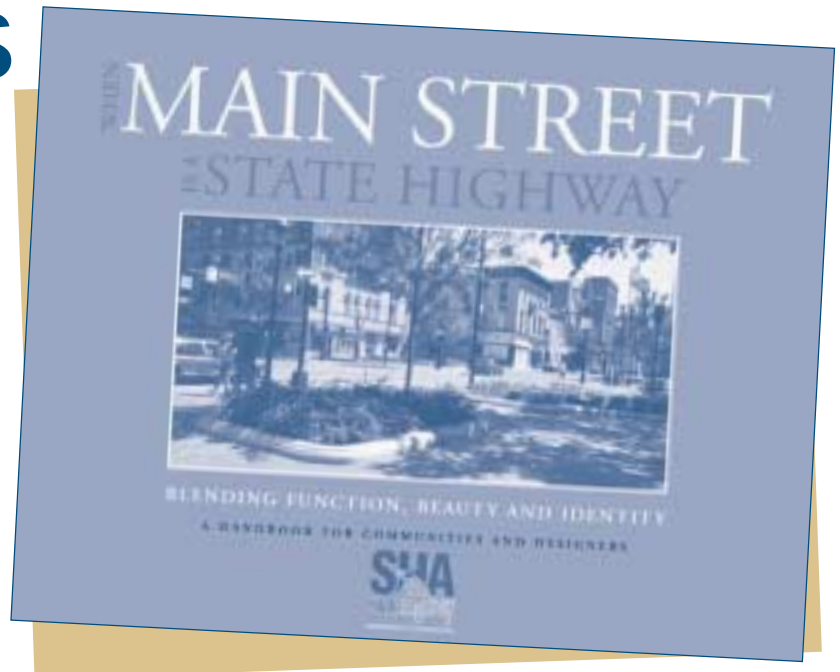
That same Byway can develop itineraries with stops that focus on the culture and heritage of the areas that make up the Byway story. Attractions, businesses and other stops are not left out of the picture; they simply are not the focus.

travelers decide to visit your Byway and their experience differs from what is advertised or expected, then word can travel in a hurry.

Are the elements that make up your Byway's story accessible to travelers? Do your materials reflect what travelers will see? Is the story and intrinsic quality readily apparent or does it need to be interpreted? Once travelers have decided to experience your Byway, they have opened themselves up to learning about your story. Those that find an authentic and rewarding experience will not only return again, but they will tell others. That type of marketing, as many will attest, is better than any advertising money can buy. ★

Integrating CSS Into The State Scenic Byways Program:

An Interview About Maryland State Highway Administration's Context-Sensitive Solutions For Work On Scenic Byways



The State of Maryland values its scenic byway program. The state's 31 byways are recognized as having character and resources that the State Highway Administration (SHA) would like to see preserved for generations to come.

The process that Maryland SHA used in recognizing the significance of the historic resources and the decisions affecting the treatment of those resources led to the suggestion of creating a comprehensive treatment framework for all byway resources. Context-Sensitive Solutions (CSS) results from a collaborative, interdisciplinary approach to developing and implementing transportation projects, involving all stakeholders to ensure that projects are in harmony with communities and preserve and enhance the environmental, scenic, aesthetic, and historic resources while enhancing safety and mobility.

While MSHA makes an effort to apply CSS to all projects, the Maryland Scenic Byways merited additional care in decision making to preserve and enhance the byways' special qualities.

The SHA developed a new Scenic Byways program in 2000. There is considerable enthusiasm around the state for this program, and it has received important national recognition for two of the Byways with an All-American Road designation for the Historic National Road (HNR) and a National Scenic Byway designation for the Chesapeake Country Byway on the Eastern Shore.

A set of draft guidelines has been developed to heighten awareness regarding the importance of Maryland's scenic byways. The purpose of this guidance is to help project staff and other stakeholders understand the special qualities of a byway and make project and operations decisions that will reinforce and enhance these qualities. The guidelines are separated into three sections:

- 1) Maryland Scenic Byways CSS Guidelines;
- 2) National Road CSS Guidelines; and
- 3) a training program for implementation of the Scenic Byways and National Road Guidelines.

The following is an interview with the state scenic byways coordinator, Terry Maxwell, about the process for integrating CSS into the byways program:

1. Why did the State of Maryland decide to take on the CSS initiative for byways?

The idea of developing CSS Guidelines for all of Maryland's 31 byways was an outgrowth of the Maryland National Road (MNR) Corridor Partnership Planning (CPP) effort conducted from January of 2000 to May of 2001 and from Maryland State Highway Administration's ongoing efforts to encourage CSS as a way of doing business for all projects following the 1998 "Thinking Beyond the Pavement" Workshop. A key concern of MNR stakeholders and the SHA Office of Environmental Design (OED) is how to address the cumulative effect of a series of individual actions, if undertaken without reference to protecting and enhancing the special qualities of the byway.

With the excellent support of Lardner/Klein, Landscape Architects, P.C. and Oldham Historic Properties, Inc., we are presently meeting with key managers to discuss how to implement these guidelines within the SHA culture. There is the important task of educating staff in key areas of the significance of these corridors. This is a new way of thinking in which planners and designers will need to consider the significance of corridors as opposed to just sites or districts, which will encourage them to think creatively to find ways to achieve a balanced outcome that is both safety conscious and sensitive to the local and regional context. The main avenue of education will occur by opening up new channels of communication between OED and other SHA offices, concerning the byways. We have also created a PowerPoint presentation to take to Office-wide meetings to reach larger groups out in the Districts.

2. Were the byway groups a part of this decision?

The whole process started as a recommendation from the corridor planning process. Members of the

HNR Corridor Group (now called the MNRA) met SHA staff for an all-day workshop to discuss CSS strategies for the byway. The consensus was that there was a need for a road design guidance document. Over the past two years, OED of SHA has been developing the first two sections, working with two advisory groups: one smaller group to develop a set of draft guidelines for the state's system of scenic byways, and the second to explore the most appropriate ways to implement and apply this guidance, using the HNR as a case study. The latter group was composed of two to three employees from each SHA District along the HNR together with representatives from the MNRA. We also brought in public works representatives from the county and municipal transportation, tourism and planning offices and historic preservation groups from along the HNR who were not yet involved with the corridor planning process.

3. Is this initiative a reflection of the state's values regarding community and byways?

The CSS guidelines are right in line with our "Thinking Beyond the Pavement (TBTP)" philosophy to give heightened sensitivity to the context and to improve relationships between SHA and communities. SHA defines CSS design as a "collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic, and

environmental resources, while maintaining safety and mobility. CSS design is an approach that considers the total context within which a transportation improvement project will exist." A good example includes a recent popular SHA publication, *When Main Street is a State Highway – Blending Function, Beauty and Identity – A Handbook for Communities and Designers*. This handbook guides community representatives and SHA staff through a step-by-step, comprehensive process that will allow them to identify and achieve community transportation goals. Check it out at: www.marylandroads.com/businesswithSHA/projects/ohd/mainstreet/MainStreet.pdf.

While the TBTP approach applies to all of SHA's projects, OED is lobbying that Maryland's scenic byways, designated for their acknowledged scenic, cultural and historic qualities, merit additional care in decision making to preserve and enhance their special qualities. The CSS Guidelines for Byways is a perfect complement to the TBTP approach by providing a framework for:

1. Understanding the significance of an entire byway through State designation data, byway organization data, and/or CMP data
2. Choosing whether to preserve, maintain and/or enhance the features that contribute to a traveler's special experience along the byway

3. Reviewing fifteen project elements and considering suggestions for treatments aimed to meet the goal of preserving, maintaining and enhancing the byway

4. How much CSS was in place prior to this initiative?

Most of SHA's current CSS "Thinking Beyond the Pavement (TBTP)" activities involve items that have been identified in implementation work plans developed by four TBTP task teams and their sub-teams. The following task team list is an example of the framework set up. Also, detailed work plans are available through our TBTP program coordinator.

- Organization and Policy Task Team—Action Items
- Project Development Process Team—Action Items
- Community Involvement Team—Action Items
- Project Management and Leadership Development Training Team—Action Items

5. How long did the process take and what were the biggest obstacles?

It took about two years. The biggest obstacle is the monumental task of educating old-school thinkers who believe that the present process is fine.

6. Are the individual byway CMPs taken into account or do they need to be updated after the state initiates a CSS plan for an individual byway?

CMPs will become a major resource for project managers as they use these guidelines. All Maryland CMPs are required to address CSS issues.

7. What is the state's hope and vision for the CSS byway initiative?

We hope that all SHA project managers at headquarters and in the districts become aware of and appreciate the value of Maryland Scenic Byways. We also hope that their decisions are well thought out and well coordinated with byway stakeholders as well as internal offices, taking into consideration the character-defining features that contribute to the byway's designation. Eventually we hope to reach out to all county and municipal planning and/or public works project managers to help them appreciate the aforementioned.

For a copy of the manual or for more information, please visit <http://www.marylandroads.com/exploremd/oed/scenicByways/ccs-3.pdf> or contact Mr. Terry Maxwell, Maryland Scenic Byways Coordinator at (410) 545-8637. ★



Announcing The New Online Context-Sensitive Solutions Resource Center

The Federal Highway Administration announced a new Web site, [Context SensitiveSolutions.org](http://ContextSensitiveSolutions.org), exclusively focused on context-sensitive solutions (CSS). The Web site allows transportation professionals, as well as elected officials and concerned citizens, to initiate and participate in a better community-oriented transportation planning process.

A collaborative effort of Scenic America, Project for Public Spaces and the FHWA, the online Resource Center was developed, designed and built to engage anyone who might have an interest in CSS.

The site was opened to the public at the January 2005 Transportation Research Board annual conference. Please visit the Web site at www.ContextSensitiveSolutions.org. ★

1 Tell us about the U.S. Fish and Wildlife Service, the National Wildlife Refuge System and the Refuge Roads Program.

The U.S. Fish and Wildlife Service acts as the trustee of our nationally protected wildlife resources, including migratory birds, endangered species, anadromous fish and certain marine mammals. The Service has a wide range of responsibilities for these species under a number of international treaties, including regulating the import and export of wildlife and

perspective to the Refuge System and those with whom we worked on transportation issues. Initially, we were overwhelmed with the whole program. But with the help of our sister agencies, the Federal Lands Highway Program, the Federal Transit Administration, the Transportation Research Board, the National Scenic Byways Program and many others, we better understand the transportation world. Even now, we continue to learn about all of these programs, and we would like to think that others have benefited from the

throughout the Refuge System.

Our roads program has given the Refuge System the opportunity to explore new partnerships with a wide range of federal, state and local organizations. One of those new partnerships has been with the scenic byways community.

2 How does the Refuge System utilize its regions and regional coordinators for byway and other transportation related issues? Where can byways get more information?

The Refuge System works under a de-centralized management program. The Washington office provides general guidance and the regional offices implement the programs in the field. We have a national refuge roads program coordinator and a national coordinator for trails, byways and transportation enhancements.

Each of the regional offices has at least one person who is responsible for the refuge roads program coordination. In some cases, this person also works with the field stations on scenic byways issues and, in other cases, the region

may have another staff person in the Visitor Services Program who helps out.

We have a refuge roads Web site (<http://refuges.fws.gov/roads/>) that provides general information and a contact list.

3 How would a byway group best approach staff

from a refuge along its byway to engage the refuge in projects?

The best way to get involved with staff at the field stations is to contact the staff directly. Our Refuge System home page (<http://refuges.fws.gov>) has a directory link that lets you find any unit of the Refuge System by name or by geographic location. One good way to become involved with local refuges is to participate in their planning processes and to invite them to participate in the byway's planning process.

Interacting with the local, nonprofit refuge Friends organization is another way to get involved with refuges. Refuges are not just places for wildlife; they are also places for people.

4 The Fish and Wildlife Service is known for its excellent training center in West Virginia with classes on everything from friends groups to facilitation. Is this something that byway groups can apply to attend or get more information about?

The National Conservation Training Center in Shepards town, West Virginia, offers a wide range of courses, including topics such as developing and working with Friends groups, volunteer recruitment management and effective facilitation. These courses can be taken at NCTC and can be offered at other locations. The training center will work with FHWA to make training more widely available for those courses of interest to the National Scenic Byways Program. If there are byways volunteers who are also participating in local refuge Friends groups, they would be eligible to participate in the Service's training programs and the annual Friends Conference.

5 What is your background and experience that led you to work for the U.S. Fish and Wildlife Service?

I received a bachelor's degree in outdoor recreation at West Virginia University in 1968 and a master's degree in administration from the George Washington University in 1976.

I was a district supervisor for the Montgomery County, Maryland, Department of Recreation from 1972 to 1977. In 1977, I began working with the Department of the Interior as Chief of the Division of Federal Lands Planning in the Bureau of Outdoor Recreation. I later served as Staff Director of the Assistant Secretary for Fish and Wildlife and Parks' Land Policy Group with the responsibility of administering the Federal portion (U.S. Fish and Wildlife Service, National Park Service, Bureau of

A Conversation With...

Bill Hartwig National Wildlife Refuge System Chief

establishing hunting season for migratory game birds.

The National Wildlife Refuge System works to protect endangered species and migratory birds, preserve natural diversity and provide the public with wildlife-dependent recreation. It also helps the public understand and appreciate wildlife resources.

The Refuge Roads Program, one of the Refuge System's newest programs, started with the passage of the Transportation Equity Act for the 21st Century in June 1998. For the first time, Congress provided the Service with dedicated funding to improve public access to refuges. As you can well imagine, having biologists enter the world of transportation was a real change of pace and brought a very different

experience of working with us. Between 1999 and 2004, the roads program has enabled the Service to complete more than 650 improvement projects worth over \$94 million.

Virtually every major access road has been improved, parking lots have been resurfaced and safety improvements have been made. When we started making these improvements, we received notes thanking us for improving public access. Now people just enjoy the improvements we are making



Chief of the National Wildlife Refuge System at the U.S. Fish and Wildlife Service, Bill Hartwig provides support to the Service's Director with respect to operation and management of the National Wildlife Refuge System, and the Service's land acquisition program.

Land Management and Forest Service) of the Land and Water Conservation Fund.

I started working with the Fish and Wildlife Service in 1986. I was the Fish and Wildlife Service's Chief of Realty, served as Secretary to the Migratory Bird Conservation Commission, became Deputy Assistant Director for Refuges and Wildlife, then served as the Regional Director for the Midwest region based in Twin Cities, Minnesota. The region includes the states of Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Since April 2003 I have been the Chief of the National Wildlife Refuge System at the U.S. Fish and Wildlife Service within the Department of the Interior. In this position,

6 *When and how did the Refuge System become involved in the National Scenic Byways Program?*

Refuges have actually been a part of byways for a long time. Prior to passage of the 1998 Transportation Bill, although we didn't have a real national focus on transportation related issues, refuges had been getting involved with byways as part of their normal outreach activities. Once we started to learn about the various programs managed by the Federal Highway Administration, it became apparent that there was a real opportunity for us to improve our outreach activities and community partnerships by becoming more involved in scenic byways.

Once we started to learn about the various programs managed by the Federal Highway Administration, it became apparent that there was a real opportunity for us to improve our outreach activities and community partnerships by becoming more involved in scenic byways.

I provide support to the Service's Director with respect to operation and management of the National Wildlife Refuge System, and the Service's land acquisition program.

Byways and refuges have many things in common.

Byways have corridor management plans and we have comprehensive management plans. Most byways have volunteer organizations that

help manage them and refuges have Friends groups that help with many programs. Byways and refuges both have training for Friends groups and volunteers. Both of our groups are locally based and part of the community.

7 *Please talk about the joint projects the Refuge System has helped to fund: the documentary on refuge roads and the virtual tour project.*

It has been a real pleasure to work with America's Byways Resource Center, the Federal Lands Highway Program, the National Scenic Byways Program, the American Recreation Coalition (ARC), Public Television Station WUFT-TV, other federal land management agencies and the local byways communities on these two projects.

When our staff saw Derrick Crandall and ARC demonstrate the virtual tour project for the Logan Canyon Scenic Byway at the 2003 National Scenic Byways Conference in Albuquerque, it seemed just the tool that we could use to teach Americans more about refuges and the communities they are part of. We hope to see the release of the beta phase of the project later this year. We believe the technology will help people learn more about byways and refuges.

The development of the television documentary resulted from one of the Refuge System's centennial proposals. It is also part of our outreach effort to local communities. Refuges are integral parts of their local communities. Our connections with scenic byways really help to communicate that our refuges are part of the cultural, historic, natural and scenic heritage of local communities. We exist together, and together we can celebrate the aspects that make us each special.

8 *For the third time in a row, the Fish and Wildlife Service is a sponsor of the National Scenic Byways Conference. In your opinion, what is the value of the conference, and why is it important for byway representatives to attend?*

Perhaps the best thing about the conferences is the energy and excitement that people bring. The speakers, the sessions, the workshops, the visits to local byways sites, the meetings in the

We should recognize that we share our country's cultural, historic and natural heritage. We need to work together to nurture and conserve that heritage, so we can enjoy it today and in the future.

rooms and in the halls and the exhibits—they're all part of what helps to make these conferences successful.

We get so accustomed to working in our own environments that sometimes we don't see our own innovations and successes; sometimes we just can't find the solutions to our problems. The opportunity to talk about what we are doing and to discuss our challenges with others who are involved in the same issues really helps. The conference gives us an opportunity to learn from one another and go back to our jobs with more energy and inspiration.

9 *If you could send one message to byways, what would it be?*

There are so many possible shared values that identifying one message is a little bit of a challenge. I believe that we should recognize that we share our country's cultural, historic and natural heritage. We need to work together to nurture and conserve that heritage, so we can enjoy it today and in the future. ★

BYWAY BRIEFS

This spring, 67 years after construction of the **Natchez Trace Parkway** (All-American Road) began, the final 20-plus miles of the Parkway will be open to visitors. On Saturday, May 21, 2005, the National Park Service, Federal Highway Administration, and federal, state, and local officials will celebrate the

completion of construction for the last two segments of the 444-mile Parkway that travels from Natchez, Mississippi, through the northwest corner of Alabama, to Nashville, Tennessee. The last two segments to be finished, Sections 3P and 3X, are located in the Jackson and Natchez, Mississippi

areas, respectively. The ribbon-cutting ceremony, hosted by Natchez Trace Parkway Superintendent Wendell Simpson in Natchez will feature Senators Thad Cochran and Trent Lott as keynote speakers. For more information, contact Jerry Pendleton at (662) 680-4054 or Jerry_Pendleton@nps.gov.

The Ohio Department of Transportation launched the **www.OhioRiverScenicByway.com** Web site last fall to help travelers research and plan trips on the 967-mile route along the Ohio River in Ohio, Indiana and Illinois.

The Web site contains information on more than 500 events and attractions for areas located along the entire Byway

in a single Internet location. Previously, **Ohio River Scenic Byway** (National Scenic Byway) information was contained in numerous sites individually developed and managed by a number of smaller regional organizations.

The program was funded by the Federal Highway Administration, Indiana Department of Transportation, Indiana

Office of Tourism Development, Illinois Department of Transportation, Illinois Department of Commerce and Economic Opportunity, Main Street Golconda, Ohio Arts Council, Ohio Department of Transportation, Ohio Division of Travel and Tourism, Ohio Office of Appalachia and Ohio River Trails.

Travelers are attracted to **Minnesota's scenic byways** not only for the views, but for a wide variety of other features as well, according to a recent survey conducted by the Minnesota Department of Employment and Economic Development's Analysis and Evaluation Office.

The online survey evaluated a direct mail marketing campaign carried out by

Explore Minnesota Tourism in Spring 2004 to promote the state's scenic byways. According to the survey, visitors are attracted to scenic travel routes by a variety of features: natural scenery (92%), historic sites (68%), being off the beaten path (61%), parks (56%), small towns (47%), festivals (39%), new routes (23%), arts (22%) and pre-planned routes (22%). Although not

listed in the survey, bike trails were frequently added by respondents as byway attractors.

Overall, the results provided very positive feedback for Minnesota's scenic byways program. For more information on this survey, contact Colleen Tollefson at (651) 297-2635 or Colleen.Tollefson@state.mn.us.

Beartooth Scenic Byway (All-American Road) will celebrate its annual season opening on Saturday, May 28 in Red Lodge, Montana. The road is closed every winter because snow makes it impassable. Festivities will include a

reception and band performance, and the annual meeting of the Friends of the Beartooth group will be held in conjunction with the celebration. The friends group works effectively to build cooperation and networking among all

the communities along the Byway. This year's theme is "Partnerships That Work." For more information, contact Kim Capron at (307) 587-3669 or kim@associationresourceswy.com

What began in 1992 as one of 17 interpretive sites along the **Kancamagus Highway** has since evolved into an interpretive center for both the Kancamagus Scenic Byway (National Scenic Byway) and the White Mountains Trail (National Scenic Byway). A ribbon-cutting ceremony in September 2004 was

the culmination of a 12-year effort. With dedication and cooperation from a variety of federal, state and local agencies, White Mountains Attractions, Timber Framers Guild, and a host of volunteers, the new visitor center is providing the public with much-needed interpretation of the Byways.

To celebrate this collaborative effort, USDA Forest Service Region 9 Forester Randy Moore presented a special award to the Kancamagus Scenic Byway for "supporting increased economic opportunities and improving quality of life in rural areas." ★



Dear Kate Bolder:

E-mail your questions for Kate to center@byways.org with the words "Be Bold" in the subject line.

Dear Kate,

Our byway recently had a big community event to celebrate a new interpretive center. The community has been wonderfully supportive and the event was really well attended by everyone but the media. We have been working so hard on this center and had so many meetings that we were really disappointed when no one from the media came to the event. We sent invitations to our council members, general members and business owners (including the owners of both the radio station and newspaper!) and took out an advertisement in the local newspaper but no one from the media showed up. What did we do wrong?

Signed,
Missing the Media on the Byway!

Dear Missing,

Public Relations, or PR, is one of the most valuable and cost-effective tools your byway or any organization can use to communicate to the broader world. In many cases, effective PR can reduce or even eliminate the need for costly advertising. It is, however, an art form that doesn't just come together overnight. Here are a couple of tips to keep in mind for your next event:

Always draft a press release or media announcement and send it directly to the editors, journalists or reporters that you want to attend.

Keep a list of media in your area. Sort the list by type (television, radio, newspaper, Web) and location (local, regional, national).

Take the time now to obtain accurate information and contacts. Ask how they want to receive information from you. If an editor likes e-mail, don't send faxes. Do your homework. Become familiar with the publication and its readers' needs. Draft your media pitch accordingly.

Figure out who your best allies are and form a relationship. It is much easier to call "Sally" at the paper and give her the scoop if you know her than it is to rely on an assistant or intern to deliver your press release to her desk.

Stay in front of your contacts. Don't send a release or announcement every week. However, sending announcements about major projects, new officer elections or special meetings helps to keep your byway name familiar and will aid you in getting a media personnel's attention later.

Keep press releases/announcements short and to the point. The title and first paragraph should say who, what, why, where and when. The remaining text is detail. In fact, many editors don't even read past the first line!

Be sure to include a time, date and location, if this is an event. Media professionals are busy and do not have the time to research information that you should have provided.

Press releases or announcements should be sent no more than five days in advance and no less than 24 hours in advance. Media professionals have schedules just like we do; anything more than five days away is easily forgotten and less than 24 hours is just plain rude.

Always follow up. If it is a really important event or news release, call to make sure they received the news release and ask if they have questions. Newsrooms are busy places, and often a press release can sit in an inbox for a few days.

Try to put yourself in the shoes of the newspaper, television, radio or Web media professional. Would you be interested in the press release? Would you make time in your busy calendar to arrange to show up? Is this really news?

Always remember to say THANK YOU. Gratitude goes a long way toward building relationships.

*Looking forward to
seeing you in the news soon!*
Kate

CENTENNIAL CONGRESS CREATES A FORESTRY VISION FOR THE NEXT 100 YEARS



It was one hundred years ago when President Theodore Roosevelt and Gifford Pinchot (appointed as the first Chief of the new Forest Service) assembled a group of visionary leaders in Washington, D.C. to discuss and collaborate on a mission for the Forest Service. That first meeting had profound effects that set the stage for the care and management of our nation's 193 million acres of public land.

One hundred years later to the month, a group of national public and private leaders gathered in Washington to renew that original effort and formulate a revised vision for the next one hundred years. The second Centennial Congress convened on January 3, 2005. The Federal Highway Administration and the America's Byways Resource Center were invited to participate and offer advice on the transportation and visitor aspects of the vision discussed.

The three-day event was promoted as an opportunity to listen and react to a host of diverse and outstanding speakers. Care was given to balance each presentation so as not to focus on one particular view or agenda. As an example,

a panel on public policy of forestlands included experts from the forest managers, logging industry, preservation organizations and the education community. Ample time for

Best use and practices were debated as well as current forest policy and management. Are our forests being used in the wisest ways? Do we, as taxpayers, get the best return out of our forests,

The local byway committees need to invite and encourage participation from the Forest Service if their Byway is dual-designated. The traveling public is only interested in a positive experience, regardless of underlying management.

audience participation and feedback followed. This allowed for dialogue and further insight into forest management and how these decisions affect industry, recreation, preservation and business.

Breakout sessions were held the second day with all attendees assigned to small groups where intense dialogue could take place on the future of public forestland.

both in harvesting value as well as recreational value? Is the public consulted often enough with management plans? These are the questions we were all asked. Debate was lively and open.

We, as a byway community, have a significant stake in the outcome of this Congress and the action taken by the Forest Service. With the initiation of the National Forest Service Byway Program in 1988, we now find ourselves with

over 50 of our National Scenic Byways having a direct-shared designation with National Forest Service Byways. This significant dual designation results in a need for increased cooperation, information exchange and management/planning systems. We need increased awareness of improvements made to these Byways as well as marketing plans, interpretation methods and signage. The local Byway committees need to invite and encourage participation from the Forest Service if their Byway is dual-designated. The traveling public is only interested in a positive experience, regardless of underlying management.

The second Centennial Congress sets the stage for how the nation's forests will be managed for many years to come. The results from this gathering will be used in future planning decisions. Our partnership with the Forest Service has grown steadily and will continue as we develop our byways programs. As a byway community, we must stay aware of policy and plan changes when they affect the National Scenic Byways Program. By providing input and suggestions, we can produce a dual-designation system that benefits all byway travelers for decades to come. ★

CATCH YOUR INFORMATION STATION



Tune in to the
**2005 NATIONAL
SCENIC BYWAYS
CONFERENCE**
Cleveland, Ohio • October 16-19

Plan now to join the Byway Community at the Renaissance Cleveland Hotel October 16, 17, 18, and 19 for four days of nonstop learning with hot topics and expert presenters, plus exciting and innovative networking opportunities. Discover how to access and use practical tools to improve and sustain byways.

See how byways fit into the National Scenic Byways Program vision.

IT'S YOUR TICKET TO BETTER BYWAYS!

Rock Road!
and
2005
NATIONAL SCENIC BYWAYS CONFERENCE
Cruising the Road to Success!

Stay tuned for more!

*Watch for registration and hotel details coming soon. Can't wait?
Check www.bywaysonline.org or call 218-625-3310 for more information about:
Conference sponsorship opportunities • Conference exhibit space • Touring the area*

*This exclusive engagement brought to you by
America's Byways Resource Center and Federal Highway Administration.*

2005 Calendar

Send calendar entries by the 5th of each month to center@byways.org

APRIL

April 10-12, 2005

NADO Washington Policy Conference
Washington, D.C.
NADO Research Foundation
For more information, please visit:
www.nado.org/meetings

April 25-26, 2005

*Making Tracks Along the Border:
6th Annual Rural Tourism Conference*
Deming, New Mexico
REDIT and Small Farms Task Force
For more information, please visit:
www.nmsu.edu/~redtt/Resources/html/AM%20link%20list.html

April 28-30, 2005

2005 Gathering of Nations Pow Wow
Albuquerque, New Mexico
For more information, please visit:
www.gatheringofnations.com

MAY

May 3-7, 2005

TIA International Pow Wow
New York, New York
REDIT and Small Farms Task Force
For more information, please visit:
www.tia.org/PowWow

May 7-15, 2005

TIA National Tourism Week
Nationwide
For more information, please visit:
www.tia.org

May 18-19, 2005

Byways to the Past
Indiana University of Pennsylvania
Indiana, Pennsylvania
For more information, please visit:
www.pennbyways.net

May 27-28, 2005

The Art of Interpretive Writing Workshop
Bloomington, Minnesota
Minnesota Wildlife Refuge
For more information, please visit:
www.lefridge.com

JUNE

June 2005

Great Outdoors Month
Nationwide
For more information, please visit:
www.greatoutdoorsmonth.org

June 4-8, 2005

2005 International Heritage Development Conference: Creating Economic Futures One Story at a Time
Nashville, Tennessee
For more information, please visit:
www.ihdc2005.org

June 10-12, 2005

Second Annual Greenway Days Festival
Seattle, Washington
Mountains to Sound Greenway
For more information, please visit:
www.mtsgreenway.org

JULY

July 20-23, 2005

2005 Midwest Environmental Education Conference
Mason City, Iowa
For more information, contact Carol Schutte
schutcar@miacc.edu or (641) 422-4319

July 27-30, 2005

TrailLink 2005
Rails-to-Trails Conservancy
Minneapolis/St. Paul, Minnesota
For more information, please visit:
www.railtrails.org

AUGUST

August 27-30, 2005

NADO Annual Training Conference
Seattle, Washington
NADO Research Foundation
For more information, please visit:
www.nado.org/meetings

SEPTEMBER

September 27-October 2, 2005

National Preservation Conference 2005
Portland, Oregon
For more information, please visit:
<https://www.nthpconference.org/GeneralInfo/>

OCTOBER

October 6-8, 2005

U.S. Cultural & Heritage Tourism Summit
Washington, D.C.
For more information, please visit:
www.uscht.com

October 9-12, 2005

43rd URISA Annual Conference
Kansas City, Missouri
Urban and Regional Information Systems Association
For more information, please visit:
www.urisa.org

October 14-17, 2005

Land Trust Alliance Rally
Madison, Wisconsin
For more information, please visit:
www.lta.org/training/rally.htm

October 16-19, 2005

2005 National Scenic Byways Conference
Cleveland, Ohio
For more information, please E-mail
center@byways.org

October 26-28, 2005

TIA Marketing Outlook Forum
Seattle, Washington
For more information, please visit:
www.tia.org

NOVEMBER

November 4-8, 2005

CrossSphere Annual Convention
Detroit, Michigan
For more information, please visit:
www.crosssphere.com

November 8-12, 2005

National Interpreters' Workshop
Mobile, Alabama
For more information, please visit:
www.interpnet.com/niw2005/

November 29-December 1, 2005

RVIA 43rd National RV Trade Show
Louisville, Kentucky
For more information, please visit:
www.rvia.org

SHARE YOUR NEWS!

Contact *Vistas* Editor:

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