

VISTAS



AMERICA'S BYWAYS®

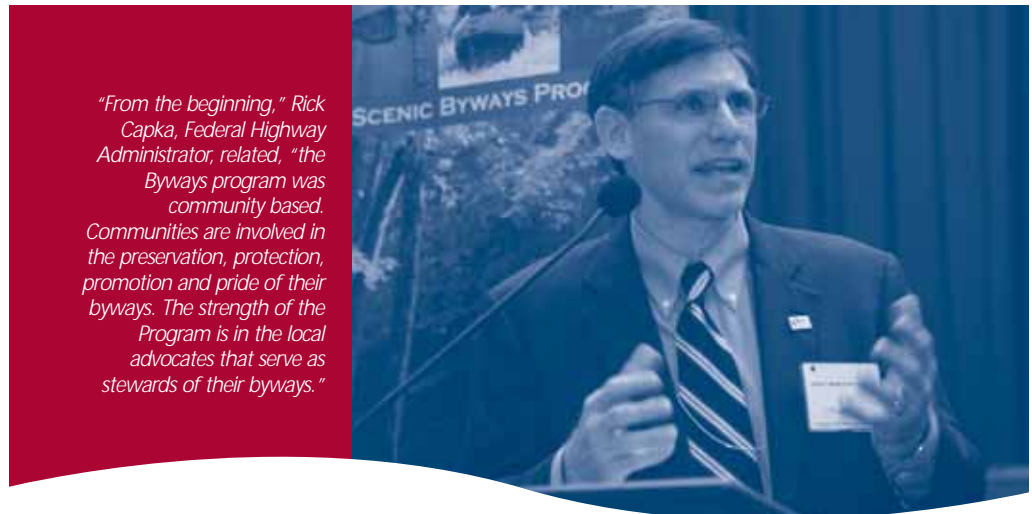
JANUARY/FEBRUARY 2007

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Accomplishments of the National Scenic Byways Program Marked in Washington

Article contributed by the American Recreation Coalition



"From the beginning," Rick Capka, Federal Highway Administrator, related, "the Byways program was community based. Communities are involved in the preservation, protection, promotion and pride of their byways. The strength of the Program is in the local advocates that serve as stewards of their byways."

Top public and private sector leaders marked the 15th anniversary of the National Scenic Byways Program in Washington, D.C., on December 11, 2006. Called "A Celebration and A Look Ahead," the event included an afternoon symposium at the historic Stephen Decatur House. It featured byway pioneers and representatives of organizations that support and sustain the National Scenic Byways Program today.

The evening portion of the celebration was held in the House Committee on Transportation and Infrastructure's hearing room in the Rayburn Office Building. It drew congressional champions, Department of Transportation officials past and present and National

Scenic Byways supporters. Thirteen key byway advocates were presented first-ever "Byways Pioneer Awards."

Common themes emerged in a day of both looking back and moving forward:

- The National Scenic Byways Program is a success because it empowers and unites grassroots efforts.
- America's Byways® are integral to connecting Americans and visitors to the heartland of our shared rich and diverse history, culture, values and natural resources.
- The Program warrants new efforts to increase public awareness of opportunities along the byways.
- The merit-based FHWA byways

grant program is a small investment that has provided huge returns and is critical to the future of the National Scenic Byways Program.

- Americans will always be on the move, and byways have the power to make the journey as important as the destination.

"From the beginning," Rick Capka, Federal Highway Administrator, related, "the Byways Program was community based. Communities are involved in the preservation, protection, promotion and pride of their byways. The strength of the Program is in the local advocates that serve as stewards of their byways." He applauded the partnerships spawned by the National Scenic Byways Program, noting especially

Published in cooperation with the Federal Highway Administration by:



Get Your Kicks On Route 66!



Michelle Johnson,
Director,
America's Byways
Resource Center

Picture you and your good friend driving on a road that is rich with character and moves together with the landscape. The two of you are enjoying each other's company and the drive. You stop for a rest at the top of a tall, red mesa and take in the spectacular view: miles of land the color of a sunset with a ribbon of road through it, hugging scenic curves. Oh, did I mention that you are in northern Arizona overlooking Route 66? Or that you and your friend are...cars? If you don't recognize this scene, I recommend getting your hands on the must-see movie of the year: *Cars*. This isn't just a kid's movie; it's a movie for people who love and appreciate the open road.

Long before my kids knew about this movie, Michael Wallis, the "grandfather" of the Mother Road, spoke about Route 66 and mentioned *Cars* and his role in the movie during his keynote speech at the National Scenic Byways Conference in Albuquerque, New Mexico. Mr. Wallis entertained us with his stories of Route 66, enthralled us with his observations of travel and inspired us to care and nurture our special roads. For those of you who don't remember or couldn't join us in 2003, Michael Wallis is an award-winning author and Pulitzer Prize nominee, and the

author of *Route 66: The Mother Road*.

Let's get back to the view from the red mesa. This is the scene when Sally Carrera invited "Stickers" (her nickname for Lightning McQueen) for a drive and they stop at an old, abandoned roadside hotel that has seen better days. Sally tells Lightning McQueen about Route 66 and how the interstate changed the landscape and their town, Radiator Springs. "Back then, cars came across the country a whole different way," she explains. The road "moved with the land, it rose, it fell, it curved. Cars didn't drive on it to make great time. They drove on it to have a great time." Is that an awesome statement or what?

from *Cheers*, who played Mack the Truck (check out his really funny moments during the closing credits). His connection to byways? Mr. Ratzenberger produces *Made in America* on the Travel Channel. His website (www.ratzenberger.com) says: "John Ratzenberger's *Made in America* brings you the stories of the best people, places and products in the United States. He honors the men and women in the United States who work with their hands and skillfully make products that are the backbone of the American economy." Hmm, that sounds vaguely familiar.

Interestingly, one of the attendees at the Byways 2021 Event on December 11, 2006 was former

bright future. The America's Byways Resource Center is proud to be in the middle of it all, assisting byway organizations as you develop and manage your byway's special places (similar to what Stickers did for Radiator Springs, but without the neon!); assisting the National Scenic Byways Coalition in the development of a national symposium on the future of the Program (don't forget to read and contribute to www.byways2021.org); and working with the National Scenic Byways Program folks in defining public awareness and developing strategies to promote byways.

We are excited about some of our ideas and efforts for 2007. We will



Pixar Animation Studios

Think of the millions of little children (read: sponges) absorbing that message.

Speaking of messages and kids, our conference keynote speaker, author Richard Louv, is all about kids and the outdoors. I bet he would appreciate the message of *Cars*: slow down and appreciate friends, communities and landscapes. (See page 9 for more information about Mr. Louv and his upcoming byway debut.)

Here's an interesting connection with one of the stars of the movie, John Ratzenberger (aka Cliff Claven

Disney corporate executive and Imagineer Kym Murphy. Mr. Murphy is an enthusiastic and highly creative fan of byways and is interested in spreading the word about byways and their special places. I see opportunities for byways to build non-traditional relationships to increase public awareness. Mr. Murphy has also contributed to the Byways 2021 blog effort; read his thoughts at www.byways2021.org.

There is lots of activity at the local and national level regarding managing byways and ensuring a

make announcements in *Vistas*, so stay tuned. And, as always, give us a call or drop us a note to let us know what you think or what you need (or to share your favorite scene from *Cars*!). Think of us as your pit crew, like Luigi (who stole the show in the movie)—with several of us available to help you.

My favorite scene? Any time Mater was in the picture was fine by me. His enthusiasm and quirkiness were cute and endearing. Hmm, I wonder what he would say about 2007 and the future of byways?

"Get 'er done." ★



Film actor and road trip enthusiast Matthew McConaughey is pictured in front of his Airstream at the L.A. premiere for his film Sahara.

Canoe Trippin

by Matthew McConaughey

Many of us have heard media reports that a certain well-known Hollywood star enjoys time outdoors living in an RV. We decided to follow up and see how deep this passion was. We asked our friend Dicky Riegel, who runs Airstream, to help us reach Matthew McConaughey and see what he really thought about byways and the stories they offer. Our contact proved much easier than we ever dreamed possible. Almost before we knew it, we had an offer from Matthew McConaughey to share some memories of driving through America on byways and other special routes. We said, "Sure!" And Mr. McConaughey quickly responded with an account that shows he has talent as a writer, not just as an actor, and that his passion for enjoying the real America along byways is very strong.

I love to drive...to choose a direction, then take the exits.

I have driven all over the United States for the last 19 years....if I have time, I drive..... I don't mind flyin, its just that my favorite "approach" to any village, town, city, or

The road goes on forever.....

"middle of nowhere"is from behind the wheel of an automobile, usually my truck, with the Canoe behind me (my Airstream trailer).. The only states I haven't cruised the roads of are the Dakotas, Maine, and Alaska, but I look forward to it.....

While I know the I-10 from Santa Monica, California to Jacksonville, Florida very well, my most surprising and inspiring experiences have come when I took "the exits" along the way....from albino possums in Louisiana, to being shaken awake in the middle of the night by the rumbling of a train (I unknowingly parked my Airstream just 20 feet off the tracks one eve in the Utah desert) to meeting farmers who walked up on me and invited me in for a barbeque sandwich in Nebraska, to sitting around a fire with a Native American in Oregon, to waking up and seeing a local grizzly bear havin a morning drink from the river in Montana, to

makin friends with a 66-year-old hitchhiker I drove from Mississippi to Quartzite, Arizona.....the exits I've taken along the way have been just plain cool...I always have a destination, I just try and make sure I have enough time to mosey my way there....not

to say that I don't often put 14 hours of

pavement beneath me in a days drive, cus sometimes I just don't feel like gettin off the road.....

My favorite seat in the world is behind the wheel....Twice, on my way from California to Austin, Texas, I was in such a cool "zone" in the driver's seat, that I bypassed my destination until I finally felt like pullin over for the night, and drove back to Austin the next day..... When I have important decisions to make, I like to hit the road and get lost....and we all know that peaceful feeling that usually settles in about 5 hours into the trip, where the onslaught of city life and civilization fades into the rearview mirror and we catch our breath, quit lookin for the answer, and let the truth just land.....this is my favorite part of road trippin.....with stress, in my opinion, being one of the worst diseases in America, there's nothing like the road to naturally

decompress.....to have a new backyard every day if I want, and to feel at home in each one....to meet new people, see old friends, to maybe not speak to a soul but my own for 3 or four days.....they're all an option on the asphalt rivers that meander across our great country....

Within my production company "just keep livin," I urge my employees to hit the road at least once a year, and when I receive their phone call or text message from the road some 6 states away saying they're "running late," we laugh together and agree that they are rather right on time.....in my business, I have to be creative, I have to use my imagination....and for me, the leisure of the road is the best place in the world to do just that.....I look forward to the next one and where it leads me, and I hope you enjoy yours as well....take the time.... take your time.... and just keep livin ★

Editor's Note: You'll be seeing this account soon in other publications, but we wanted you to be among the first to know that we have a strong champion in this Hollywood star! You can re-use short portions of this essay; however, our deal is that we will let his agent know where and when it is being used. Please notify Derrick Crandall at derrick@funoutdoors.com.

National Scenic Byways Program Celebrates 15 Years of Accomplishments

December 18, 2006 marked the 15th anniversary of the National Scenic Byways Program (NSBP). Let's reflect on the significant milestones of the past 15 years, and look forward to many more accomplishments over the next 15. Happy Anniversary, Byways!

1991
Intermodal Surface Transportation Equity Act (ISTEA) provides funding for the National Scenic Byways Program

1992
NSBP begins funding byway projects

1993
Scenic Byways Advisory Committee completes its Scenic Byways report

1994
State Scenic Byway Coordinators meet for their first national meeting

1995
FHWA Interim Policy for the NSBP sets criteria for designation of roads as National Scenic Byways or All-American Roads based on their intrinsic qualities

1996
First national designations are announced: 14 National Scenic Byways and 6 All-American Roads

1997
Meeting of the 20 Roads, the first national conference, takes place in Albuquerque, New Mexico
The *Vistas* publication is launched, featuring National Scenic Byways Program news

that the National Geographic Society will release the third edition of its *Guide to Scenic Highways & Byways* in the spring of 2007 and, for the first time, all designated America's Byways will be included and the logo will be on the cover.

Mr. Capka noted the great accomplishments of the National Scenic Byways Grant Program, adding that the Program "has provided a huge return on its \$275 million investment in 2,100

byway images flashed on a screen, Kevin Heanue, Federal Highway Administration (ret.), Derrick Crandall, President of the American Recreation Coalition and member of the President's Council on Americans Outdoors (PCAO), and Sally Pearce, longtime Scenic Byways Coordinator for the Colorado DOT, shared highlights of the National Scenic Byways Program's first 15 years.

"The Program didn't happen by accident," Mr. Crandall said, but

in 44 States in the America's Byways collection. Grants totaling \$130 million have been distributed, and the current Program, authorized by SAFETEA-LU in 2005, represents a 40% increase in funding for the Program through 2009.

John Horsley, Executive Director of the American Association of State Highway and Transportation Officials, moderated a panel on the value of America's Byways.

"Selling the sizzle of RV travel means getting people excited, and

2006 Byway Pioneer Award-winner and former Secretary of Transportation, Norman Y. Mineta, is pictured with Jim Santini of the National Tour Association.



U.S. Representative James L. Oberstar, pictured with National Scenic Byways Program Team Leader Rob Draper, joined Symposium participants at the Rayburn House Office Building for a reception and the award presentations. He spoke with humor and affection of his long association with the National Scenic Byways Program.

The National Scenic Byways Program began funding byway projects in 1992. Today, the Program has provided over \$275M for 2,181 State and nationally designated byway projects in 50 States, Puerto Rico and the District of Columbia.

grassroots projects in 50 States, the District of Columbia and Puerto Rico." Funding projects that assist byway communities in marketing, sustaining and enhancing their byways over the next 15 years is critical to the future of the National Scenic Byways Program.

A panel of three byway activists involved with creating the National Scenic Byways Program took the audience on a "Drive Down Memory Lane." While historic

resulted from the vision and hard work of key byway supporters in the Scenic Byways Coalition, the Department of Transportation and Congress. Especially key to the Program was the overture by highway interests to the President's Commission in 1986 and the efforts of Senator Jay Rockefeller and Rep. Jim Oberstar in 1989 to require a byway study by FHWA. Another key advocate was then-president George H. W. Bush, who called byways "the roads Americans love" and signed ISTEA in December 1991, creating the National Scenic Byways Program.

The first \$10 million in byway grants were awarded in 1992. The Program has been re-authorized twice since then and there are now 126 nationally designated byways

nothing sizzles more than America's scenic byways," said panel-member Phil Ingrassia, Vice President of Communications for the Recreation Vehicle Dealers Association. "The enhancements that the investment in byways provide, like pull-offs and signage, and the unity that ties communities and attractions together have a direct benefit to our members. When the journey is as enjoyable as the destination, the RV industry wins," he concluded.

Peter Brink, Vice President of Program Services at the National Trust for Historic Preservation, recalled that the National Trust, which had created the National Main Street Program in 1980, enthusiastically supported the creation of the National Scenic

Byways Program as a logical extension of its efforts to revitalize America's Main Streets while preserving their historic and cultural values. Mr. Brink cautioned that supporters must continue to vigorously oppose congressional earmarks, which jeopardize the grassroots genius of the National Scenic Byways Program.

Kevin Fry, President of Scenic America, joined others in stressing the need to increase public awareness of the America's Byways as a way for Americans to get in touch with

Richard Coon, President of the Recreation Vehicle Industry Association, moderated a panel discussion of byways' accomplishments. Rob Draper, team leader for Byways, Bike-Ped Trails and Enhancements for the Federal Highway Administration, said that two-thirds of the 2,180 National Scenic Byways Program grant projects since 1992 have been under \$100,000, reflecting the truly grassroots nature of the Program.

These projects have funded resource protection, large-scale

In 1999, America's Byways Resource Center opened its doors in Duluth, Minnesota to provide education and assistance to nationally designated byways. By the end of 2006, the Resource Center had published three books on subjects specific to byways; provided planning, facilitation and problem-solving assistance to byway groups; hosted four national conferences; conducted research studies; undertook a number of special projects; expanded to a staff of 11 and outgrew its original office space.

ARC President Derrick Crandall is pictured with Congressman Jim Oberstar.



U.S. Congressman and 2006 Byway Pioneer honoree Thomas E. Petri is pictured with Janet Kavinoky from the U.S. Chamber of Commerce.

their history, culture and natural resources. The Program has been successful, he observed, because "it requires the marshaling and mobilizing of a diverse band of people, organizations and agencies all devoted to protecting and enhancing the very best of America."

"Scenic byways prove that preservation and visitation can go hand-in-hand," according to Rick Webster, Vice President of Government Affairs for the Travel Industry Association of America. Nationally designated byways are now well-integrated into State tourism and marketing efforts and have become important destinations for international travelers looking for authentic experiences in the American heartland.

corridor improvements such as visitor centers, signage and brochures and the website (byways.org), which now averages 14 million hits a month.

Mr. Draper's vision of the future is that the America's Byways collection gains the emblematic stature of the nation's national parks, forests and wildlife refuges.

Dean Reeder, National Tourism Director of the National Park Service, related that there are 93 national park units on or near America's Byways. The National Park Service is now fully aware of the power of the National Scenic Byways Program to benefit national park gateway communities, to increase access and visitation, and to highlight common themes especially among lesser-known national parks.

The Director of America's Byways Resource Center, Michelle Johnson, explained that the Resource Center was created in 1998 and offers services and products to byways that help them realize community-driven visions, develop identities, and deliver authentic experiences. Ms. Johnson talked about the fourth National Scenic Byways Conference, which is to be held in May 2007. Ms. Johnson remarked that common language and values have developed among byway communities over the first 15 years and are now shared by the public and private national byways partners: passion, commitment, partnerships and cooperation, community, valuing the journey, and awareness of shared culture and history.

1998

The National Scenic Byways Program – Transportation Equity Act for the 21st Century (TEA-21) authorizes \$148 million for States to develop scenic byway programs and byway-related projects

Second national designations are announced: 20 National Scenic Byways and 3 All-American Roads

1999

America's Byways Resource Center opens its doors in Duluth, Minnesota to provide education and assistance to nationally designated byways

National Scenic Byways Conference is held in Louisville, Kentucky

2000

Byways Marketing Committee and FHWA decide to use "America's Byways" as the umbrella term for marketing and promoting National Scenic Byways and All-American Roads; a logo for the America's Byways brand is created

Third national designations are announced: 29 National Scenic Byways and 1 All-American Road

2001

AASHTO, FHWA and America's Byways Resource Center partner to recognize nine outstanding projects selected by an independent panel as the first Best Practices for Byways awards

The National Scenic Byways Conference is held in Portland, Oregon

2002

The fourth national designations are announced: 23 National Scenic Byways and 14 All-American Roads

2003

AASHTO, FHWA and America's Byways Resource Center partner to recognize eight outstanding projects selected by an independent panel for the second Best Practices for Byways awards

2003

America's Byways Resource Center publishes *Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations*. The www.byways.org website spins off www.bywaysonline.org and is redesigned; byways.org becomes the "traveler" website and bywaysonline.org addresses the "business of byways"

The National Scenic Byways Conference is held in Albuquerque, New Mexico

2004

Mobil Travel Guide publishes a four-volume travel guide for America's Byways

America's Byways Resource Center, in cooperation with the National Trust for Historic Preservation, publishes *From Milestones to Mile-markers: Understanding Historic Roads*

America's Byways Resource Center introduces Power Workshops: Strength Training for Byways at five regional locations, offering intensive training in organizational development, fundraising and resource management

2005

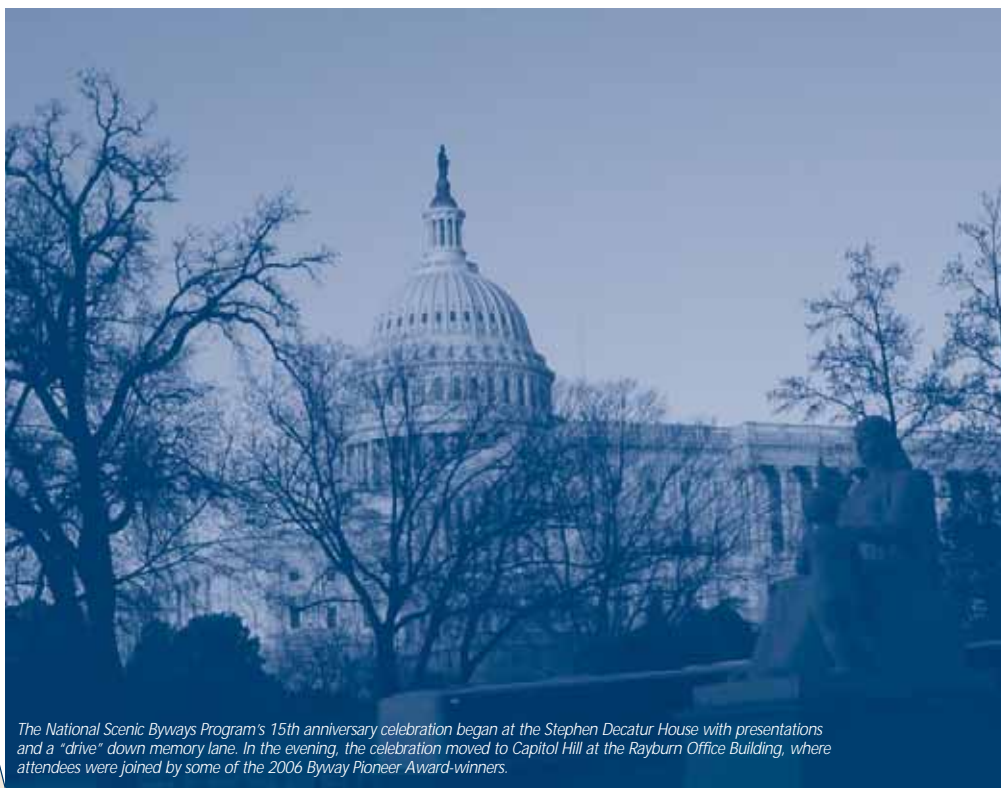
Congress signs the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy of Users (SAFETEA-LU), extending the National Scenic Byways Program through 2009

America's Byways Resource Center, in cooperation with Scenic America, publishes *Conserving Our Treasured Places: Managing Visual Quality on Scenic Byways*

America's Byways® becomes a registered trademark of FHWA

America's Byways materials receive a new creative design; new collateral materials include five presentation banners for National Scenic Byways Program / bywaysonline.org; "come CLOSER" byways.org; and intrinsic qualities (Cultural, Recreational and Scenic)

Fifth national designations are announced: 37 National Scenic Byways and 8 All-American Roads



The National Scenic Byways Program's 15th anniversary celebration began at the Stephen Decatur House with presentations and a "drive" down memory lane. In the evening, the celebration moved to Capitol Hill at the Rayburn Office Building, where attendees were joined by some of the 2006 Byway Pioneer Award-winners.

In 2004, the MUTCD – Manual of Uniform Traffic Control Devices – adopted the America's Byways logo sign. In 2005, the America's Byways® logo became a registered trademark of FHWA.

Two long-time byway proponents, Jim Santini of the National Tour Association, and Kym Murphy of The Walt Disney Company, closed the afternoon session on a high-energy note. Mr. Murphy related the commitment of Walt Disney to promoting the values intrinsic to America's Byways. Noting the challenge of transferring appreciation of these values to the youngest Americans, Mr. Murphy sees an opportunity for Disney's Imagineers to partner with the National Scenic Byways Program leaders to explore ways to engage young people in the magic of the nation's byways.

Mr. Santini praised Rep. Jim Oberstar as a true friend and driving force behind the creation of the National Scenic Byways Program in 1991. He urged the assembled byway supporters to vigorously work together to take advantage of the tremendous

opportunity for the future of the National Scenic Byways Program provided by Mr. Oberstar's appointment as chairman of the House Transportation and Infrastructure Committee.

Symposium participants reassembled later that day in the Rayburn House Office Building for a reception in honor of the National Scenic Byways Program's 15th Anniversary and presentation of the 2006 Byways Pioneer Awards. Richard Moe, President of the National Trust for Historic Preservation, welcomed a large audience by recalling the creation of the Scenic Byways Coalition in 1989 which was "united in our advocacy for a national effort to identify, protect and enhance routes that told America's stories. Its members to this day are united in their diversity, representing organizations in the transportation, conservation, tourism, recreation, historic preservation and economic development communities."

Mr. Moe recognized a number of the evening's special guests: U.S. Representative Jim Oberstar, soon to be Chairman of the House

THE 2006 HONOREES ARE:

- President George H. W. Bush
- U.S. Representative James L. Oberstar
- U. S. Representative Thomas E. Petri
- United States Senator Lamar Alexander
- United States Senator John D. Rockefeller IV
- Andrew H. Card, Jr., Secretary of Transportation, 1992-93
- Federico F. Peña, Secretary of Transportation, 1993-97
- Rodney E. Slater, Secretary of Transportation, 1997-2001
- Norman Y. Mineta, Secretary of Transportation, 2001-2006
- Mary E. Peters, Secretary of Transportation, 2006-
- J. Richard Capka, Federal Highway Administrator, 2006-
- Carlton Robinson, Executive Vice President of the Highway Users Federation, retired
- Thomas Edick, Federal Highway Administration, Federal Lands Program, retired

Committee on Transportation and Infrastructure and early champion of the National Scenic Byways Program; U.S. Representative Tom Petri, Chairman of the House Subcommittee on Highways, Transit and Pipelines and a great advocate for trails and byways; Norman Mineta, former Secretary of Transportation and House Transportation Committee Chairman; Dale Bosworth, Chief of the USDA Forest Service; and Richard Capka, Federal Highway Administrator.

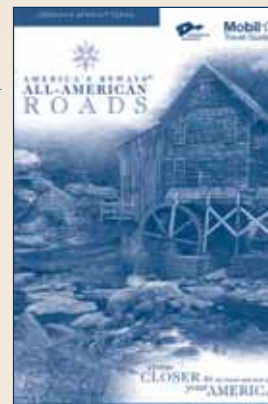
Roger Dow, President of the Travel Industry Association of America, introduced Representative Jim Oberstar who spoke with humor and affection of his long association

with the National Scenic Byways Program. Mr. Oberstar then welcomed Rick Capka, Federal Highway Administrator, who delivered a congratulatory message from U.S. Secretary of Transportation Mary Peters. "I enjoyed working on the National Scenic Byways Program while I was Federal Highway Administrator," she said. "Now, as Secretary, I look forward to what we can achieve together in the years ahead."

Susan Pkrallidas, Vice President for Public Affairs of AAA, presented the first Byways Pioneer Awards, recognizing the contributions of 13 key byway supporters from the National Scenic Byways Program's early days to its 15th anniversary. ★

In 2006, FHWA entered into an agreement with the National Geographic Society for the entire America's Byways® collection to be included in the third edition of the National Geographic Guide to Scenic Highways & Byways (spring 2007 release). With the Mobil Travel Guide series that was published in 2004, this is the second major partnership with a well-known and respected travel publisher in two years, helping to get the America's Byways word out to the world.

2006
FHWA enters into an agreement with National Geographic Society for the America's Byways collection to be included in the third edition of the *National Geographic Guide to Scenic Highways & Byways* (spring 2007 release)



The National Scenic Byways Online team produces GIS maps for all of the America's Byways

The America's Byways map, a 126-page booklet highlighting all of the nationally designated byways, is distributed to byways and available to the general public upon request



The 15th anniversary of the National Scenic Byways Program is celebrated in Washington, D.C., on December 11, 2006; public and private sector leaders gather to show their support and to share their visions for the future of the Program

The Byways Pioneer Awards are jointly sponsored by National Scenic Byway Foundation and Scenic Byways Coalition.

MEMBERS OF THE NATIONAL SCENIC BYWAYS COALITION:

- AAA
- AASHTO
- Alliance of Automobile Manufacturers
- American Association of Museums
- American Highway Users Alliance
- American Motorcyclist Association
- America Outdoors
- American Planning Association
- American Recreation Coalition
- American Society of Landscape Architects
- Garden Clubs of America
- Good Sam Club
- National Alliance of Gateway Communities
- National Association of Counties
- National Association of Regional Councils
- National Association of RV Parks and Campgrounds
- National Fish and Wildlife Foundation
- National Forest Foundation
- National Forest Recreation Association
- National Geographic Society
- National Marine Manufacturers Association
- National Park Foundation
- National Park Hospitality Association
- National Recreation and Park Association
- National Ski Areas Association
- National Tour Association
- National Trust for Historic Preservation
- National Wildlife Refuge Association
- Outdoor Advertising Association of America
- Recreation Vehicle Industry Association
- Scenic America
- Southeast Tourism Policy Council
- Travel Industry Association/National Council of State Tourism Directors
- U.S. Chamber of Commerce
- Western States Tourism Policy Council

EIGHTEEN NATIONAL ORGANIZATIONS SPONSORED THE SYMPOSIUM AND CELEBRATION:

GOLD PARTNERS

- America's Byways Resource Center
- American Recreation Coalition

SILVER PARTNERS

- AAA
- American Association of State Highway and Transportation Officials
- American Highway Users Alliance
- American Petroleum Institute
- American Society of Landscape Architects
- Bureau of Indian Affairs

- Infrastructure Corporation of America (ICA)
- National Marine Manufacturers Association
- National Tour Association
- National Trust for Historic Preservation
- New World Tours
- Recreation Vehicle Industry Association
- U.S. Chamber of Commerce

BRONZE PARTNERS

- American Motorcyclist Association
- National Scenic Byway Foundation

America's Byways Fun Facts

1. Name the Byway that “bleeds.”

In Arkansas and Oklahoma, the Talimena Scenic Drive Byway looks like it's bleeding due to high, iron-enriched water that comes out of the ground through the road asphalt.

2. Which Byway would you visit if you were a fan of frog-jumping?

On California's Ebbett's Pass National Scenic Byway, 2000 frog jockeys and tens of thousands of observers visit the Jumping Frog Jubilee in Calaveras every year. Writer Samuel Clemens, aka Mark Twain, made Calaveras famous when he wrote “The Celebrated Jumping Frog of Calaveras County” in 1865.

3. Where can you find a “string of pearls” growing along the Byway?

“Alice's Pearls” can be found along the Brandywine Valley Scenic Byway in Delaware. In the early 1920s, Pierre S. du Pont bought a string of pearls for his wife Alice's birthday, forgetting that he had given her another strand the year before. She reminded him of the former gift and asked him instead to plant trees along the new Kennett Pike. Today, a “string of pearls” stretches for ten miles there.

ANOTHER FUN FACT:
Registration for the 2007
National Scenic Byways
Conference is open now!
Visit www.bywaysonline.org today!

4. What did “Cariboo Jack” do to the caribou along Idaho's Pioneer Historic Byway to earn his famous name?

Nothing! Jesse “Cariboo Jack” Fairchild and three partners discovered gold in 1870 on what is now Caribou Mountain. He was a colorful figure and Caribou City, Caribou Mountain, Caribou National Forest, and Caribou County were named for him—but not because of the caribou. Jack came from the “Cariboo” Mining district in British Columbia.

5. The Old Log Cabin Restaurant opened in 1926. Twenty years later the restaurant was jacked up and rotated 180 degrees to face the Byway when upgrades meant that the road would pass behind the restaurant. Which famous Byway was worth all this work?

Historic Route 66 Byway in Illinois.

6. Which Byway was caught up in an economic development scheme to become the silk capital of the world?

In the late 1800s along the Wetlands and Wildlife Scenic Byway in Kansas, hopeful entrepreneurs planted groves of mulberry trees and got free silkworm eggs from the State of Kansas. Eventually the State abandoned the effort and the Kansas silk culture died.

7. On which Byway was Coca-Cola first bottled?

The beverage was first bottled in Vicksburg on the Lower Mississippi Historic Byway.

8. New York City drops the ball in Times Square on New Year's Eve. What Byway celebrates by dropping a 20-foot fiberglass walleye from a crane at midnight?

Ohio's Lake Erie Coastal Ohio Trail Byway celebrates the New Year in “fishy” style. Nearly 12,000 revelers attend each year to watch the fish drop and eat walleye tacos and walleye popcorn while wearing walleye costumes and enjoying other walleye wackiness.

9. In the mid 1990s, 30 homes were built in one week by former President Jimmy Carter and the Habitat for Humanity Organization along which Byway?

Celebrities, media, volunteers and locals came to the Cheyenne River Sioux reservation along South Dakota's Native American Scenic Byway to watch the construction there.

10. During World War II, which Byway hosted two secret Army Military Intelligence Service (MIS) operations, and neither operation was aware the other coexisted?

The U.S. Army MIS managed two secret operations in Fort Hunt, along Virginia's George Washington Memorial Parkway Byway. One was to interrogate German POWs. The other operation focused on the design and manufacture of escape kits disguised as humanitarian aid packages for Allied personnel held as POWs abroad.



Kate Valentine
Program Manager
National Scenic Byways Program

Welcome, Kate Valentine

Kate first became involved in the National Scenic Byways Program in 2000 when she was recruited to help plan and launch the first national competition to identify and showcase “best practices” for byways. Two competitions and multiple publications later, she's had the privilege of working with FHWA, AASHTO, the America's Byways Resource Center, and practitioners from all over the country in both the selection and promotion of these projects.

As Program Manager, Kate will have lead responsibility for the nomination and designation process, provide technical support and assistance on grants, and identify options for entering into grant agreements with Indian tribes.

For the last ten years Kate has worked as a private consultant focusing on transportation planning, policy and management. Her clients have included Federal agencies, regional authorities, State, county and local planning and transportation agencies and nonprofit organizations. A native of Connecticut, Kate has many fond memories of traveling the Merritt Parkway with her family. She now lives in Alexandria, Virginia and travels the George Washington Memorial Parkway whenever she can.

Take note: Conference News



Richard Louv Announced As Keynote Speaker

Sponsored by the USDA Forest Service

Hear Richard Louv, author of *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*, speak about the changing relationship between children and nature and scientific evidence

demonstrating just how important direct contact with the outdoors is to healthy child development.

Richard Louv is the author of seven books about family, nature and community. He is a *San Diego Union-Tribune* columnist and has written for the *New York Times*, *Parents* magazine and

other publications. He has appeared on *Good Morning America*, *the Today Show*, *NPR's Fresh Air* and *Talk of the Nation*, the *CBS Evening News* and the *NBC Nightly News*.

Copies will be available for purchase and Mr. Louv will sign copies of his book following the keynote speech.



Plan To Attend The Scenic Byway Awards Ceremony

Join us at the National Scenic Byways Conference on the evening of May 21 for the 2007 Scenic Byway Awards ceremony and reception. Learn about the exemplary work of your peers in the byway community. Following the awards ceremony, attend an exclusive poster session with the winners where you can visit one-on-one and discuss the challenges and successes of the winning projects. Awards will be presented by John Horsley, Executive Director of the American Association of State Highway and Transportation Officials.



Register for the 2007 National Scenic Byways Conference in Baltimore today at www.bywaysonline.org.

Important Hotel Information

Due to circumstances out of our control, the 1-800-WYNDHAM reservations line will no longer connect you to our host hotel, the Sheraton Baltimore City Center. Effective immediately, please call 866-837-5182 to make your hotel reservations for the 2007 National Scenic Byways Conference. For savings on lodging, be sure to ask for the National Scenic Byways Conference group rate.

The America's Byways Resource Center and Sheraton Baltimore City Center sincerely apologize for any inconvenience and look forward to assisting you in any way we can.

Thank You, Sponsors!

- U.S. Fish and Wildlife Service
- USDA Forest Service
- Bureau of Indian Affairs
- National Park Service
- Bureau of Land Management
- American Road Magazine
- American Society of Landscape Architects

LEARN HOW TO WRITE ENGAGING INTERPRETIVE MESSAGES

"The Art of Interpretive Writing" is a one-day workshop packed with skills you will use every day to make a powerful impact on your readers. Alan Leftridge, author of *Interpretive Writing* and the executive editor of *The Interpreter* magazine, will guide you through an engaging and informative workshop that will sharpen your skills for connecting with your audiences. The purpose of this workshop is to introduce you to the strategies promoted by the National Association for Interpretation and the National Park Service for written interpretation. You will focus on developing tangibles, intangibles, universals, and interpretive themes in your writing, while avoiding trite expressions. These strategies and skills apply to your brochures, websites, exhibits, public service announcements, books, magazine articles and other interpretive projects. You will leave the workshop with a workbook and a product applicable to your professional situation.

The Art of Interpretive Writing Workshop

Sheraton Baltimore City Center (formerly the Wyndham Baltimore Inner Harbor Hotel)
Baltimore, Maryland
May 19, 2007
9 a.m. to 4 p.m.
Cost: \$210

Visit www.lefridge.com, for additional information about The Art of Interpretive Writing workshops.

Register by contacting:
Alan Leftridge
Post Office Box 976
Swan Valley, Montana 59826
406-754-2940
lefridge@blackfoot.net

You do not need to register for the conference to attend this workshop.

Five Of America's Byways Share *Where The Wild Things Live*

It's 4:30 in the morning and 25 degrees, without factoring in the wind chill. What could be worth this? A PBS television crew found out as they stood on the flight deck at Bosque del Apache National Wildlife Refuge: the chance to see—and hear—over 20,000 snow geese and 10,000 sandhill cranes lift off the water into the rising sun.

The crew arrived at Bosque on El Camino Real, the byway that parallels the Rio Grande in New Mexico, to help tell a story shared by several America's Byways® in the documentary, *Where the Wild Things Live*. The PBS show explores how National Wildlife

learn how lethal a punt gun was for sitting ducks. See birds large and small, alligators, seals and walrus. Find festivals celebrating the survival of endangered creatures. Experience the peace and quiet, and draw inspiration from these places. Most important, view wild creatures where they belong: in their natural settings.

The story begins on Pelican Island, Florida, located on the Indian River Lagoon Scenic Byway. President Theodore Roosevelt made conservation history in 1903 when he gave Federal protection to pelicans and wading birds living on this tiny five-acre island. It was the

Wetland Walkway and watch for those ever-popular alligators.

Bosque del Apache NWR in New Mexico originally served as the Spanish route north for treasure hunters, soldiers and settlers. Like the Great River Road, wildlife and people then traveled this route for similar reasons; the Rio Grande corridor provided a year-round source of food, water and shelter. Travelers today find wild treasure at Bosque del Apache, especially during the Festival of the Cranes held each November (and where the television crew had their early-morning epiphany).

Seabirds, seals and walrus,

Producer/Writer, and Dennis Gaston, Videographer/Editor, worked closely with byways and refuge staff to plan and produce this program.

The 2005 National Scenic Byways Conference in Cleveland offered a sneak preview of *Where the Wild Things Live*. Since then, nearly 200 stations across the country have broadcast this one-hour presentation. If you missed it, or your local station didn't show it, call your station to ask for the documentary to be broadcast (or for a repeat show) in the near future. And if you haven't visited the sites mentioned in the



One of the most identifiable geological formations in Oregon, Haystack Rock offers views of many marine wildlife species in their natural habitat during low tide.



Onlookers capture photos of sandhill cranes in the Bosque del Apache National Wildlife Refuge in New Mexico along the El Camino Real.

Refuges have saved some of America's wild creatures—at least for now.

Nearly 100 byways lead travelers to a National Wildlife Refuge. The documentary looks at six refuges in Oklahoma and Florida, Arkansas, Louisiana, New Mexico and Oregon; five of these special places are on byways.

Visitors, refuge staff, volunteer refuge "friends" and, for viewers who listen closely, the wild creatures themselves tell the story. World-renowned musician Paul Winter and Pulitzer Prize-winning poet Mary Oliver share the importance of wild America in their work, too.

Watch cranes dance, witness buffalo still roaming prairies, and

first time any national government had taken such an action.

On the Great River Road, the television crew visited the White River NWR, which protects migratory birds and where the ivory billed woodpecker may still live. People and birds both follow the Mississippi River, seeking food and using it for navigation. People discover sights and experiences as diverse as the wildlife.

A special story at Sabine NWR on Louisiana's Creole Nature Trail emerged in the wake of Hurricane Rita. The storm devastated this refuge, killing much of the wildlife and destroying the visitor facilities. Creole Nature Trail staff diverted funds from other activities to help rebuild this refuge, so that visitors can once again enjoy the popular

anemones and starfish, lighthouses and other historic places, and great restaurants delight people driving the Oregon Coast Scenic Byway. (To find the best places to eat, ask for Dawn, the ultimate foodie guide, at the refuge visitor center.) The Oregon's Coast NWR staff cover tens of thousands of miles every year on this coastal byway, driving from one end of the state to the other every week. They travel some 320 miles each time, checking the 1,800 major rocks and islands of this refuge—the first in the West.

Produced by WUFT-TV at the University of Florida, *Where the Wild Things Live* prompts viewers to wonder if there will be wildlife, and safe places for them, in fifty years. Letitia C. Langord,

documentary or other National Wildlife Refuges, plan a trip now! They aren't too far away, as every State has at least one refuge. ★

Let your PBS station know that you, your family and friends want to see *Where the Wild Things Live*. Visit the U.S. Fish and Wildlife Services website at www.fws.gov.

2007 New Year's Message

By Rob Draper, Team Leader, DOT FHWA, National Scenic Byways Program



National Scenic Byways Program Team Leader Rob Draper applauds America's Byways' progress and looks ahead to the future.

I usually think of May, June and July as my favorite months because I like the long hours of sunlight. Waking up when it's daylight and having a few hours of light at home in the evening always is better than going to work and coming home in the dark.

Thanksgiving and Christmas are my favorite holidays, filled with family, peace, love and a miracle of wonder. New Year's Day brings a time to reflect and look ahead.

One of my first *Vistas* articles was published six years ago in the September 2000 issue. I shared ten observations about byways.

I was a byway child. I received several compliments following the article. And, one person said I was glib. I still have to look up "glib" – it means "too smooth and easy to be convincing."

Byways-speaking, I'm older. I'm not sure I'm any wiser. I should be smarter. This issue of *Vistas* highlights the 15th anniversary of the National Scenic Byways Program. I had all the answers when I was 15. Is having more questions than answers a sign of aging?

I believe a few points from my six-year-old article are worth revisiting.

We continue to use significance of the resources, continuity of the experience, and community

support and involvement as the essential ingredients for national designation. I can't take credit for these points. They're grounded in the Interim Guidance's nomination and designation criteria.

Byways are for enjoying what's between points A and B. Does this statement capture the byway experience? What is the byway experience? What sets a byway apart from other destinations? How do we make byways a destination? How do you experience your byway? How do you show people your byway? How do people experience your byway?

Larry Luxemberg wrote *Walking the Appalachian Trail* in 1994, mostly about the thru-hikers—people who hike the entire A.T. over a few months. End-to-enders hike the entire 2,147 miles in different segments as a series of shorter hikes over time. Then there are the day hikers.

I've traveled byways as a thru-traveler, end-to-ender, and a day visitor. Each experience and perspective is different. The pace is different. What I am able to take in, enjoy and remember is different. As a thru-traveler with a few stops, it's nice taking in the entire byway. The overall experience blurs in a good way. As an end-to-ender, I take in

particular places along the byway that interest me. When I've finished the entire byway, I have a stronger connection to the overall place or byway than I do as a thru-traveler. As a day visitor, it's more about a quick get-away or doing something that happens to be along the byway.

Many byways are well-kept secrets. What was true six years ago generally is true today. I often have a hard time finding the byway, following the byway and knowing I'm on a byway. (Initiatives on the horizon will address that—see the next paragraph.) At least one thing is very different in this area: six years ago we were just developing a national logo. Now we have the America's Byways® logo and it's a registered trademark; the logo sign is also part of the *Manual for Uniform Traffic Control Devices*.

Collectively, we need to define the byway experience, to ensure each byway continues to offer an authentic, quality experience; to enable visitors to find and follow byways; and to increase awareness of America's Byways. There are a few initiatives underway that should come together in 2007 to help advance byways in this direction:

- A coalition of interest groups is organizing the Byways 2021 Symposium to provide a forum for looking ahead to the next era for byways.
- The Resource Center and FHWA are developing a new public awareness plan.
- The Resource Center is developing materials for byways to use in developing a guidance system of signs, exhibits, markers, maps, and other materials and devices for visitors to experience byways.
- FHWA is analyzing the quality of the America's Byways collection.
- Several State coordinators are framing their thoughts on nominations, the sustainability of the National Scenic Byways Program and other issues related to the evolution of byways.

Byway Observations From September 2000 *Vistas*

1. Byways are for enjoying what's between points A and B.
2. Byways have gateways, not gates.
3. Promotion is sharing what your byway offers.
4. Preservation is passing a special resource to future generations.
5. The significance of the resources, continuity of the experience, and community support and involvement are essential for national designation.
6. Seamless is not sameness.
7. (Inter) Connectivity is serendipitous.
8. After national designation, all you (should) do is add color.
9. Many byways are well-kept secrets.
10. People love their byways.

- The 2007 National Scenic Byways Conference in May will offer excellent sessions on fundraising, organizational development, corridor management, visitor experience, and marketing.

People love their byways. National leaders mirrored your dedication and commitment to your byway on December 11 during the 15th anniversary celebration. Byways are well positioned for 2007, but we cannot take the future for granted. Your ingenuity, creativity and continued commitment will ensure byways' success for years to come. ★

Calendar

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

EVENTS IN 2007

MARCH

March 4-9

2007 Trailbuilders Conference
Reno, Nevada
Professional Trailbuilders Association
For more information, please visit:
www.trailbuilders.org/conference/index.html

March 14-17

National Bike Summit 2007
Washington, D.C.
League of American Bicyclists
For more information, please visit:
www.bikeleague.org/conferences/summit07/index.php

March 18-22

New Frontiers, Next Stages: Annual Convention
Sacramento, California
The Association of Partners for Public Lands (APPL)
For more information, please visit: www.appl.org/

March 25-29

Building a Sustainable Future: National Main Streets
Conference
Seattle, Washington
National Trust for Historic Preservation
For more information, please contact: Mary de la Fe,
Main Streets Conference Coordinator; 202-588-6329 |
mary_delafe@nthp.org. Or please visit:
<http://tinyurl.com/pwyqj>

APRIL

April 14-18

2007 National Planning Conference
Philadelphia, Pennsylvania
American Planning Association
For more information, please visit:
www.planning.org/2007conference/

APRIL

April 21-25

39th Annual International Pow Wow
Anaheim, California
Travel Industry Association (TIA)
For more information, please visit:
www.tia.org/powwow/index.html

MAY

May 6-9

NARRP Annual Conference
Austin, Texas
National Association for Recreation Resource Planners
For more information, please visit:
www.narrp.org/conference/index.html

May 20-23

Explore! 2007 National Scenic Byways Conference
Baltimore, Maryland
For more information, please visit:
www.bywaysonline.org/

JUNE

June 2

National Trails Day
American Hiking Society
For more information, please visit:
www.americanhiking.org/events/ntd/

June 11-16

Great Outdoors Week
Washington, D.C.
American Recreation Coalition
For more information, please visit:
www.funoutdoors.com/

June 18-21

International Heritage Development Conference
Detroit, Michigan
Alliance of National Heritage Areas
For more information, please visit:
www.nationalheritageareas.org/2007_conference.htm

JULY

July 23-26

National LTAP Conference
Chicago, Illinois
Local and Tribal Technical Assistance Program (LTAP)
For more information, please contact: The Illinois
Technology Transfer Center, 217-785-5048,
E-mail: T2LRSDOT@dot.il.us

AUGUST

August 8-10

International Trails and Greenways Conference
Portland Oregon
Rails-to-Trails Conservancy
For more information, please visit:
www.railtrails.org/index.html

SEPTEMBER

September 7-11

11th Conference of National Scenic & Historic Trails
Duluth, Minnesota
For more information please contact: Gary Werner,
Partnership for the National Trails System,
608-249-7870 or natrails@aol.com;
Or Kent L Wimmer, Florida National Scenic Trail
Liason, 850-523-8576, Fax 850-523-8578, or
kwimmer@fs.fed.us.

September 16-19

American Indian / Alaska Native Tourism Conference
Cherokee, North Carolina
For more information, please visit: www.aianta.org/

September 27 – Oct 2

AASHTO Annual Meeting
Milwaukee, Wisconsin
For more information, please visit:
www.dot.wiscconsin.gov/business/engserv/aashto-index.htm

OCTOBER

October 2-6

National Trust for Historic Preservation
Saint Paul, Minnesota
For more information, please visit:
www.nthpconference.org/

NOVEMBER

November 6-10

NAI National Workshop
Wichita, Kansas
National Association for Interpretation
For more information, please visit:
www.interpnet.com/workshop/index.shtml

**MARK YOUR
CALENDAR!**

explore! 07

2007 NATIONAL SCENIC BYWAYS CONFERENCE

BALTIMORE, MARYLAND ★ MAY 20-23, 2007

★ Register at www.bywaysonline.org ★

VISTAS is printed on
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SHARE YOUR NEWS!

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