



# Vistas

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News from the  
National Scenic Byways Program  
Volume 2, Number 8

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## Building a Byway Organization

*Cherokee Foothills Holds Organizational Workshop*

How do you keep your corridor management plan alive? For many byway groups, national designation provides a clear goal that is reached by following a series of concrete steps. But what happens once the corridor receives designation as a National Scenic Byway or All-American Road? Hopefully, a well-deserved celebration is followed by the question, "What next?" The "what next" can sometimes be difficult to sort out. While national designation is a significant accomplishment, it is actually just the starting point for realizing a byway's goals, such as preservation and protection of the corridor and economic development. The implementation of the corridor management plan (CMP) generally requires community involvement, cooperation of various government entities, and responsive two-way communication with local communities. In short, it requires organization and commitment.

*While national designation is a significant accomplishment, it is actually just the starting point for realizing a byway's goals.*

The Cherokee Foothills Scenic Highway is a 112-mile route through five upstate South Carolina counties. It has been a state scenic highway for 25 years. In 1995, in response to regional requests, the Appalachian Council of Governments (ACOG) evaluated the need for, and benefits of, developing a corridor management plan for the byway. A five-county advisory committee was formed that included residents of the corridor area, planners, developers, and representatives from local

counties, tourism, and industry. The culmination of the four-year planning effort by the advisory committee (with staff support from ACOG) was the highway's designation as a National Scenic Byway in 1998. Although there had been some local efforts to implement the CMP, progress had stalled without a central organization to lead and monitor progress. Like other byways that have received national designation, Cherokee Foothills decided they were ready to move forward.

To get the ball rolling, Cherokee Foothills Scenic Highway recently held an organizational meeting. Byway representatives contacted the National Scenic Byways Resource Center to request assistance in forming a byway organization. The Resource Center agreed to design a one-day workshop that would bring byway stakeholders together to talk



'Be right back, put money in basket' reads a note at a friendly fruit stand along the Cherokee Foothills Scenic Highway. (Photo by Wanda Maloney)

about creating a formal byway organization. One byway supporter commented, "We have been needing this for a long, long time. It's exciting to think that we may finally get a grassroots organization that represents local residents and property owners from the entire five-county region."

The workshop was held on July 11 at Table Rock State Park, a midpoint on the byway. Attendees included residents, land and

business owners, local government, conservation groups, and the state Department of Transportation.

The objectives for the workshop were to:

1. Gather parties interested in the Cherokee Foothills Scenic Highway
2. Develop a shared mission for the byway organization
3. Determine a suitable organizational structure
4. Identify desired membership and levels of participation
5. Create an action plan for the organization

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*It is the capacity to share values and interests that allows a community to develop strong bonds and a high level of trust among individuals.*

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The workshop was facilitated by Wanda Maloney from the National Scenic Byways Resource Center, Anne Tellett, a consultant who has worked with the Resource Center on a number of projects, and Chip Bentley from ACOG.

As is often the case with byways, the folks who create the corridor management plan are sometimes different from the ones who implement it. This is also true for Cherokee Foothills. Only part of the July workshop participants had been on the CMP advisory committee. Therefore, it was important that the participants had time to become better acquainted and to discuss their hopes and expectations. As a first step, everyone was asked to take a few minutes to write down what they personally valued about the Cherokee Foothills corridor. Their statements were read aloud and recorded on flip charts. This process helped participants see areas of strong agreement, even among those who came to the table expecting that they held contradictory viewpoints. Anne Tellett explained what a powerful experience this can be for participants, "Beginning with a shared sense of the value of the byway is important for the success of the day and the future organization." It is the capacity to share values and interests that allows a

community to develop strong bonds and a high level of trust among individuals.

The group then created a draft mission statement to focus the work of the future organization. To do so, participants were asked to make a list of words they felt described the mission of the new organization. Then, small groups were formed to compare individual lists and generate a group list of not more than ten words. These words were posted on the wall and sorted into themes by the entire group. The result was a draft mission statement that began to set a course that everyone could support.

After a lunch break, the group was provided with an overview of various organizational structures that might meet their needs. Because byways are so diverse, each must find the structure that serves them best. Some organizations are large and well defined, while others are smaller and more loosely structured. Some are made up almost exclusively of public servants, while others are citizen groups with links to the government bodies that have jurisdiction along the byway. After carefully considering all of the organization types, the Cherokee Foothills group favored formation of a non-profit board made up of residents from each of the five counties along the byway corridor.

The importance of community involvement



The Gowensville Community Club is a former elementary school built in 1922. Located directly on the byway, it is now used for "town hall" meetings, scenic byway task force meetings, and family reunions. (Photo by Wanda Maloney)

and inclusion was stressed. Meeting facilitators led the participants through an exercise that helped them identify the various byway stakeholders. Realizing it's impossible to involve all stakeholders as board members, the facilitators presented a range of formal and informal ways that individuals and groups (businesses, local governments, interest groups, etc.) might be involved in the byway organization.

Once the group determined the type and desired membership of the organization, they began the process of outlining the steps necessary to bring the organization into existence. They generated an action plan that identifies (1) what needs to be done, (2) who will do it, and (3) when it will be done. This is just the beginning! There will be ongoing adjustments to the plan, as new issues need to be addressed.

After the meeting one participant remarked, "The workshop was just what we needed to bring people together. We now have a strong start toward forming a byway organization. I'm excited about the momentum that was built in this first meeting."

Information from the Cherokee Foothills organizational meeting will be included in a new resource guide being developed by the National Scenic Byways Resource Center. The publication will focus on building a byway organization and will be available later this year.

## Historic Columbia River Gorge Named National Historic Landmark

Secretary of the Interior Bruce Babbitt announced the designation of fifteen properties in ten states as National Historic Landmarks in May. Completed between 1913 and 1922, the Columbia River Highway National Historic Landmark, encompasses 55 miles of roadway recognized as a cultural resource of national significance. In the nomination, the road was described as a "technical and civic achievement of its time, successfully mixing ambitious engineering with sensitivity to the magnificent landscape." While the National Register contains more than 71,000 historic sites (the Highway was so listed in 1983), only about three percent have been selected for higher designation as a National Historic Landmark.

Accomplishments such as completion of trail segments newly restored for recreation use and recent designation as a National Historic Landmark culminated

# Roadside Reflections

*News from the  
Resource Center*  
**Gary Tonkin,  
Director**



The secret behind most successful scenic byways is the people—the volunteers that are part of that byway’s organization. This is where you’ll find the creative energy that sparks new ideas and the willingness to get the job done. When channeled through an effective organization, this energy will focus a byway’s vision and goals to assure success. As those of you with successful organizations can attest, the byway organization serves as the foundation for all the activities of your byway—the plans and projects, the events and celebrations, the hard discussions on how to balance protection and promotion.

Which type of organization is best for your byway? Each byway is unique. So, that question can only be answered after thoughtful discussions and planning. Effective organizations can vary from official agreements between agencies to formal non-profit corporations. Each type offers its own benefits.

The Resource Center offers a workshop that can help your byway group go through the process to create an organization or make your existing group more effective. The first step is to define the vision for your byway. This is followed by outlining a specific mission and goals for the byway organization. It is vital that all the members of the organization are in agreement.

It’s important to make sure that the organization represents the varied interests in your region. The workshop offers an exercise on

how to identify and recruit participation from key individuals and organizations, local government officials, state and federal agencies, and others that will help guarantee support and success for your byway initiatives.

The best organizations are those that offer all members a chance to participate. Determining the best role for each member based on their special skills and interests will assure that everyone can contribute—from taking notes to writing grants.

In addition to the workshop, the Resource Center will be publishing a guide that will contain the details you need to create and improve your byway organizations. We hope these resources will help your byway group continue to evolve and accomplish even more!

with the official Historic Columbia River Highway Celebration on the weekend of July 22–23. Byway leader Jeanette Kloos, Oregon Department of Transportation (ODOT), reports that numerous community celebrations took place to commemorate the renewal of the highway’s past and the promise of its future, as detailed in a front page story in *The Oregonian*.

The celebration began with an antique car parade along the highway, traveled through the newly re-opened Mosier Twin Tunnels, which had been closed to the public for more than 50 years, and ended at the Gorge Discovery Center. A full menu of activities for the public included an airplane flyover, interpretive walks and exhibits, a time capsule burial, a competitive run/walk, and historic highway movies. The celebration was made possible with sponsorship from Safeway Food and Drugs. Additional radio and television sponsorship was provided by Oregon Public Broadcasting.

Official dedication of the Hood River to Mosier section of the Historic Columbia River Highway State Trail and the Senator Mark O. Hatfield West Trailhead brought

out numerous dignitaries representing the project partners: Senator Hatfield, ODOT Director Grace Crunican, Tourism Executive Director Todd Davidson, Oregon Parks and Recreation Director Michael Currier, Area Manager Jurgen Hess of the Columbia River Gorge National Scenic Area (USFS), and Jeff Olson, Director of the Millennium Trails Program (USDOT).



A caravan of 80 antique cars made the 65+ mile drive, stopping at Vista House at Crown Point.



Byway supporters joined a unique antique auto parade along the Historic Columbia River Highway.



Senator Mark O. Hatfield and other tourism, conservation, and transportation dignitaries spoke at the official dedication ceremony at the Hatfield West Trailhead near Hood River.

The Columbia Gorge area will host a Lewis and Clark Conference in The Dalles on October 25-27, 2000. This All-American road will also be featured as part of the August 2001 National Scenic Byways Conference in Portland.

## ✓ Checklist for Effective Organizations

Does your organization have the following?

- Mission statement
- Vision statement
- A work plan
  - Goals and objectives
  - A method for implementing the plan with responsibilities and timelines detailed
- Membership (who are your members and how large is your membership)
  - Method for deciding who should be involved and how many people
  - Recruitment procedures
  - Method of gaining broad representation
  - Orientation process
  - Method for nurturing volunteers
- Board of Directors
  - Officers
  - Method for orienting board members
  - Job descriptions for board members and officers
  - An identified byway leader
- A key contact point for the public, byway members and officials
  - Byway contact (the designated leader or someone else)
  - Byway marketing contact
- Procedure for communication with:
  - Media
  - Elected officials
  - Public
  - Staff (if applicable)
  - State and federal officials
  - Key constituents
  - Governing Board
  - Volunteers
  - Other Stakeholders
- Process for public input
- Plan for partnering/coordinating with local, state and federal agencies/organizations
- Meeting process/guidelines
  - Decision making process
  - Guidelines outlining how often you meet
- Bylaws
  - Clearly defined rules and responsibilities for organization and members
- System for record keeping of:
  - Minutes
  - Grants and contracts
  - Mail lists
  - Implementation plans and their status
- System for securing funds and raising required matching funds
- Method for neutral fiscal review on a regular basis
- Liability coverage/plan for
  - Financial management
  - Actions taken by the board or its representatives

## Byways Specialist Sought

The National Scenic Byways Resource Center is looking for an energetic professional staff person to be a Scenic Byways Resource Specialist in Duluth, Minnesota. Responsibilities include assisting local communities and citizen groups in planning, managing, and promoting scenic byways; developing and providing training and workshops; networking byway communities with federal, state, and local agencies and organizations; and organizing communities along scenic byways. Significant national travel is also required. Preferred skills include: customer service, excellent oral and written communication, ability to connect resources with people, grant writing, vision and goal setting, teamwork, and building organizational structure and leadership. Preferred experiences include working with community groups and with various levels of government and private organizations; professional work experience at the national level; work in tourism, planning, transportation, historic preservation, and other related professions. Advanced degree in planning, tourism, or related field is preferred with a minimum of five years professional experience. Salary commensurate with experience. Position open until filled. –EOE-

Please submit cover letter and resume to:  
Human Resources  
National Scenic Byways Resource Center  
Arrowhead Regional Development Commission  
227 West First Street, Suite 610  
Duluth, MN 55802  
Fax: 218.529.7553  
center@byways.org

## Economic Impact Proposals Solicited

A Request for Proposals (RFP) to do a synthesis of economic impact studies related to scenic byways was recently announced. The consultant tasks are to (1) review and summarize the 20+ research studies conducted since 1990; and (2) recommend a standard methodology and question design for future economic impact research on byways across the country. This work will complete priorities #1 and #2 on the research agenda prepared by the Byways Research Committee earlier this year. The project is open to firms, Universities, and individuals with economic impact assessment experience. The RFP is available on the [www.byways.org](http://www.byways.org) website under "For the Byway Community." Proposals are due in early September. Contact Research Manager Barb Koth ([bkoth@byways.org](mailto:bkoth@byways.org)) or Center Director Gary Tonkin ([gtonkin@byways.org](mailto:gtonkin@byways.org)) for further information (1-800-429-9297, ext 5).



### Research Corner *Economic Impact Studies in New Mexico*

What economic impact does a scenic byway have? Research involving three New Mexico routes is helping to answer that question. El Camino Real National Scenic Byway encompasses over 300 miles from Santa Fe to the Texas border, including major destinations such as Albuquerque and Las Cruces. Historic Route 66 National Scenic Byway, a new designee, runs for 373 miles from the Texas border to the Arizona border west of Gallup, often following Interstates 25 and 40. The Geronimo Trail, a State Scenic Byway, is a 210-mile drive that encompasses mountain forests and desert lakes in southwest New

**Research Corner Cont.**

Mexico near Truth or Consequences. Seely and Associates (Albuquerque) recently conducted studies along these three byways to (1) determine economic impact generated along the byway, and (2) profile visitors, using demographic and geographic statistics, as an aid in making future marketing decisions.

Data collection took place from June through October 1999. The surveys were designed to be self-administered by the traveler and were distributed at locations along the byway according to instructions provided during training. Sites were assigned a percentage of surveys to be filled out daily, and these were returned to the consultants for coding, tabulating, and review. Because the surveys were conducted for two seasons, gross receipts available at the county level were collected for selected industries and then extrapolated for the remainder of the year.

Some observations from the data and executive summary are:

- The variability in whether travelers say they were influenced by the byway designation might be explained by visitation levels and related tourism. For example, two-thirds of all visitations to New Mexico are described as occurring along El Camino Real and in adjacent communities. Conversely, the Geronimo Trail provides a more remote, wildland experience.
- Per party spending breakdowns were available for visitors along the Geronimo Trail. Sixty percent spent less than \$300 on the trip, while ten percent spent more than \$1,000.
- The average respondent age along the Geronimo Trail was 48 years, and they came primarily from New Mexico, Texas, Arizona, and California.
- Either the Implan or RIMSII model was also used to estimate employment, tax revenue, and

multipliers; i.e., how often money changes hands in the community before it leaves the local area. More detailed statistics are available in the full report.

If this sampler makes you curious about other study results, contact Chris Cordova with Seely and Associates, 1505 Mesilla Drive NE, Albuquerque, New Mexico 87110; phone (505) 254-4740; fax (505) 254-1534; seelycc@aol.com.



**Byways Online**  
*Creating a Web Site*

*(The third of five articles)*

The creation of a successful web site involves three groups: you (and your byway organization), a host provider, and the web developers. Sometimes these groups overlap; for instance, host providers often do web development. In this article, we will discuss some issues in selecting host providers and web developers, and outline what they typically bring to the table.

As you consider host providers, be sure to discuss the following: disk space allocation, system speed, bandwidth, traffic monitoring and reporting, system backups, and security. Ensure that the host provider's bandwidth is sufficient for the anticipated volume of traffic to your web site, and that mechanisms are in place for monitoring and reporting on such traffic. At a minimum, the host provider should report traffic volume on demand, such as number of hits or visits for a specified time frame. Discuss with your host provider and your web development team whether more detailed visitor profiling will be of use to you, what it will consist of, how reliable the data will be, and what it will cost.

You should discover what mechanisms a potential host provider has in place for monitoring and testing backups, and recovering from sys-

tem failure. After a system failure, there is nothing as devastating as discovering that backups were not kept current or that they are unreadable due to media damage or device obsolescence. Find out how long it would take your potential host provider to get your web site back on-line after a system failure. If the potential host provider keeps redundant equipment on-hand or mirror sites on-line, this should be quick. For example, the National Scenic Byways Online team keeps an exact duplicate of the production machine on-line and ready to go at a moment's notice.

Review security issues with your potential host provider. Make sure that precautions exist against intrusion and denial of service attacks. Intrusion attacks include attempts to vandalize your web site, implant information for political or personal gain, and steal confidential information. Denial of service attacks are anything that prevents legitimate users from accessing your web site.

As you consider web site developers, remember that they will design, develop, support and maintain your web site over the long term. This is more than simply hosting a web site, although some companies do both. Your development team will indeed work closely with the host provider to maintain your web site's Internet connections, software, and physical environment. But they will work closely with you to decide on content, style, appearance, and long-term support. Do more than look at web sites they have designed; check their stability over the long term. Also, check their qualifications as professional software engineers, graphic artists, and user interface design specialists, especially if you plan to develop more than a simple web page or basic web site,

You must ensure that the web development team works closely with you on web site content and that procedures are in place to keep it current and accurate over the long term. Often, a web site is released to the public, the owner neglects it, the web site becomes stale, and visits decrease. During your joint design sessions, decide how to prevent this. Establish regular content reviews and

(Continued on page 7)

**Results on spending, visitation, and travel party composition can be compared for each byway:**

<i>For 12-Month Period</i>	<i>El Camino Real</i>	<i>Historic Route 66</i>	<i>Geronimo Trail</i>
Total direct expenditures	\$1385.9 million	\$884.7 million	\$14.2 million
Visitors to byway	6,336,000	4,146,000	92,500
Average party size	2.3	2.2	2.6
Total average spending per travel party	\$504	\$323	\$576
Total daily spending per person	---	---	\$72
Influenced to visit by byway designation	3.4%	8.0%	20.1%
Surveys completed	5,000+	5,000+	527

## San Juan Skyway in Colorado

Vistas will briefly describe an All-American Road or National Scenic Byway in each issue. This is the twelfth byway in this series.



Byway Length: 233 miles

Unique Features: This All-American Road boasts of being the “roadway to the stars.” When one reaches its top elevation of 11,018 feet, you feel like you can reach out and touch them. The Skyway snakes its way through the 14,000-foot peaks of the San Juan Mountains that provide views of spectacular scenery. In addition, ancient Anasazi ruins, historic mines, and mining towns are located along the route. Year-round recreational opportunities abound with world class ski resorts, natural hot springs, and five million acres of undisturbed national forest to hike and play in. Mesa Verde National Park, home to one of the densest collections of prehistoric ruins in the United States, is possibly the star of this celestial byway.

Designation: 1988 (National Forest Scenic Byway) 1989 (Colorado State Scenic and Historic Byway) 1996 (All-American Road)

Projects: An exciting public education project highlighting San Juan Skyway and its cultural and historical qualities was developed in partnership with KRMA-Public TV. The project was funded with a grant from the Colorado State Historical Society. A television program/video was produced by the TV station along with a *Teacher’s Guide* to the program. While the program was geared to general audiences, the companion materials were targeted to fourth- and fifth-graders as a part of Colorado’s history curriculum. These materials were distributed to all Colorado schools by the station’s Education Services Department. The station’s web site, [www.krma.org/byways](http://www.krma.org/byways), provides a glimpse at the creative possibilities of this approach.

Another major project undertaken by San Juan Skyway leaders is the “Red Mountain Project.” Named for a range of peaks in the heart of the San Juan Mountains, the area features some of the most breathtaking and most photographed scenery in southwestern Colorado. Originally populated as a vibrant mining community, the area was once seriously considered for elevation to National Park status in recognition of its uniformly admired natural beauty, but was rejected because of its mining potential. The acreage is surrounded by the Uncompahgre and the San Juan National Forests. Currently the Red Mountain Task Force, supported by the Trust for Public Land, is seeking a \$7.5 million appropriation from the Land and Water Conservation Fund in fiscal year 2001 for its first phase of acquisition. The idealized outcome of the Red Mountain Project is complete acquisition and return to public ownership of approximately 10,500 acres of private mining claims and historic sites situated in two of the most scenic valleys in Colorado’s San Juan Mountains. Check out the Red Mountain web site: [www.redmountainproject.com](http://www.redmountainproject.com). This action comes out of the *San Juan Skyway Strategic Framework Plan* detailing strategies for open land protection along the corridor. This document, funded in part by a Great Outdoors Colorado grant, might be useful to other byways seeking to prepare a conservation plan.

Structure: The San Juan Skyway Association is responsible for this byway. The group has been in the process of reorganizing due to a change in personnel and interests. Its ten members include representatives from each of the six counties the byway traverses, two representatives from the National Forests, one representative from the Bureau of Land Management, and one representative from the Colorado Department of Transportation’s Southwest Regional office. The group focuses on interpreting, preserving and protecting the byway, and working cooperatively with other organizations to avoid duplication of efforts. For instance, the Southwest Colorado Travel Regional Office takes care of travel promotion and putting out a polished brochure. The San Juan Mountain Association, a non-profit, acts as fiscal agent on behalf of the byway. There is also a strong tie with the Fort Lewis College Office of Community Services to provide technical assistance.

Contact: Ken Francis, Fort Lewis College Office of Community Services, 1000 Rim Drive, Durango, CO 81301; phone (970) 247-7310 or [francis\\_k@fortlewis.edu](mailto:francis_k@fortlewis.edu).

Next featured byway: *Pyramid Lake Scenic Byway in Nevada*

## Typical Web Project Player Roles

### *You provide:*

- Authoritative information about your project, byway, state, community, and/or business
- Knowledge about changes to that information
- Knowledge about your audience, user groups and peers

### *Host providers provide:*

- Reliable, secure and sufficient hosting computer and software
- Reliable, secure and sufficient network connections and software
- System maintenance and backups
- Domain name

### *Web developers provide:*

- Web site design, style and navigation expertise
- Software development and user interface expertise
- Underlying support software (architectures, frameworks, databases, etc.)
- Implementation

## ***Byways Online Cont.*** (Continued from page 5)

update schedules. Ensure that you remain in control of your web site content. The public will associate the web site with you and your byway organization. You want it to be a reflection of your knowledge, vision and goals. Don't let a web developer or host provider take control of your data or change the web site's content without your direction or feedback.

For more information, contact the National Scenic Byways Online team at (435) 797-8787 or [nsbmaster@byways.org](mailto:nsbmaster@byways.org).

## **Field Notes**

From May 31 through June 2, Byway Resource Specialist Jill Fisher worked along the Ohio River Scenic Route (ORSR) National Scenic Byway (NSB) in Indiana and Illinois. The following are excerpts from her field notes.

### ***Ohio River Scenic Route in Indiana***

The Indiana portion of the Ohio River Scenic Route has been a scenic byway for some time, and it benefits from small directional signs that punctuate its intersections and route decision points. The logo and sign design were agreed upon by the byway groups of all three states through which the byway travels. A simple brochure, which lists attractions and businesses along the route, allows travelers to follow the byway with assurance, leading to some fine sights and hidden gems. The historic river

town of Newburgh was one in particular that had a mix of panoramic vistas, good restaurants, interesting architecture, and specialty



A unique Civil War Cemetery is located near the Ohio River Scenic Route in Magnet, Indiana. This one is a Maritime cemetery with the graves of those who lost their lives in a battle on the nearby Ohio River. (Photo by Jill Fisher)



A fabulous historic resource along the ORSR is "Angel Mounds" State Historic Site, managed by the Department of Natural Resources, near Evansville, Indiana. A population of 30,000 prehistoric Indians once occupied this 7,500-acre site. Interpretive signs, along with reconstructed dwellings and structures, provide a real sense of what life might have been like for that ancient community. A new \$2.3 million refurbishing of the 1972-era visitor's center is currently underway. Its Grand Opening is scheduled to coincide with Native American Days on September 23 and 24, 2000. (Photo by Jill Fisher)

shops—destined to be an enduring waystop for tourists like me. This town also boasts a helpful public library, right on the waterfront, that pitches in to provide tourist information after the official visitor's information office is closed. On the east end of town, one can spend a fair amount of time in a riverfront park overlooking a massive lock and dam where people regularly gather to watch the big ships ply the waters of the Ohio River.



Industrial ruins along the banks of the Ohio River offer a unique interpretive challenge. (Photo by Jill Fisher)

Like many byways in the country, remnants of the Industrial Age are strewn along the Ohio River Valley, in sharp contrast to the more prosaic and soothing views of the many farms still in operation. This raises the issue of how to deal with such sites on a "scenic byway." It seems that these industrial remnants are also resources with important stories to tell about the history of the region. I hope that an interpretive brochure and/or signage can be developed to do this. It could also serve as a model for other byways with these industrial features.



Mano Point Recreation area in Hoosier National Forest, through which the Ohio River Scenic Route runs, provides easy access to the Ohio River for boaters and anglers seeking cool waters on a hot early summer day. (Photo by Jill Fisher)

The ORSR Indiana Board of Directors together with members of the association conducted a visioning and strategic planning process this past spring designed to focus their efforts on critical action items. Gary



A new interpretive kiosk along the ORSR, in Cannelton, Indiana, is topped by "William Henry Heron." This whimsical bird weather vane illustrates the wildlife to be seen along the route. (Photo by Jill Fisher)



A grand old sandstone building in Cannelton, Indiana, the Indiana Cotton Mill, is listed on the National Register of Historic Places, but has sat vacant for decades. Thanks to the efforts of the Perry County Chamber of Commerce, the historic structure will soon be adapted and renovated to provide housing along the Ohio River Scenic Route National Scenic Byway. Many of the dwelling units will have superb views of the Ohio River! (Photo by Jill Fisher)

Conant, of Historic Hoosier Hills, assisted the group in determining where they wanted to go with the organization. Historic Hoosier Hills is a non-profit, located in Versailles, Indiana, that was instrumental in obtaining the byway designation. The top three priorities that emerged were: (1) educate residents of the communities



Pictured in front of the Ohio River with Kentucky in the background are board members of the Ohio River Scenic Route at their annual meeting on June 2, 2000 (left to right): Linda Lytle, Debbie Smith, Darrel Bigham, Ben Hubbard, Dan Adams and Jim Keith.

along the route, (2) educate local leaders and officials to gain their support for the byway, and (3) identify their product, the route, and get it signed. In addition to strategizing a work program, the group developed a committee structure to take leadership in accomplishing these action steps. Now if only they could put their hands on some real money!

The Ohio River Scenic Route (Indiana) elected new officers for one-year terms on June 2, 2000. Congratulations to President Dan Adams, Vice President Darrell Voelker, Treasurer Linda Lytle, and Secretary Leslie Townsend. Keep up the good work! (Photo by Jill Fisher)

### *Ohio River Scenic Route in Illinois*

Beginning at Cairo, Illinois, the Ohio River Scenic Route (ORSR) National Scenic Byway (NSB) follows the Ohio River through a remote but picturesque landscape. The area is surprisingly undeveloped, given the fact that the waterway provided the initial access to the region. Now, even small enterprises like a new Bait & Tackle Store on the river's edge is cause for celebration. A three-county area along the byway is a Federal Empowerment Zone based on the economic stress it's been under for a number of years. Still there are plenty of attractions with potential to lure the traveler into the region, which a new byway brochure project aims to do. Next, creation of more lodging facilities to accommodate the anticipated hordes of visitors will be needed.



The Cairo Customs House and Post Office was built in 1872 and is listed on the National Register of Historic Places. A ribbon cutting ceremony and dedication of the Russell Halliday Memorial Art Gallery and the opening of the museum's second floor was held on May 31, 2000. A variety of celebratory activities were enjoyed throughout the day by politicians, preservationists and byway supporters. (Photo by Jill Fisher)

One of the interesting things about the ORSR is that nearly every town has some claim to having the oldest this or that—such as the Presbyterian church in



Cindy Benefield, left, Director of the Southernmost Illinois Tourism Board together with her fellow staffers and Ohio River Scenic Route byway supporters, Carol Hoffman and Sheryl Durham. (Photo by Jill Fisher)

Golconda, Illinois having the oldest continuous congregation in Illinois. Not far up the road, Elizabethtown has the oldest Baptist church in the state. This makes sense when you remember that immigrant settlers reached this territory via the Ohio River. What this provides, of course, is a wonderful opportunity to interpret not only individual sites or towns in the region, but the history of the entire state.



The Caretaker's Cottage at the Mound City National Cemetery will be transformed into a visitor's center along the Ohio River Scenic Route thanks to grant writing efforts and leadership of the Southernmost Illinois Tourism Board. (Photo by Jill Fisher)



The Superman statue in downtown Metropolis, Illinois is a magnet for visitors along the Ohio River Scenic Route NSB. (Photo by Jill Fisher)

The Illinois portion of the ORSR is working to address a lack of directional signage. The intricate route has various offshoots and spurs, especially through the Shawnee National Forest, and it's easy for a new traveler to get turned around and lost—as I can attest to! The good news is that the signs are fabricated and may even be installed by the time these notes are published.



A proposed DNR Park Lodge project along the banks of the Ohio River is demonstrated in this architectural concept model. Students in Southern Illinois University's Architectural Design Program created a total of 33 models. The estimated value of this design work is over \$400,000, a truly great achievement in leveraging resources on behalf of a major byway development project. (Photo by Jill Fisher)

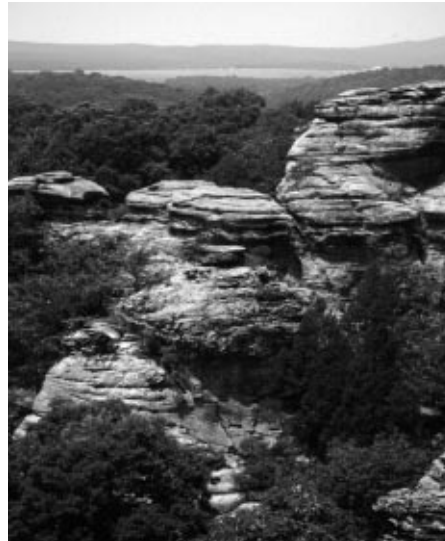


Sue McMaster served as County Clerk in Hardin County, Illinois for 24 years before retiring in December 1998. Now Sue continues her public service as a byway volunteer. She headed up the planning efforts for a two-day Heritage Festival in Elizabethtown on August 11-12, 2000. (Photo by Jill Fisher)

As with many National Scenic Byways, it's the people that make all the difference. People are the difference between a place that folks want to visit and one in which the potential is unrealized. There is no shortage of creative ideas and ambitious plans along this byway. Volunteers like Sue McMaster provide the impetus for great happenings. She has taken responsibility for pulling together a Heritage Festival in Elizabethtown in August. This event will feature a "shoot-out" reenactment on Main Street, bullriding, a barbecue cook-off, a "turkey" shoot, a covered wagon trail ride to nearby Cave-In-Rock State Park, performances based on local river pirate lore, an evening concert by the well-known local group "Wild Horses," as well as food and craft vendors. The festivities promise to give visitors a real taste of small-town life.



Charlotte Anderson, byway leader for the Ohio River Scenic Route NSB in Illinois, is responsible for the Main Street initiative in Golconda. She has successfully leveraged funds for a number of ambitious development projects along the byway, such as a joint design project with Southern Illinois University. (Photo by Jill Fisher)



The Ohio River Scenic Route NSB traverses the Shawnee National Forest where one can explore fantastic rock formations in the "Garden of the Gods." The Ohio River is in the background. (Photo by Jill Fisher)

## Best Wishes to Jill Fisher !



Recently, Byways Resource Specialist Jill Fisher announced plans to move to the Hudson River Valley in the eastern United States. She has resigned her position with the National

Scenic Byways Resource Center in Duluth, Minnesota. Fisher said, "It's been a privilege to work with all the wonderful people associated with the National Scenic Byways Program. It's a community of interesting, energetic, creative people. I value the time that I've been associated with these people and with this program!" We wish Jill the very best! After August 1, Jill can be reached at [jillfisher47@hotmail.com](mailto:jillfisher47@hotmail.com). Please direct any National Scenic Byways questions and inquiries to the National Scenic Byways Resource Center at 1-800-429-9297, ext. 5 or [center@byways.org](mailto:center@byways.org).



# Byways Bulletin Board

## An All-American Celebration for the Seward Highway

Alaska Governor Tony Knowles helped designate the 127-mile Seward Highway as an All-American Highway at a July 11 celebration. Knowles was joined at the ceremony by U.S. Department of Transportation Deputy Secretary Mortimer L. Downey and Alaska Department of Transportation and Public Facilities Commissioner Joseph L. Perkins in the dedication at McHugh Creek wayside, where the All-American Road plaque was unveiled. About fifty people attended the event, including all major news outlets, local and state elected officials, the Division Administrator for FHWA, regional forester for the USFS, and CEO of the Alaska Railroad.

The Seward Highway was named a Scenic Byway by the U.S. Forest Service in 1989, a State of Alaska Scenic Byway in 1993, and a National Scenic Byway in 1998. Major projects already made possible by scenic byways grants include:

- Waysides at Bird Creek, Canyon Creek, and McHugh Creek
- Historic aspects of the corridor, especially those connected to the 100th anniversary of the Great Alaska Gold Rush
- New segments of separated pathways along the Seward Highway that bring the goal of a continuous path from Anchorage to Girdwood, and eventually on to Portage and Seward, ever closer.

Knowles thanked all the individuals, groups, communities, and agencies who worked together to create the Seward Highway Corridor Partnership Plan, the blueprint used to meet the needs of both communities and highway users now and in the future. They include: City of Seward, Kenai Peninsula Borough, Municipality of Anchorage, U.S. Forest Service, National Park Service, Alaska Department of Natural Resources, and Alaska Department of Transportation and Public Facilities.



(Left to right) Joseph L. Perkins, P.E., Commissioner of Alaska Department of Transportation & Public Facilities; Mortimer L. Downey, Deputy Secretary, U.S. Department of Transportation; and Governor Tony Knowles, Alaska; overlook a stunning view of the Seward Highway.

Contact Alaska Scenic Byways Coordinator Diane Regan for details; phone (907) 465-6975 or [diane\\_regan@dot.state.ak.us](mailto:diane_regan@dot.state.ak.us).

## ***A New Face for a Great Place***

It was a sunny day in northern Minnesota when the Edge of the Wilderness National Scenic Byway celebrated completion of a major streetscape project in Bigfork, a byway community. The new look for the town (population 300) included an interpretive kiosk and park, newly preserved footbridge and trail over the Big Fork River, a new traffic bridge over the Big Fork River and streetscape improvements that included curb and gutter, sidewalks and pedestrian lighting. Context sensitive design was used throughout the construction. Context sensitive design is a technique that carefully blends the project into the character of the community and surrounding environment. The completed project is valued at \$3 million in a combination of federal, state, and local funds.



A natural rock veneer blankets the new interpretive kiosk in Big Fork, Minnesota. (Photo by Michelle Johnson)

Tarry Edington, President of the Highway 38 Leadership Board (the byway private non-profit organization) served as master of ceremonies for the dedication event. Other speakers included Minnesota State Transportation Commissioner Elwyn Tinklenberg, District Engineer Mike Robinson, Minnesota Department of Natural Resources Regional Director John Guenther, National Scenic Byways Program Director Rob Draper, National Scenic Byways Resource Center Associate Director Michelle Johnson, State Representative Irv Anderson, Itasca County Commissioner Tom Saxhaug, and Howard Zeman from the U.S. Forest Service. The keynote speech was delivered by U.S. Congressman James Oberstar.

About 2,000 people participated in the festivities which included a parade, an eagle release from the University of Minnesota Raptor Center, a ribbon cutting event, free food, fireworks and a street dance.

## ***Byways Meet by Phone***

Oregon State Scenic Byways Coordinator Pat Moran and new staffers Lea Ann Hart-Chambers and J.P. Jones hosted Oregon's first-ever byways conference call in late July. With eighteen scenic byways and tour routes, the monthly calls will enable an exchange among peers to create a sense of partnership and networking opportunities. The ten participants on the phone on July 27 discussed the status of grants, set up a regular reporting system, and drafted an agenda for a January 17-18 Oregon Byways Workshop in Bend. What a great way to facilitate more communication.

## ***New Byway Pilots in Oklahoma***

July 18 was a red-letter day for Oklahoma! Formal announcement was made at the University of Oklahoma detailing Scenic Byways Program specifics. The news conference, attended by the state's Secretary of Transportation and Secretary of Tourism, identified two selected demonstration projects: Talimena byway in the southeast, and Route 66 traversing the state. Oklahoma State Scenic Byway Program Director Rob Gragg, with the Center for Business and Economic Development (UO), said the "event received state-wide coverage and lots of follow-up phone calls." Rob will do a *Vistas* story next month with more details on the Scenic Byway Advisory Committee and how the program was set up. In his words, "Ye-haw!"

## ***Vernacular Architecture Forum***

The Vernacular Architectural Forum (VAF) is a highly specialized interest group that holds an annual conference in various locations around the country to explore the common or traditional ways of building everyday structures. The organization consists of architectural historians, academics history buffs, architects, writers, art historians and others who study architecture. The group seeks out places that are rich in history, often ethnic, as was the case when it chose to visit the Arrowhead Region of northern Minnesota, with Duluth as its jumping-off spot on June 8-10, 2000. The main focus of this year's conference was to explore the Finnish



The Vernacular Architectural Forum visited the Two Harbors (Minnesota) Lighthouse during its tour along the North Shore Scenic Drive All-American Road in June. (Photo by Jill Fisher)

homesteads of northern Minnesota's Iron Range region, but tours also included sections of the North Shore Scenic Drive All-American Road and Duluth's Skyline Parkway, a Minnesota Scenic Byway. Jill Fisher, Byways Resource Specialist, provided commentary for the Duluth portions of the bus tour. Byways may want to make contact with the VAF to coordinate future tours planned for their regions. For more information visit [www.vernaculararchitecture.org](http://www.vernaculararchitecture.org).

## ***Kansas Community Posts Goals***

Cassoday, Kansas (population 100) is a small town with a big goal. The Cassoday Cafe, located along the Flint Hills Scenic Byway in Kansas, displays the long-term goal that has been outlined by this community.

"The people of the whole community of Cassoday, Kansas shall have a place to live that will maintain a rural lifestyle and preserve our cowboy heritage. A community where families may raise children that are well educated, morally strong, concerned about quality workmanship and a clean, safe environment. It shall be a place where people may retire and live a dignified life free from fear of crime."

The Cassoday community will have enough business to support a small city with schools, churches, fire and police departments. To achieve this we will use the talents of local people, the energy of community organizations, and any resources available from local, state, or federal government.



Kansas Scenic Byways conference attendees (L-R) Mary Ann McNamara (FHWA), Earl Wright (Rural by Choice), Marci Penner (Kansas Sampler Foundation), and Margaret Roetman (Iowa State Scenic Byways Coordinator) at the ol' hitching post before dinner at the town's cowboy cafe.

The Cassoday community will remain primarily an agricultural area dedicated to preserving the tall grass prairie and having clear clean water in our streams and ponds. This should enhance the hunting and fishing for which the area is well known! The city of Cassoday will have clean streets, yards, parks and well maintained buildings."

## Passport in Time Provides Volunteers

Scenic byways that pass through U.S. Forest Service (USFS) or Bureau of Land Management land might consider using Passport in Time (PIT) volunteers to get some of the work done. Passport in Time is a volunteer program of the USFS that provides opportunities for the public to work with professional archeologists and historians on national forests and grasslands across the country. Projects include diverse activities such as historic structure restoration, oral history, interpretation, or archeological excavation and survey. The program's newsletter, *The PIT Traveler*, lists opportunities each March and September. Specialized skills such as drafting, illustration, hiking, photography, history, carpentry, computers or geology are listed on the application, and projects most often require a one-week commitment (but vary from a weekend to a month). The host organization provides staff leadership and overnight arrangements.



Volunteers, National Forest staffers, and ODOT personnel marvel over improvements made at the Elk Lake Guard Station (1930) along the Cascade Lakes National Scenic Byway. There's also a "Friends" group for the historic structure. (Photo by Barb Koth)

The Deschutes National Forest (Oregon) has used PIT volunteers for several years to restore a historic guard station at Elk Lake along the Cascade Lakes National Scenic Byway. This year, volunteers worked on the porch and stone walkway, built a flag-pole, constructed log barriers posts along the road, and planted native vegetation on disturbed ground. One volunteer also contributed a historic sign he had built. According to byway leader Robin Lee, the PIT program has "helped the Forest to do things we could not have covered under the regular budget. It has moved us closer to realization of having this historic structure as the center for cultural heritage and visitor information on the Cascade Lakes Scenic Byway."

For more information, contact the Passport in Time Clearinghouse at (800) 281-9176, [pit@sricrm.com](mailto:pit@sricrm.com), or visit [www.fs.fed.us/recreation/heritage/pit\\_ie.shtml](http://www.fs.fed.us/recreation/heritage/pit_ie.shtml).

## Scenic Byway Signs

Sign Color	Sign Shape	State
Multicolored	Rectangle	AK, CA, GA, IA, IL, IN, KS, MI, NC, NH, NJ, OH, OR, RI, SD, WA, WV, WY
Multicolored	Square	CO, KY, LA, ND, NE
Multicolored	Round	AR, AZ, UT
Multicolored	State outline	NM
Multicolored	Varies by byway	MN
Multicolored	Half moon/oval	FL
Multicolored	Tombstone	MD
Multicolored	Unknown	MO, OK, VA
Brown and White	Rectangle	AL, ID,* MA, ME
Green and White	Rectangle	VT
Green/White or Yellow/Brown	Rectangle	NY
Blue and White	State outline	CT
Blue and White	Square	SC
Blue and Silver	Rectangle	NV

\* Idaho has approved multicolor signs.

### What's Your Sign?

Idaho State Scenic Byways Coordinator Garry Young did a quick survey of his national peers to determine what various byway signs look like in terms of MUTCD (Manual on Uniform Traffic Control Devices) requirements. Of the 42 states with byway programs, he found the vast majority used multicolored signs rather than white lettering on a brown background (4 states). The poll does not differentiate between states that post all byways the same, versus those who have a different logo for each byway. Most byway signs are rectangular, but there are some creative alternatives such as those shaped like a half-moon, tombstone, or the state profile. Garry, thanks for your detective work that might help some other byways!

In response to numerous requests, the National Scenic Byways Resource Center has made various byway signs available in electronic form on the [www.byways.org](http://www.byways.org) web site. See the "Sharing Ideas" in the "Resource Center" section of "For the Byway Community". If you would like to post your byway sign, contact the Byways Online team at (435) 797-8787.

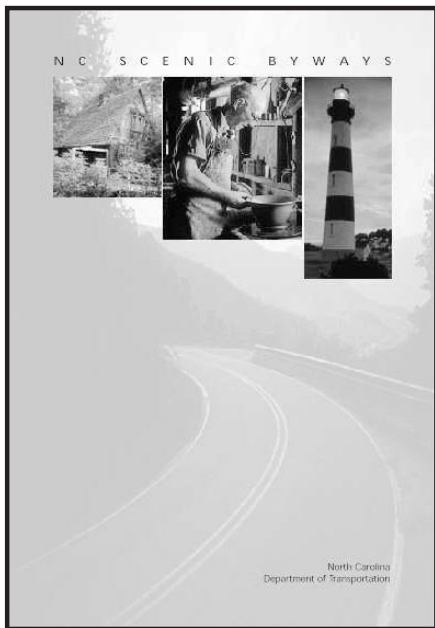
### Seaway Trail Opens Discovery Center

The Seaway Trail National Scenic Byway celebrated the opening of their new Discovery Center, an interpretive facility, on July 15. Residents and

officials from the area turned out in force for the occasion. Tied to a special event in Sackets Harbor, the day included a parade, street dance and special remarks by those that worked to make the Center a reality.

Theresa Mitchell, Executive Director of the Seaway Trail, was thrilled as the fruition of years of effort were realized. Mitchell explained, "The Discovery Center is the result of our organization's vision and the partnership with the Federal Highway Administration, the New York State Office of Parks, Recreation and Historic Preservation, and private sponsors. It shows that hard work toward a common goal can create great results. Dave Fasser, Director of the Landscape Architecture Bureau of the New York State Department of Transportation and Chair of the New York State Scenic Byway Advisory Board was also instrumental in making the project a reality."

The Discovery Center is located in Sackets Harbor, New York, on the coast of Lake Ontario. The historic 1817 building, originally a small hotel, is adjacent to a War of 1812 battlefield. The restored building now houses a three-story interpretive center complete with gift shop, administrative offices, and interactive exhibits depicting the history and culture of the area. The Center highlights the Seaway Trail and the National Scenic Byway Program. For more details see the May 2000 *Vistas*.



## Connecticut and North Carolina Byway Programs Win National Award

The U.S. Department of Transportation's Design for Transportation National Awards 2000 recently recognized efforts by two state scenic byway programs. From more than 260 submissions, 11 Honor Award winners and 27 Merit Awards were presented to projects that represented outstanding design thinking and execution on May 16 in Washington, D.C. While rewarding exceptional technical achievement, the jury sought to identify those projects that contributed more broadly to livability, sustainability, economic and cultural growth, and enhancement of the shared environment - both human and natural. Sounds like byways! You have five years to prepare your application for the next round of this prestigious award, but in the meantime, let's congratulate and borrow best ideas from our peers.

Connecticut Department of Transportation's (CDOT) initiative to develop workable approaches for managing change along scenic roads was recognized with a Merit Award. Funded by FHWA's National Scenic Byway program, the study proves growth can be accommodated through collaborative planning, without destroying the very factors that make a place desirable. The handbook provides practical documentation of the results of collaborative planning on fourteen segments of designated scenic roads, with evocative illustrations and examples. The professional team was led by landscape architects (Mary Means and Associates) with support from

community planners, designers and civil engineers, and actively involved road users, landowners, and residents. CDOT Commissioner James F. Sullivan attended the awards ceremony.

The North Carolina Department of Transportation also received a Merit Award for its guide to the state's scenic byways. The publication was developed and designed in-house by Scenic Byway Coordinator Bob Kopetsky and the Public Information Office graphic artist. The booklet highlights the state's 44 scenic byways and was identified by the New York Times as "one of the best-looking free booklets published by any state in years." Within the first three months of publication, 15,000 free copies were distributed. The U.S. Department of Transportation feels the publication is "a model of the high quality of work that can be done as a coordinated effort by 'in-house' professionals."

These materials are available from the respective state Scenic Byway Coordinator. Contact Colleen Kissane at (860) 258-4516 or [colleen.kissane@po.state.ct.us](mailto:colleen.kissane@po.state.ct.us). Bob Kopetsky can be reached at (919) 733-2920 or [bkopetsky@dot.state.nc.us](mailto:bkopetsky@dot.state.nc.us). To view the North Carolina brochure, visit [http://www.doh.dot.state.nc.us/operations/dp\\_chief\\_eng/roadside/scenic/](http://www.doh.dot.state.nc.us/operations/dp_chief_eng/roadside/scenic/).

## Share Your Heritage

The national *Share Your Heritage* program is looking for scenic byway best practices to inspire and educate others through publications and workshops. Has your scenic byway helped to preserve or protect historic, cultural, or natural resources? Helped to make sites along the byway come alive? Developed creative ways to ensure authenticity for heritage attractions, and quality for the byway overall? Found ways to balance the needs of byway residents and visitors alike? Formed partnerships that cross traditional boundaries? If you have scenic byway stories to share, contact Amy Webb at [amy\\_webb@nthp.org](mailto:amy_webb@nthp.org) or (303) 413-1986. More information about the *Share Your Heritage* program is available at [www.nasaa-arts.org/new/nasaa/artworks/ct\\_news.pdf](http://www.nasaa-arts.org/new/nasaa/artworks/ct_news.pdf).

## Signs Point the Way to Crowley's Ridge

Visitors to the Crowley's Ridge Parkway in eastern Arkansas are finding their way a little easier these days. During July, two hundred

directional signs were installed along the 200-mile route, which extends through eight counties.

The signs were designed by the graphic arts department at Arkansas State University and produced and installed by the Arkansas Highway and Transportation Department. They were contributed by these two agencies as part of the 20 percent match for a TEA-21 scenic byways grant received by the Crowley's Ridge Parkway Partners to promote the region.

Signs have been installed at every route turn and at intersections with other state and federal highways. The signs were designed with sufficient flexibility to incorporate any future changes in the design of the National Scenic Byways logo. For more information, contact Dr. Ruth Hawkins at (870) 910-8082 or [rhawkins@omaha.astate.edu](mailto:rhawkins@omaha.astate.edu).



Highway crew members (top) work to install the first Crowley's Ridge Parkway sign. Looking on from ground level are (left to right) Arkansas State Representative Richard Simmons, byway leader Ruth Hawkins, and Clay County Judge Gary Howell. (Photo provided by Ruth Hawkins)



The new byway sign includes the logotype for the Crowley's Ridge Parkway, as well as the Arkansas Scenic Byways logo and the National Scenic Byways logo.



## For Your Resource Shelf

### *Greener Roadsides*

We suggest a free subscription to this FHWA quarterly newsletter for “roadside decision-makers” (and byway folks). In particular, you might request a back copy of the summer 1999 issue devoted to scenic byways. Elizabeth Fischer, formerly with the National Scenic Byways Program in Washington, D.C., was guest editor, so there are lots of practical solutions here. A comparison of Oregon DOT’s maintenance guidelines for scenic byways versus conventional roads, sketches of interpretive kiosks along the remote Edge of the Wilderness Scenic Byway (Minnesota), pruning information, and how corridor management plans address maintenance on byways with multiple jurisdictions are just some of the case studies profiled. Other issues have addressed wetland protection, how other countries handle roadside management, native species and drought tolerance, and an annual photography issue profiling best practices. To obtain a copy or sign up to receive *Greener Roadsides*, contact Bonnie Harper-Lore at (651) 291-6104 or [Bonnie.Harper-Lore@fhwa.dot.gov](mailto:Bonnie.Harper-Lore@fhwa.dot.gov).

### *Ecotourism: A Practical Guide for Rural Communities*

*Sue Beeton. 1998; Victoria, Australia; Landlinks Press.*

Recognizing that rural ecotourism can act as a companion industry to diversify an area’s economic structure, this book aims to serve as a comprehensive and practical reference for businesses and communities seeking to become involved in ecotourism. The author first differentiates ecotourism by its educational aspect and associated ethical stand of supporting ongoing conservation and providing direct benefits to the local community. A section on interpretation emphasizes the need for local ownership of content and profits. Sustainable environmental management options detailed include indirect strategies such as differential pricing strategies and education, as well as more interventionist zoning, permitting, and ration cards. Best practices such as alternative energy technologies, waste minimization and water conservation are also given. Successful case studies in low impact nature-based activities such as rafting, canoeing, mountain biking, and wildlife viewing are described. A reviewer described the book as “a crucible of ideas which people in rural communities can enact if they wish to foster ecotourism as an alternative form of rural development.” The international perspective is also refreshing.

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# Calendar

Send calendar entries by the 5<sup>th</sup> of each month to [center@byways.org](mailto:center@byways.org)

## August 15

*FHWA Environmental Excellence Awards Special Scenic Byways Category Nominations Due*  
(202) 366-4085 Patricia Cazenias

## Sept. 8-10

*Annual Northern Tribal Transportation Planners Conference*  
Bismark, North Dakota  
701-255-3285 (ext. 262, 353, or 363)

## Sept. 14-15

*Transportation and Community and System Preservation Pilot Program (TCSP) Workshop*  
Washington, D.C.  
<http://tcsp-fhwa.volpe.dot.gov/new.html>

## Sept. 27-29

*Trees, People, and the Law National Conference*  
The National Arbor Day Foundation  
Nebraska City, Nebraska  
(402) 474-5655 or (888) 448-7337

## Sept. 28

*Washington State Scenic Byways Workshop*  
Vancouver, Washington  
Contact Judy Lorenzo at [lorenzj@ws.dot.wa.gov](mailto:lorenzj@ws.dot.wa.gov) or (360) 705-7274

## Sept. 28-30

*Preserving Our Past, Sharing Our Future*  
American Indian Tourism Conference  
Green Bay, WI  
Gloria Cobb ([gloriac@glitc.org](mailto:gloriac@glitc.org)) or Jerry Rayala ([jray@glitc.org](mailto:jray@glitc.org))  
(715) 588-3324  
[www.indiantourism.org](http://www.indiantourism.org)

## October 2-5

*Main Street Basic Training*  
National Main Street Institute  
Washington, D.C.  
[www.mainst.org/institute.htm](http://www.mainst.org/institute.htm)  
(202) 588-6219

## October 13

*Georgia State Scenic Byways Workshop*  
Washington, D.C.  
Contact David Crites at (404) 657-6692

## October 19-22

*National Land Trust Rally 2000*  
Sponsored by the Land Trust Alliance  
Portland, Oregon

## October 24-25

*Merging Scenic Byways with your Community*  
Sponsored by the Adirondack North Country Association—The Sagamore at Bolton Landing, NY  
Contact: Janet Kennedy at 518-963-4281  
[anca@westelcom.com](mailto:anca@westelcom.com)

## October 31-November 5

*Saving America's Treasures in the 21st Century*  
54th National Preservation Conference  
Sponsored by the National Trust for Historic Preservation  
Los Angeles, California  
[www.nationaltrust.org](http://www.nationaltrust.org)  
(800) 944-6847

## November 7-12

*Weaving the Future with Threads from the Past*  
Sponsored by the National Association for Interpretation  
Tucson, Arizona  
(520) 608-6268 or (520) 722-4289  
[www.interpnet.com](http://www.interpnet.com)

## November 13-14

*Northeastern Scenic Byways Conference (CT, ME, MA, NH, NY, RI, VT)*  
Portland, Maine  
Contact your state scenic byways coordinator.

## October 19-22

*National Land Trust Rally 2000*  
Sponsored by the Land Trust Alliance  
Portland, Oregon  
[www.lta.org/rally/html](http://www.lta.org/rally/html)  
(202) 638-4725

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National Scenic Byways Resource Center  
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Duluth, MN 55802

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## Vistas wants to hear from you!

Do you have a byway story, event, or news item to share? We welcome your ideas, photographs, articles, and news about National Scenic Byways. Please contact Cheryl Newman at [cnewman@byways.org](mailto:cnewman@byways.org) or 1-800-429-9297, ext. 5 (phone) or 1-218-529-7553 (fax).

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