

VISTAS



AMERICA'S BYWAYS

**SPECIAL
EDITION**

SPECIAL EDITION 2005

What's Inside:

It's in the Numbers	3
Poster Sessions: "If only I had known"	3
Rock and Road 2005: Photo Album	4
Dear Kate Bolder	8
Japan Byway Symposium	8

Rock and Road! 2005

NATIONAL SCENIC BYWAYS CONFERENCE

What A Ride!

*More than 400 members
of the byway community
gathered for three full days
of networking, exposure to
experts and topics important
to byways, and fun!*

After months of anticipation, the *Rock and Road 2005: National Scenic Byways Conference* took place on October 16-19 in Cleveland, Ohio. More than 400 members of the byway community gathered at the historic Renaissance Cleveland Hotel for three full days of networking, exposure to experts and topics important to byways, and fun!

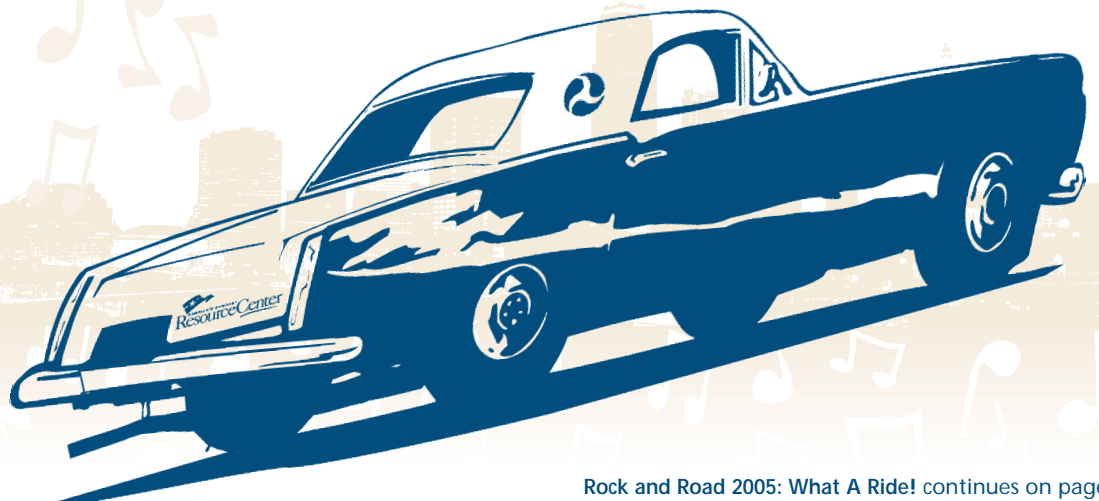
The conference officially kicked off on Sunday with the first-ever

Byway Newcomers Orientation, hosted by the National Scenic Byways Program staff. This was an opportunity for people new to the conference—or new to byways—to learn about the Program and the different resources available through the Program, America's Byways Resource Center and National Scenic Byways Online.

Later that evening, attendees boarded buses destined for the Cleveland Botanical Garden.

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What A Ride!



Buses took the scenic route, of course, which weaved through University Circle, the nation's largest concentration of cultural, educational and medical institutions within one square mile.

The Cleveland Botanical Garden was the perfect setting for the opening reception, sponsored by the U.S. Fish and Wildlife

uncover the unique "personality" of a travel destination.

The Exhibit Hall bustled on Monday and Tuesday, where participants convened for refreshment breaks, exhibit booths, networking, poster sessions, and a place to trade those wildly popular byway buttons! There was no way to

seeing memorabilia from their favorite hall of fame inductees, learning about the musicians' lives and music, and taking a walk down memory lane.

After a full day of learning sessions on Tuesday, we kicked back at the movies! The Ambassador Ballroom was transformed into a movie theater for a sneak preview of the soon-to-be-released U.S. Fish and Wildlife Service documentary, "Where the Wild Things Live: America's National Wildlife Refuges." The one-hour documentary chronicled the National Wildlife Refuge System from its beginning in 1903 with the protection of Pelican Island to its present glory of nearly 100 million acres sheltering 544 refuges. Some lucky members of the audience won prizes following the preview. Call your PBS station to request that this documentary be shown locally!

Five Ohio byways hosted eleven applied learning workshops on Wednesday. More than 300 participants embarked on partial-day or all-day workshops on the Ohio & Erie Canalway, Amish Country Byway, Ohio River Scenic Byway, Historic National Road and Tappan-Moravian Trail Scenic Byway. Applied learning workshops covered a variety of topics, such as providing the authentic traveler experience; identifying and managing historic intrinsic qualities on scenic byways; agency alliances; byways working together; and more.

Following the daylong workshops, participants gathered to say their goodbyes at the closing reception.



Rock and roll oldies music set the Cleveland mood and even brought back memories for some. Michelle Johnson and Rob Draper awarded prizes to the Byway Button Bingo winners. Phone numbers and email addresses were exchanged.

But this wasn't the end for everyone! State and FHWA Coordinators still had one more meeting on Thursday. A full-day workshop focused on coordinators' roles and responsibilities to the program, grants, nominations, marketing and reauthorization.

America's Byways Resource Center, National Scenic Byways Online and National Scenic Byways Program staff received lots of great feedback. Thank you to everyone who attended!

Finally, we'd like to thank the fine city of Cleveland and its people for their hospitality during the 2005 National Scenic Byways Conference. And we hope to see everyone again in 2007 - in a new city that holds new experiences and lessons. *Stay tuned!* ★



Service. Attendees feasted on delicious food and desserts and enjoyed access to the entire facility free of charge. The Glasshouse, which houses the Cloud Forest of Costa Rica exhibit and thousands of butterflies, was one of the evening's highlights.

Attendees were ready for breakfast bright and early on Monday morning where Rob Draper, National Scenic Byways Program Director, and Michelle Johnson, America's Byways Resource Center Director, welcomed participants. Tim Donovan, Executive Director of the Ohio Canal Corridor, energized the audience and led the chant, "Byways rock!"

Later that day, keynote speaker Rudy Maxa charmed the audience at the luncheon. With touching anecdotes and humor, the "Savvy Traveler" recollected an appreciation he acquired as a child for the authentic travel experience. He continues this tradition both professionally and with his own family, always seeking to

predict how successful Byway Button Bingo would be, but it's safe to say that the game exceeded expectations. We know you had a great time collecting your buttons, and, most important, made lots of new contacts and friends in the process.

More than 300 people turned out for this year's optional evening event: a reception at the Rock and Roll Hall of Fame, complete with food and full access to the museum exhibits and store. For three hours, attendees enjoyed



THANK YOU TO EVERYONE WHO ATTENDED!

THANK YOU

TO OUR SPONSORS:

- ★ U.S. Fish and Wildlife Service
- ★ American Road Magazine
- ★ USDA Forest Service
- ★ Ohio Division of Travel and Tourism
- ★ AASHTO
- ★ Forest City Enterprises, Inc.
- ★ Ohio Canal Corridor
- ★ Ohio & Erie Canalway Association
- ★ Ohio & Erie Canalway Coalition
- ★ Shive-Hattery
- ★ National Scenic Byway Foundation

THANK YOU

TO OUR EXHIBITORS:

- ★ Tour-Mate Systems Canada, Ltd.
- ★ peter j. smith & company, inc.
- ★ SlipStone, Inc.
- ★ Landmark Audio Technologies, LLC
- ★ The Plastic Lumber Company
- ★ Carter & Burgess, Inc.
- ★ Information Station Specialists
- ★ Interpretive Graphics
- ★ Earthwords
- ★ Otak, Inc.
- ★ American Bus Association
- ★ Department of Commerce
- International Trade Administration
- ★ Department of Commerce
- Office of Domestic Operations

It's in the numbers...

136 newcomers were in attendance at this year's conference

17 of the newly designated Byways attended

79 different byways were represented

12,125 buttons were in play during Byway Button Bingo

POSTER SESSIONS:

"If only I had known..."

Poster Session presentations offered insights on challenges and successes encountered by byway groups. In the Exhibit Hall on Tuesday afternoon, poster presenters discussed their highlighted projects with attendees during these informal, one-hour learning sessions. Thank you to all of the poster presenters for sharing their experiences!

Where the Sun Sinks into the Water
Seaway Trail, Pennsylvania

Capturing the Cultural Heritage Tourist
National Road Association of Illinois

REDbud ALERT
Southern and Eastern KY Tourism/Red River Gorge, Wilderness Road and Country Music Highway National Scenic Byways

Creating a Visitor Friendly Website
Illinois Lincoln Highway Coalition

Land Conservation and Historic Preservation
San Juan Skyway

Enhancing Interpretation through Collaboration
Eastern Sierra Institute for Collaborative Education

Capturing the Authentic Experience through Byway Photography
Ohio Byway Links

Building a 180-Mile Linear Community
Midland Trail Scenic Highway Association

Rock and Digitize on the Old Canada Road
Old Canada Road Scenic Byway, Inc.

Common Missions: Linking Scenic Byways and Heritage Areas
Coal Heritage Highway Authority

Illinois Lincoln Highway Interpretive Plan – Shaping Our Future
Illinois Lincoln Highway Coalition

Partners in Education
Historic National Road – West Virginia

Preserve Progress
Indiana National Road Association

If Only We'd Known What "ROAD CONSTRUCTION" Really Meant!
Beartooth All-American Road

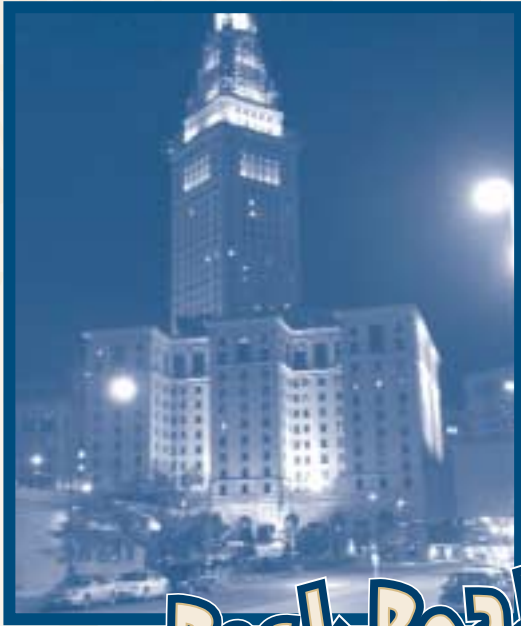
Discovering Washington State Byways – By Map or Online
Washington State Department of Transportation – Scenic Byways Program

Partnerships
Coulee Corridor Scenic Byway

The Role of an Anchor Byway
Amish Country Byway with Regional Ohio Byways

The Three Ps of Community Partnership: Byway Building Blocks
American Road Magazine and Ohio State University Extension/Ohio Byway Links

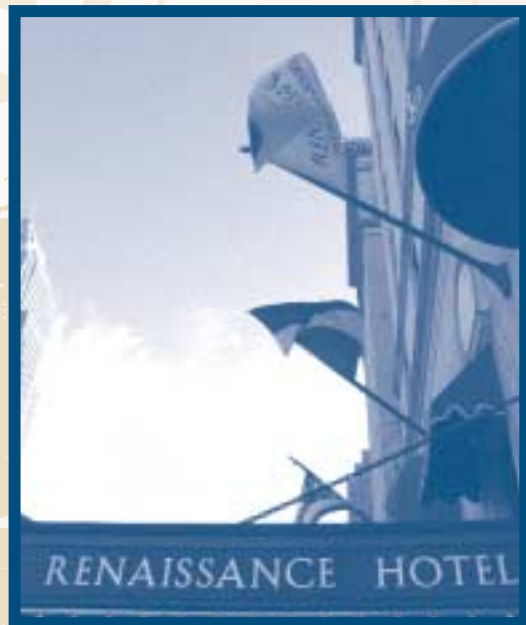
Creating a Unique and Permanent Experience: The Complete Process
Shenandoah Valley Scenic Byway



Rock and Road!
 2005
 NATIONAL SCENIC BYWAYS CONFERENCE

Photo Album

GREETINGS FROM CLEVELAND!



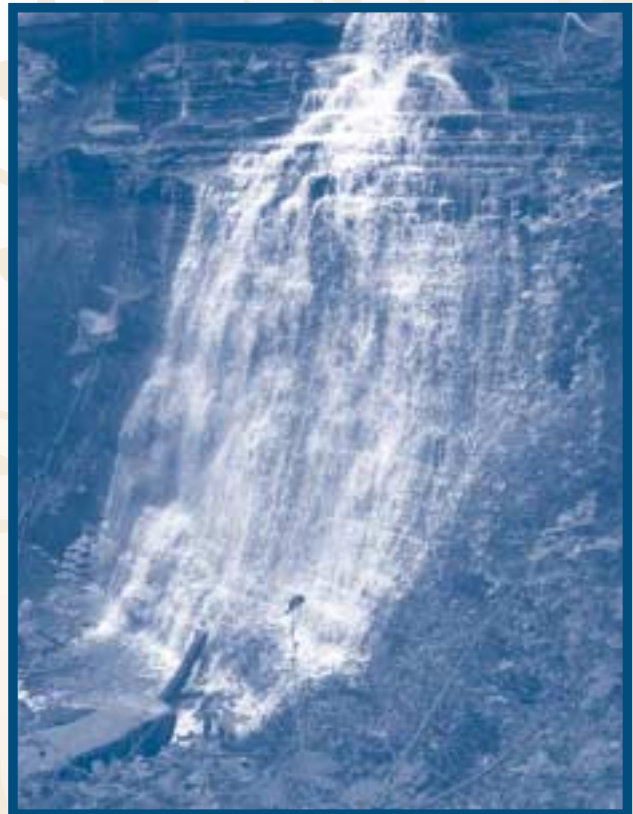


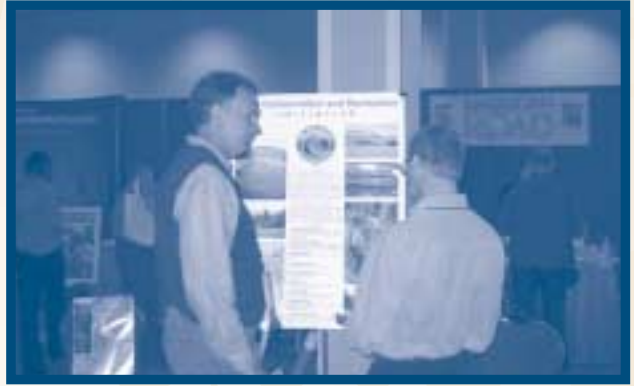
BUTTONS, NETWORKING AND FUN!





ADVENTURES ON OHIO'S BYWAYS...





*LEARNING VENUES INCLUDED GENERAL SESSIONS,
WORKSHOPS AND POSTER SESSIONS.*



Special Thanks!

Special thanks to Michael McKee
(Washington State Department
of Transportation) for sharing his
wonderful photos.



Dear Kate Bolder:

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

Dear Kate:

I just got back from attending the 2005 National Scenic Byways Conference and what a rush it was. Of course, it was a full schedule but the rush I'm talking about is more like the tailwind that follows a car as it zips down one of America's Byways.

There were so many interesting and knowledgeable people I would like to contact. Any suggestions on how to tap into the information pool without doing a Google search?

*Your new friend,
Energized and ready to go*

Dear Ready,

There are three really fast and easy ways to get in contact with members of the Byway community.

1. Start or join a discussion forum on the America's Byways community website at www.bywaysonline.org. You'll find that people are full of ideas and information and generous about sharing.
2. Look for specific people to get in touch with directly by clicking on the Contacts tab at www.bywaysonline.org. You can narrow your search depending on the person you want to find.
3. Call the Byways Resource Specialist assigned to your state. Your Specialist can assist you or direct you to an appropriate contact. Find the state assignment list at www.bywaysonline.org.
4. Visit www.bywaysonline.org where you can download presentations from the conference.

Cast your shyness aside and be bold! Someone out there is probably waiting for your message right now.

*3...2...1...contact!
Kate*

JAPAN BYWAY SYMPOSIUM

A diverse delegation of Japanese government officials, community representatives and business people attended the National Scenic Byways Conference in Cleveland this past October to help set the stage for the group's own upcoming national symposium. In addition to this delegation, a film crew was also on hand to record the conference proceedings. Rob Draper, Henry Hanka and Patricia McNally also briefed the delegation about America's Byways nomination, designation, grants and marketing. Many of you who attended the conference may have stopped by the Japanese delegates' booth for a brochure or an origami gift pack. You may also have interacted with one of the 30 delegates during their stay at the conference.



The Japan Byway Symposium will take place in Tokyo on December 6. Reports will be given on our conference and a one-hour documentary film will cover select U.S. Byways, including the Big Sur, Grand Rounds, Woodward Avenue and Amish Country.

As a special guest of the upcoming symposium, Henry Hanka, Special Projects Manager of the Resource Center, will deliver a keynote address to the general session, which is expected to include over 300 government officials from throughout Japan. He is scheduled to speak on the status of the National Scenic Byways Program and current events surrounding the success of America's Byways. In addition to meeting government officials, Henry will also speak at meetings at Tsukuba University, Utsunomiya City and Takasaki City, and tour potential new byways. The Japanese government is hosting the entire trip.

This is Henry's second trip to Japan. He was also invited to Hokkaido last fall to review byways and hold meetings with volunteer and public groups.

This exchange of byway information and reciprocal visits is sure to add to the success and excitement of both programs. We look forward to continued collaboration between American and Japanese byway programs, and we see these events as positive steps towards a greater enjoyment for all byway travelers. ★

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