

VISTAS



AMERICA'S BYWAYS®

JANUARY/FEBRUARY 2008

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★ RECRUITING & RETAINING ★ VOLUNTEERS

By Boris Frank, Boris Frank Associates

Recruiting and retaining volunteers is increasingly a challenge. Where I live in Madison, Wisconsin, we have over 3,400 registered philanthropic organizations. We need over 30,000 souls just to serve on the boards! With the number of volunteers needed to serve on committees, raise money, run programs and provide services, you start wondering if there are enough capable volunteers to go around. This is why effective volunteer recruitment, recognition and retention are essential for grassroots organizations and byway groups.

Not Another Committee...

For many, the implications of being invited to serve on a committee conjure up all sorts of chilling images: immersion; time; long meetings; time; forgetting what your kids look like; and more time.

Often, much greater success recruiting volunteers can be found by moving away from formal structures with long-term commitments. You can even try giving them new titles.

Here are a few ideas to consider:

- Assign short-term, finite tasks.
- Avoid holding a lot of meetings.
- Provide short-term family and small group volunteer opportunities.
- Change the very word "volunteer." Instead, try "consultant." I haven't had

a single person turn down an opportunity to serve as a "pro bono consultant." It's flattering, and the implication is that the individual's time will be used wisely and well, on his or her terms. The consultant won't have to fit a timetable or schedule for the convenience of others. Instead, it's tailored to the volunteer's needs. In fact, Wal-Mart started calling its sales staff "associates" and this changed attitudes, mind-sets and respect.

- Set up a system to regularly evaluate and review each volunteer. Let the volunteer know how he or she is doing, and provide the opportunity to offer feedback.
- Provide lateral and vertical advancement and changes of assignment and scenery.



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Resource Center



Michelle Johnson, Director America's Byways Resource Center

VALUABLE Volunteers

In this issue we talk about the value of volunteers and give you advice on how to attract, engage and keep volunteers. Clearly, volunteers play an integral role for community based organizations. We have an entire section on our website loaded with resources about volunteers. Of all the resources, information and advice we provide, nothing is more important than saying "thank you."

Two years ago, I developed an Advisory Committee for the Resource Center. Its primary job is to provide feedback and guidance to our staff on projects, initiatives and services. The committee meets twice a year in Duluth and occasionally by phone. The input this group has provided to us has been fabulous. The Advisory Committee members listen with care. They offer constructive criticism, and they are honest and upfront with their advice.

I want to publicly thank them for their time, their advice and their ideas in helping us develop and

deliver exceptional products and services. The Resource Center is better because of them:

Derrick Crandall, *President*, American Recreation Coalition

Robin Gyorgyfalvy, *Landscape Architect & Scenic Byways Program Leader*, USDA Forest Service, Deschutes National Forest

Richard Haskett, *Director*, National Scenic Byway Foundation

Ray Keller, *Village Administrator*, Village of Gilberts

Kathie Knapp, *Scenic Byways Coordinator*, Arizona Department of Transportation

Jeff Lackey, *State Byway Coordinator*, North Carolina Department of Transportation

Sally Pearce, *Scenic Byways Program Coordinator*, Colorado Department of Transportation

Allen Rasmussen, *Arrowhead Regional Development Commission*

Deborah Kay Schutt, *Woodward Avenue Byway Coordinator*, Woodward Avenue Action Association

Arik Spencer, *Trails and Lands Coordinator*, North Dakota Parks and Recreation

Sharon Strouse, *Chair/Community Development Agent*, Ohio State University Extension Holmes County

Floyd Thompson, *National Program Leader*: Recreation Tourism, Fee Demo, Eco Tours, Community Partnerships, USDA Forest Service

Ed Hall, *Transportation Specialist*, USDI Bureau of Indian Affairs

Pamela Ternes, *Director*, Standing Rock Native American National Scenic Byway, Sitting Bull College

Gary Jensen, *Director*, *National Scenic Byways Program*, Federal Highway Administration (Ad-hoc member)

These individuals represent the different organizations and agencies

that are part of the National Scenic Byways Program (national partners and friends, the National Scenic Byway Foundation, nationally designated byways, State coordinators and the Resource Center's parent organization, the Arrowhead Regional Development Commission). I chose members based on the respect of their peers, their knowledge and involvement in the national program and their known ability to provide solid, honest advice.

As always, you can call or e-mail me at 218-625-3305 or mjohnson@byways.org with your comments, questions or concerns. You may also contact members of our Advisory Committee. We like to hear from you, so give us a call.

Thanks again to our Advisory Committee! ★

Thank you!

GOING ON DOWN THE ROAD INTO A NEW YEAR

By Gary Jensen, National Scenic Byways Program Team Leader



Gary Jensen, FHWA Byways, Transportation, Community and Systems Preservation & Delta Programs Team Leader

Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us. – Hal Borland

The National Scenic Byways Program saw a lot of changes in 2007. Old friends have moved on and new faces have come on board. However, I hate to think of life as beginnings and endings, but as with byways, the journey goes on. There are always new things to learn and experiences to be shared.

I know I look forward in 2008 to growing in my knowledge of America's Byways®. I look forward to a year of collaborative efforts with

the excited and passionate people in the byway community. And, I look forward to the challenges of not only preserving, protecting, and promoting the stories of America, but also discovering new stories along the way.

To meet those challenges, we have a lot of great things in store this year, including:

★ After a great deal of research and development, FHWA and the America's Byways Resource Center

are starting to implement an exciting public awareness campaign, drawing on partnerships to create new marketing opportunities for America's Byways.

- ★ FHWA is looking towards kicking off another round of designations of National Scenic Byways and All-American Roads to recognize other outstanding roads not yet in the America's Byways collection.
- ★ The America's Byways Resource Center, cooperatively with FHWA, is developing several new training opportunities to enrich the byways community.
- ★ And of course, SAFETEA-LU authorized an increased amount of grant funding for fiscal year 2008, up to \$40 million.

FHWA envisions that our transportation system is the best in the world. In 2008, the National Scenic Byways Program team will continue to strive to fulfill this vision through our Program to create a distinctive collection of American roads, their stories and treasured places. Although there have been changes in the faces, America's Byways will continue to be "going on" with the mission of providing unique experiences offered along the journey. Although I have only been with the Program for a few months, the enthusiasm and dedication of the byways community have inspired me, and I am sure will carry us on to a successful New Year! ★

By Kevin Fry, President, Scenic America

Caution: Digital Signs Ahead

America's Byways® have been protected against the visual degradation of new billboards since the National Scenic Byways Program's inception. Visitors and residents appreciate byways for the genuine experiences they offer, whether traditionally scenic or those more focused on cultural or historic qualities. No one comes to a byway for the billboards, not even in the case of the Las Vegas Strip byway, for which extravagant signs are, in fact, clearly part of the character of the place.

For the most part, byway billboard controls have worked, although the continuing existence of old signs and the use and misuse of the "segmentation" loophole in the law have occasionally been problematic. But communities concerned about billboards should be aware that there is a new threat emerging which may directly or indirectly affect byways and definitely will have a huge impact on nearby places: it is the electronic billboard.

These digital signs, using LED technology, function like enormous television sets in the sky. They are extraordinarily bright, especially at night, where they automatically become the dominant visual element in the landscape. Because of their brightness, they can be seen from miles away. Unlike regular billboards that convey a single message, they employ computer-controlled images that change every four, six, eight or ten seconds, depending on State or local laws. Think of them as giant vividly illuminated PowerPoint presentations looming over the highway 24 hours a day.

Currently, we estimate there are at least 600 of these signs along

American highways. Without question, there will be thousands within a few years. Because they can often be seen from well over a mile away, they affect the visual quality of places at significant distances, potentially including byway communities, historic landscapes and other sensitive areas.

But aesthetics and environmental considerations are not the only, or even the main, threat from these new signs. Many concerned citizens believe that digital billboards pose a significant threat to driver safety.

Because an electronic sign is often the brightest object in the driver's field of vision, especially at night or in dim light, safety experts fear it is impossible to avoid. Its images change every few seconds, and many curious motorists often continue looking at the sign to see what comes up next—and next. Additionally, the advertising messages on the sign are visually complex, often requiring five seconds for the message to be received.

The essential nature of digital signs and the amount of time they pull motorists' attention away from the driving task seem to run headlong into the findings of a 2006 study by the National Highway Traffic Safety Administration (NHTSA), which stated that there is a two-second threshold for driver distraction that, if exceeded, significantly increases the chances of accidents. The "100-Car Naturalistic Study" showed that:

- Anything that distracts the driver from the forward roadway for more than two seconds significantly increases the chances of crashes and near-crashes;

- Nearly 80 percent of crashes and 65 percent of near crashes were caused by distractions that made the driver look away for up to three seconds; and,
- 23 percent of the crashes and near-crashes that occur in metropolitan environments are attributable to eyes off the forward roadway greater than two seconds.

State and local governments debating whether to permit these signs will need to take into consideration this existing research on driver distraction, plus additional studies planned by the Federal Highway Administration, AASHTO and the Transportation Research Board.

It remains to be seen whether these digital billboards will soon intrude directly on byways themselves. They will almost certainly pop up in segmented stretches, but because billboard companies are seeking permission to erect these signs in hundreds of cities and towns, including in rural areas, many byway communities can expect to be affected.

A new FHWA policy (which requires State action) permits the replacement of existing conforming signs with digital technologies. FHWA says nonconforming signs cannot be converted. But the status of existing billboards along byways in ostensibly conforming locations (commercial and industrial zones or unzoned commercial and industrial areas) is not entirely settled, and may become a point of contention in some locations. Given aggressive efforts to convert regular signs to electronic billboards as quickly as possible, it is not out of the question to find giant digital

displays 48-foot wide looming over some of America's Byways in the near future.

Scenic America and many other organizations and concerned citizens believe that the preeminent visual elements along our byways and in our communities should be the treasured intrinsic qualities that make them unique and appealing as destinations and hometowns, not huge glowing TV sets that serve only to distract us from what is most precious, important and genuine about American life.

Detailed information about electronic billboards can be obtained at the Scenic America website at www.scenic.org.

Scenic America is the only national 501(c)(3) nonprofit organization dedicated solely to preserving and enhancing the visual character of America's communities and countryside. Scenic America's mission is accomplished through national advocacy efforts and technical assistance services, local and national projects, and the support of its State affiliates.



Show Your Appreciation

Almost every volunteer thrives on acknowledgment. *Here are a few ideas that have proven successful:*

- Honor the “Volunteer of the Month.”
- Put up a Volunteer Bulletin Board. Post items of interest about byway volunteers on your website.
- Issue volunteer identification cards and arrange discounts at local stores, movie theaters, restaurants, etc.
- Send handwritten cards on holidays and birthdays.
- Post digital photographs and biographies of new volunteers on the website.
- Appoint especially skilled volunteers as “Volunteer Trainers.”
- Include years of service on name tags.
- Place articles about special volunteers in the local press, the volunteer’s company newsletter or school bulletin.
- Ask the volunteer’s minister to recognize the individual in front of the congregation and in the bulletin and newsletter.
- Issue “I Volunteer for America’s Byways®” bumper stickers.

- Introduce a volunteer at each board meeting. Invite the volunteer to sit in and participate in the meeting.
- Send a letter of commendation to the volunteer’s employer or school.
- Nominate volunteers for local awards and recognition.
- Send “Thanks for sharing your loved one” notes to the volunteer’s spouse, partner, parents, and children.
- Publish a volunteer newsletter.
- Ask the mayor, senator or representative, and State political leaders to recognize outstanding volunteers.

These are just a few ideas to help you start thinking about these important people who generously offer their time and skills to your organization.

For additional information, including a sample set of Volunteer Policies and a Volunteer Handbook, please address your request to: borisfrank@tds.net or call (608) 845-3100. ★

Boris Frank is president of Boris Frank Associates, a Madison-based firm specializing in services for nonprofit organizations.

VOLUNTEER STRATEGIES FROM THE BYWAY PERSPECTIVE

Volunteers are an important part of the National Scenic Byways Program. So how are some of America’s Byways® recruiting, recognizing and retaining their volunteers? Some byway leaders shared their volunteer strategies with us.

THE COULEE CORRIDOR NATIONAL SCENIC BYWAY CONSORTIUM

The Coulee Corridor National Scenic Byway Consortium hosts the Coulee Corridor “Big Event” every year on the first Saturday of March. For the last four years, the Big Event has drawn between 170 to 325 guests each year. The event opens with Partner Displays and a free dinner made possible by our corporate sponsors. The main program includes a featured speaker, byway highlights and accomplishments, raffles and a silent auction. In addition, two special award presentations honor outstanding byway volunteers.

The Coulee Corridor Conservation Award is presented to an individual who has promoted and worked toward conservation/preservation efforts along the byway. The second award, the Coulee Corridor Shining Star Award, is presented to an individual who has been instrumental in getting things done (we specifically look for someone who is not a byway leader or officer, but rather an unsung hero). The byway consortium presents each of the award recipients with a quality wall/desk plaque and an appropriate gift.

Here is a specific example of how the volunteer awards have proven to be successful. One volunteer worked tirelessly on a portion of one of our National Scenic Byways Program grant projects, and he carried much of the workload for this particular effort. After completing his work on the project, he became frustrated. While he continued to attend the monthly byway meetings, he avoided getting involved. To his surprise, he was later awarded with one of the Shining Star Awards. It revitalized him, and he is back to being involved and putting forth a fantastic volunteer effort!

Tim Alling
Coulee Corridor Consortium
Coulee Corridor National Scenic Byway

Volunteer Strategies From The Byway Perspective continues on page 5



SOUTHERN AND EASTERN KENTUCKY TOURISM DEVELOPMENT ASSOCIATION

The Scenic Byway Program that our organization oversees has approximately 300 volunteers that meet bimonthly. We have found that allowing them to be a part of the planning, decision making and implementation of byway projects has helped recruit and retain many of our volunteers.

Jeffrey Crowe

Southern and Eastern Kentucky Tourism Development Association

MOHAWK TOWPATH NATIONAL SCENIC BYWAY

The Mohawk Towpath Byway's most labor-intensive effort all year is hosting the Mohawk Towpath Byway Duathlon. Tasks include publicizing the event, obtaining local business sponsors, tracking registrations, marking the courses on pavement, setting up bike racks, staffing water stations, feeding famished finishers, officiating a fun kids race, organizing the awards ceremony, cleaning up, and much more. We rely heavily on volunteers.

It's important to keep these volunteers so we don't lose their expertise before next year's event. All volunteers participate in a briefing so they understand what the job involves. They receive an event t-shirt with the byway and sponsor logos, a certificate for an ice cream cone, a handwritten thank-you note on byway stationery, and the gratification of a job well done.

At this year's Duathlon awards, the Mohawk Towpath Byway presented our first (possibly annual) "Community Business Partner of the Year" award. The impressive 10"x12" engraved plaque was presented to Gary Krause for his many years of involvement in the byway effort and hosting the "headquarters" for the event in his restaurant parking lot. He also fed hamburgers, hot dogs and hot beverages to 110 athletes, a couple dozen volunteers and their families at no charge.

Eric Hamilton

Mohawk Towpath Byway



Volunteers track bib numbers and finish times at the finish line of the Mohawk Towpath Byway Duathlon. Volunteers are essential to the success, organization and safety of this annual event.

ADDITIONAL RESOURCES:

Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations

America's Byways Resource Center

<http://www.bywaysresourcecenter.org/topics/byway-organization/volunteers/publications/281/>

Toolbox for the Great Outdoors (Volunteers)

American Recreation Coalition

[http://www.tools4outdoors.us/view_tool.jsp?id=13](http://www.tools4outdoors/us/view_tool.jsp?id=13)

Browse volunteer-related resources on the Resource Center website:

<http://www.bywaysresourcecenter.org/topics/byway-organization/volunteers/>

Share your volunteer strategies with the byway community on a National Scenic Byways Program discussion forum:

<http://www.bywaysonline.org/forums/viewtopic.do?topic=183>

THE PAUL BUNYAN SCENIC BYWAY ASSOCIATION

The Paul Bunyan Scenic Byway Association has a board made up of only volunteers. Further, we have no regular sources of income except the membership investments made by our approximately 50 members (the number fluctuates from year to year). And, different from many others, there is no parent group caring for us, as in providing staff time, office supplies and other operating support, although we do have some free-to-use space in the local US Army Corps of Engineers building.

As to whether we have a delineated strategy for recruitment/retention/recognition of our volunteers, strangely, we don't. I've been the volunteer chair for about 10 years now at approximately 30 to 40 hours a week and I don't really think about it too much. I do my best to adjust byway projects based on the interests and strengths of the board members at the time. I adore the board members and task group volunteers. If I have time, I bake cookies and bring them to board meetings. Other than that, I guess people around our area must be good folks who are willing to help out with a project they perceive as valuable to them in some way. Hurray for that!

Lynn Scharenbroich

Paul Bunyan Scenic Byway Association

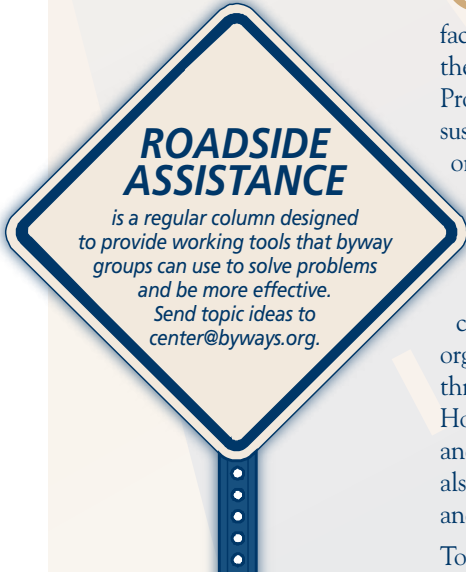




Roadside Assistance

SUCCESSION PLANNING AND BOARD MEMBER/VOLUNTEER RECRUITMENT

By Curt Pianalto, Byways Specialist



Our Byways Specialists are here to assist you.

Find the Resource Center contact for your State on the Resource Center website at www.bywaysresourcecenter.org/about/people/States. Call us toll-free at 866-974-6403, or contact your Byways Specialist directly:

Bonnie Hundrieser
bhundrieser@byways.org

Dennis Adams
dadams@byways.org

Curt Pianalto
cpianalto@byways.org

Organizational sustainability for byways is a key factor to the future success of the National Scenic Byways Program. When thinking about sustainability, we often lump organizational sustainability with fundraising, project implementation and strategic decision making. These factors ultimately can determine how and if your organization survives, and even thrives, in its environment. However, succession planning and member recruitment are also important to sustainability and should not be overlooked.

To understand what succession planning is, look to the origins of the word “succeed.” In its beginnings, “succeed” actually meant “to follow one into office, as in an elected or political office” and, thus, the term “succession.”

Over time, the meaning of the word “succeed” has evolved to what is today: reaching your goals. It’s no coincidence that the word “success” is part of succession, literally and figuratively; and further, that a long-term successful organization needs to acknowledge the idea of succession. According to The Transition Leader, taken from www.transitionguides.com, a succession plan is:

A tool to help organizations be prepared for planned or unplanned absences of the director or key board members, clarifying authority, and decision-making; thereby maintaining accountability and stability.

We’re not going to delve into all the details of a succession plan here. However, for your organization, think of succession planning as having three components:

- **Creating A Board Succession Policy**
- **Executive Director Departure Transition**
- **Board Member/Volunteer Recruitment**

Regarding Board Member/Volunteer Recruitment, your organization can do a few simple things to assess your current board and volunteer lists, and to strategically identify potential members.

- 1) Does your organization regularly discuss board member recruitment strategies?
- 2) Has your organization conducted an existing membership profile to see your membership strengths and gaps? (See Table 1.1 on page 7)
- 3) Has your organization conducted a profile to see what types of people that you could possibly target as members in the future? (See Table 1.1 on page 7)
- 4) Does your board keep a running list of potential new members? Does that list include organizations and professions even if you do not know specific names of people?
- 5) Has your board created a compelling paragraph about your organization that talks about goals, mission,

accomplishments, needs, benefits, etc.? Does each board member have this paragraph memorized? Do you use this paragraph when you meet new people and organizations?

The table on page 7 can be used to help you assess the strengths and abilities of your current members, and to also help you see where gaps may exist that future members could fill in. This is not to say that you necessarily need to fill those gaps, but it may suggest how you can add diversity to your board or volunteer base.

Your organization can take this table and modify the key variables in the left column (constituency, skills, positions and overall composition) to represent the important variables to your particular situation on your byway. Use this at your next board meeting as an ice-breaking exercise to assess your current membership profile and to get to know each other better.

The idea for this came from Carter McNamara, Ph.D., found on The Free Management Library at: http://www.managementhelp.org/boards/brd_grid.htm. You can download a version of this at that website, or simply create your own in your spreadsheet or word processing software.



TABLE 1.1

MEMBER VARIABLES	MEMBER 1	MEMBER 2	MEMBER 3	MEMBER 4
AGE				
20-30				
30-50				
50-65				
65 and up				
YEARS SERVING ON BOARD OR AS A VOLUNTEER				
Less than 1				
2 to 5 Years				
6 to 10 Years				
More than 10 years				
GEOGRAPHY				
East Byway				
West Byway				
City				
Rural				
CONSTITUENCY				
Business Owner				
Retired				
Government Planning				
Education				
CVB – Tourism				
Agriculture				
Transportation Rep.				
Intrinsic Quality Site				
Concerned Resident				
SKILLS				
Fundraising				
Public Relations				
Finance/Accounting				
Selling				
Writing				

SCENIC CONSERVATION ALONG THE TURQUOISE TRAIL



EDITOR'S NOTE:

The America's Byways Resource Center is funding a series of six Scenic Conservation workshops for byways, delivered by Scenic America. The workshops were awarded to byways through a nomination and interview process by the Resource Center.

In September, 2007 New Mexico's Turquoise Trail National Scenic Byway was the second byway to complete a Scenic Conservation workshop. The Turquoise Trail Association (TTA) worked cooperatively with the Turquoise Trail Preservation Trust (TTPT), which took the lead on the organization of the workshop. Workshop leaders from both organizations answered questions for *Vistas*.

Vistas: This workshop was hosted by the byway organization but formally organized by a partner organization along the Trail. How did the workshop help develop a positive partnership between the Turquoise Trail Association and the Turquoise Trail Preservation Trust?

The Turquoise Trail Association and the Turquoise Trail Preservation Trust are cooperative partners on the byway, and the leaders of each organization serve on the other's board. Each organization has a different focus and different strengths, and they serve the byway in different ways. The focus of the TTA is to market the byway for businesses, and the focus of the TTPT is historic and cultural preservation of resources along the byway, as well as enhancement of recreational opportunities, such as the development of bike lanes along the byway. The byway organization and New Mexico State Byways Coordinator Laurie Frantz invited the TTPT to take the local lead on the workshop since they had more available energy and organizational strength. A great deal of energy goes into the development of both the pre-workshop and the actual two-day workshop, and we had

"New Mexico's Turquoise Trail National Scenic Byway was a natural choice for a Scenic Conservation Workshop. It has faced many threats to its viewshed and intrinsic qualities. The TTPT split off from the TTA to deal with some of these challenges. The TTPT was a natural choice to organize the workshop and really did a terrific job. We all feel confident that the workshop is just the beginning of a collaborative effort in scenic conservation. We were really thrilled to see how involved attendees got in the process—we think we gained some partners we didn't have before."

— Laurie Frantz, New Mexico State Byway Coordinator

our challenges in sharing the organizing the workload. These challenges helped us learn to identify who in our two organizations can be counted on to follow through on projects. In the end, we felt that the workshop process helped to foster good communication. We were able to recognize common goals both organizations want to accomplish for the Turquoise Trail and ways to work together to accomplish those goals.

Vistas: What were your goals for the scenic conservation workshop?

Our goals for the workshop were to heighten awareness of the intrinsic values along the Turquoise Trail, to highlight the need to protect the

Trail, and how to develop a plan to carefully develop its potential. We wanted to make the right connections with various New Mexico organizations for future collaboration, and we felt that this workshop could be the first step to assemble partners who can participate in the development of a scenic conservation plan. The contacts we made at the workshop helped us to understand who has jurisdiction where, how authority for different decisions overlaps on the Trail, and, by making contact with those key people in attendance, we could better understand who the ultimate decision makers are along the Turquoise Trail.



Heading toward historic Madrid, New Mexico from the south, you can see the colorful old coal mines to the right of Turquoise Trail. Public domain.

Vistas: How did the workshop bring together important stakeholders?

From the beginning of the invitation process, we found that telephone conversations often helped to widen our range of potential participants. Often, our initial contacts recommended someone more appropriate from their organization to attend, or recommended an additional key person with whom we were not acquainted. The TTPT worked carefully to invite a broad group of people who could represent many stakeholder interests along the Trail. Workshop attendees included our New Mexico State Byway Coordinator Laurie Frantz, representatives from the New Mexico Department of Transportation, New Mexico Tourism Department, a Sandoval County Commissioner, Bureau of Land Management, State Historic Preservation Division, Cibola National Forest District Ranger, the Cibola National Forest Landscape Architect, a planner from the Mid-Region Council of Governments, and the largest land developer along the Turquoise Trail. The byway bus tour on the first day and the second-day breakout discussion groups were really important to engage partners. As a result of participating in the two-day workshop, all became more aware of what they can contribute to preserving and enhancing the Turquoise Trail.

Vistas: What were your impressions of the workshop process?

The workshop was very successful due to extensive planning during the pre-workshop. As a result, the workshop progressed smoothly. The byway bus tour helped everyone understand scenic conservation issues along the byway, and gave us the starting point for breakout group discussions on our second day. The workshop was well run and kept people engaged.

Vistas: What are your future plans for developing a scenic conservation plan?

Using the new knowledge gained from the scenic conservation workshop, and utilizing the current Turquoise Trail corridor management plan, we can create a more detailed scenic conservation plan. Since the CMP is a living document, we will revisit it to develop and hone the scenic conservation plan. We invited participants in the workshop to help us develop the plan and have already received assurances that many of them will be active participants in its creation. We plan to develop an SCP, which will enable us to guide development along the Turquoise Trail National Scenic Byway in such a way to preserve our resources, intrinsic qualities and viewshed. ★

MOBILE WORKSHOP "TEST-DRIVE" FOR 2009 CONFERENCE



Your hosts await your arrival...

America's Byways Resource Center hosted a mobile workshop along Colorado's Gold Belt Tour Scenic & Historic Byway during the November Tribal Transportation Conference in Denver. Conference participants were introduced to a Colorado byway experience and learned about the Colorado State & Historic Byways Program, with guidance provided by State byway coordinator Sally Pearce.

"This was a great opportunity for us to conduct a trial run of a tour we plan to offer to participants at the National Scenic Byways Conference in 2009," said Sally. "We received great feedback from the Tribal members on this tour and a number of them said they were completely blown away by the scenery, the reception they got in the communities we visited and the stories told by the local byway group. It will only get better for 2009!"

Watch for more information about the National Scenic Byways 2009 Conference at www.bywaysresourcecenter.org.



Karlita Knight, conference participant and Technology Specialist at the Northern Plains Tribal Technical Assistance Program (NPTTAP), is pictured near an interpretive panel at the Pikes Peak Heritage Center in Cripple Creek.



MARK YOUR CALENDAR!

UPCOMING TELE-WORKSHOPS AND PODCASTS FROM THE AMERICA'S BYWAYS RESOURCE CENTER

The America's Byways Resource Center offers Tele-Workshops via conference call. The workshops typically last one hour and cover a specific skill or topic. While there is no charge, participants must register in advance and will receive a certificate of participation. A podcast and transcript are available on www.bywaysresourcecenter.org soon after the call.

Podcasts are available to you any time of the day on www.bywaysresourcecenter.org. These audio and video files are short and can be easily downloaded for quick information, tips and tools.

For information on past Tele-Workshops, visit: www.bywaysresourcecenter.org/resources/publications/bywaysleader/. Watch www.bywaysresourcecenter.org for the latest additions.

HERE'S WHAT'S ON THE SCHEDULE SO FAR:

FEBRUARY

Tele-Workshop: Developing an RFP for Projects - February 13, 12:00 p.m. CST

Tele-Workshop: Outreach and Community Involvement Techniques - February 27, 12:00 p.m. CST

Podcast: Basics of Universal Accessibility

Podcast: What is a 501c3?

MARCH

Tele-Workshop: Volunteer Retention Programs - March 19, 12:00 p.m. CDT

Podcast: Tips for Working with Volunteers

APRIL

Tele-Workshop: Interpretive Wayside Development and Design Standards - April 16, 12:00 p.m. CDT

MAY

Tele-Workshop: Assessing Historic Roads - May 14, 12:00 p.m. CDT

Podcast: Assessing Historic Roads

JUNE

Tele-Workshop: Visual Assessment II - June 11, 12:00 p.m. CDT

Japan Scenic Byway International Symposium Highlights Program Growth



Henry Hanka traveled to Fukuoka City, Japan, for the International Scenic Byway Symposium.

The Scenic Byway Program in Japan continues to grow and prosper through professional efforts of the Ministry of Land, Infrastructure and Transport together with thousands of “Michimori” (more on this later) working on each designated route. In this context of growth, Fukuoka City was chosen as the site of the latest major gathering of volunteers and public officials from throughout Kyushu Prefecture in Japan.

The International Scenic Byway Symposium was held in conjunction with the International Motor Show under the theme of “People, Cars and Roads,” depicting the new automotive society in the twenty-first century. As a main attraction, each Japanese auto company

presented its 2008 lineup of automobiles as well as its concept autos for the next twenty years. In only a few years, there will be many amazing changes in what we drive.

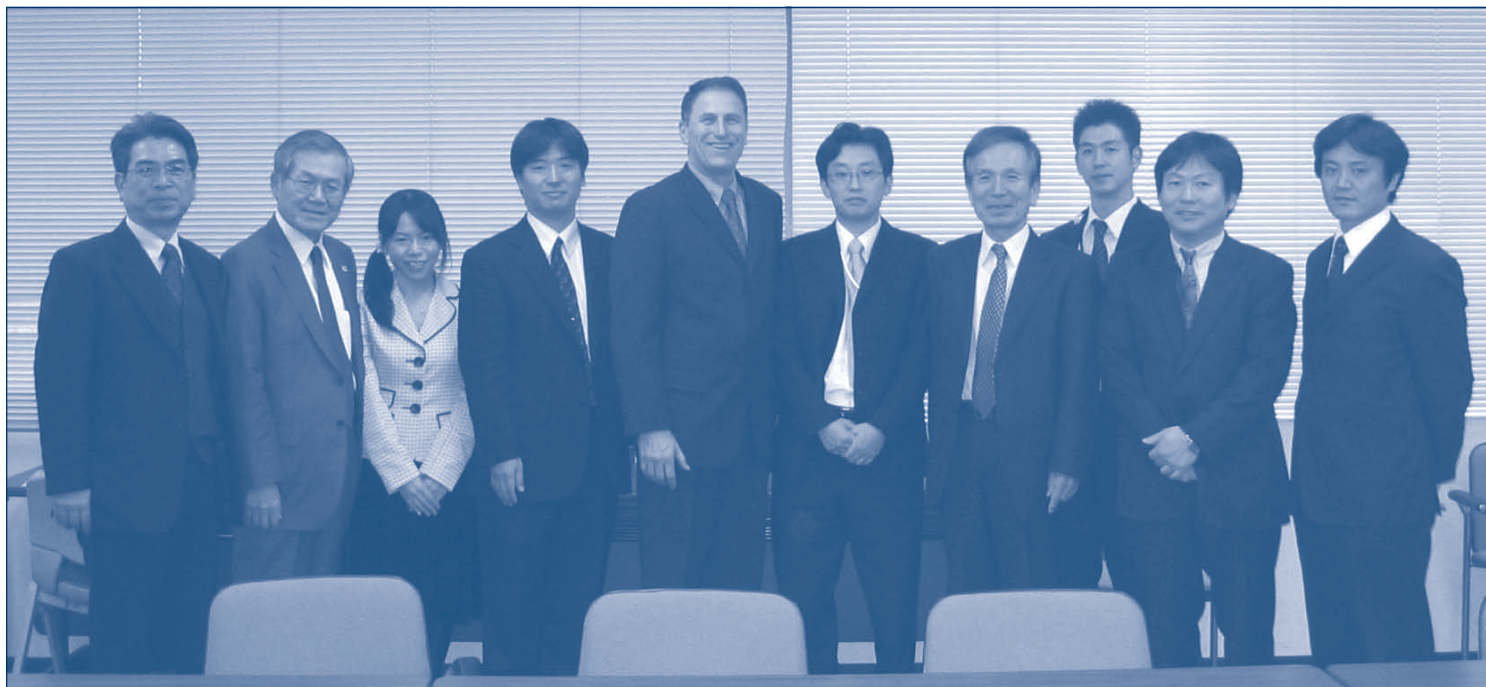
The byway portion of the Symposium was oriented toward concrete discussion and implementation of a Byway Program in Kyushu.

Henry Hanka, Special Projects Manager for America’s Byways Resource Center in Duluth, Minnesota, was invited and sponsored by the Ministry of Land, Infrastructure, and Transport to present a keynote speech to the more than 500 delegates attending the Symposium. This invitation was made possible through the efforts of Dr. Haruo Ishida, professor of Transportation Engineering at the University of

Tokyo. Dr. Ishida has been a strong advocate of the Japanese Byway Program and has attended the past three National Scenic Byways Conferences in the U.S. He has also visited the Resource Center, and keeps in close contact with the Resource Center and FHWA National Scenic Byways Program staff in Washington, D.C.

The Chair of the Scenic Byway Japan Strategic Council and the Director of the French Government Tourist Office gave additional keynote speeches.

Following his keynote address, Henry was invited to participate in several smaller breakout sessions covering subjects such as roadway beautification, urban scenic byway solutions, ocean routes/Asian connections, as well as the resident-driven movement



Henry Hanka is pictured with officials from the Kyushu Regional Development Bureau, a division of the Ministry of Land, Infrastructure, and Transport, Government of Japan. The Kyushu Regional Development Bureau manages the Scenic Byways Program in Kyushu.



The Japan Scenic Byway International Symposium took place near the Fukuoka City Scenic Byway. Attractions located along this 50 km route are pictured here.

involving volunteers. In addition, a special presentation was made honoring key volunteers from throughout Kyushu for their work along the future routes.

About "Michimori"

For centuries in the culture and history of the Japanese roadway system, there have been special designees of each village and rural area called "Michimori," or "Honorable Road Guardians." They are the people living along

the roadways that would clean, repair, beautify and improve the road in their village or rural area. In addition, they would assist travelers with equipment repair, directions, accommodations, food and other necessities while they journeyed across the nation. They would also offer protection from those that would harm the many travelers. It was historically a great honor to be named a Michimori and these people had a high ranking in the community.

Of those attending the Symposium, the vast majority were Michimori. Celebrating Michimori was the unofficial theme of this Symposium with many activities for the new byway volunteers, including seminars, idea exchanges, project reviews and a special award presentation for the most involved and energetic volunteers.

Moving Forward

Kyushu will now move forward with the nomination of nine byway routes to the Ministry of Transport for designation. During the next several years, each byway will be eligible for grants and assistance for roadway improvements, visitor centers and marketing plans. Individual byway planning assistance is now provided by the Ministry; however, there is a very clear understanding that a Resource Center, patterned after the America's Byways Resource Center, is needed for technical assistance. Henry and the Ministry Officials held a special meeting

to discuss the creation of such a Resource Center. Local officials desire a non-federal organization to assist them with technical assistance and education. They look to the Ministry for financial and road improvement.

This latest Symposium in Japan shows clear evidence that the byway program has gained significant support of the Ministry and Central Government. The program overall has 75 routes across the country, many of which are designated and many others in the development stages. We look forward to a long friendship and working relationship with our byway partners in Japan.

So, hats off to all of the honorable Michimori across the United States who have made the National Scenic Byways Program a model for Japan to follow. Your great volunteer work is being appreciated and recognized. ★

AMERICA'S BYWAYS PUBLIC AWARENESS PLAN IMPLEMENTATION BEGINS!

Just over a year ago, the contract for the research and creation of a Public Awareness Plan for the American's Byways® collection was awarded to Development Counsellors International (DCI) and its partner research firm, Longwoods International. We are delighted to report that the research is complete, the plan has been delivered, and we have moved smoothly into the first stages of implementation.

More than six months of research involving byways staff and volunteers, partners, other stakeholders and travelers, including visits to selected byways across the country, culminated in the conclusion that partnership

marketing will be the most effective and wide-ranging means of stretching our very scarce budget dollars to reach our target travelers, those who would most enjoy the byways experience.

Preliminary research was presented at the National Scenic Byways Conference in May 2007. Among travelers, the research confirmed what many of us already know: we have a rich and diverse product in these exceptional 126 National Scenic Byways and All-American Roads—but too few travelers are aware of the America's Byways collection. For a summary of this research, go to www.bywaysresourcecenter.org/topics/visitor-experience/marketing/tools/1131/.

DCI and Longwoods also learned that many of you along the byways would appreciate knowing more about how to attract attention to the byways, your events, activities and accomplishments within your own communities and regions. In response, we launched a pilot program of hands-on "PR 101" and on-camera broadcast media training workshops in six locations for byway staff, volunteers and partners, conducted by DCI. Workshop locations included:

- ★ Fairfield, Maine
- ★ Orofino, Idaho
- ★ Gatlinburg, Tennessee
- ★ Albany, New York
- ★ Salina, Kansas
- ★ Portland, Oregon

A second pilot involving inviting key media to visit one of several targeted byways is being conducted through spring 2008.

A partnership marketing kit is now under development, and we welcome interest from national corporations with similar goals, values and target markets. We will soon begin discussions with a wide spectrum of such firms, to explore the potential of this approach. Please e-mail hhanka@byways.org if you have contacts with such companies to recommend, and we will follow up with them promptly.

We will continue to report our progress to you, as the opportunities develop. Stay tuned! ★

Calendar

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

★ indicates Resource Center workshops

2008

FEBRUARY

February 2-7

*American Bus Association (ABA)
Marketplace 2008*
Virginia Beach, Virginia
American Bus Association (ABA)
For more information, please visit:
<http://marketplace.issi.net/2008/>

February 7-9

*7th Annual New Partners for Smart
Growth: Building Safe, Healthy and
Livable Communities*
Washington, D.C.
Local Government Commission
For more information, please visit:
www.NewPartners.org

★ February 21-22

*Power Workshops I: Strength Training
for Byways*
Phoenix, Arizona
America's Byways Resource Center
For more information and to register, visit:
www.bywaysresourcecenter.org

February 24-28

Going the Extra Mile: Embracing the Future
Denver, Colorado
Association of Partners for Public Lands
For more information, please visit:
www.appl.org

★ February 27

*Tele-Workshop: Outreach and Community
Involvement Techniques*
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

★ February 28

Tele-Workshop: 501c3, c6, etc., and the Law
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

MARCH

★ March 5

*Tele-Workshop: Assessing Your
Marketing Plan*
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

March 17-20

*15th Annual NW Tribal Transportation
Symposium*
Portland, Oregon
For more information, please contact
Richard Rolland at 800-583-3187.

★ March 19

Tele-Workshop: Volunteer Retention Programs
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

APRIL

★ April 16

*Tele-Workshop: Interpretive Wayside
Development and Design Standards*
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

April 17-19

*Annual Clean-up Event: Tourism
Cares for America*
New Orleans, Louisiana
For more information,
please call: 781-821-5990 or
E-mail: info@tourismcares.org

April 27-May 1

Annual National Planning Conference
Las Vegas, Nevada
American Planning Association (APA)
For more information, please visit:
www.planning.org/2008conference/

MAY

May 11-15

NAI International Conference 2008
Sokcho, South Korea
For more information, please visit:
www.interpnet.com/ic/

★ May 14

Tele-Workshop: Assessing Historic Roads
America's Byways Resource Center
Watch www.bywaysresourcecenter.org
for details and registration.

May 31 - June 4

TIA 40th Annual International PowWow
Las Vegas, Nevada
Travel Industry Association (TIA)
For more information, please visit:
www.tia.org/powwow/index.html

JUNE

June 1-4

*National Congress of American Indians
Mid Year Conference*
Reno, Nevada
For more information, please visit:
www.ncai.org/Conferences_Events.7.0.html

June 7

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

June 9-13

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

JULY

July 14-17

*National LTAP/TTAP
- 2008 Annual Conference*
Breckenridge, Colorado
For more information, please visit:
www.ltapt2.org/events/

SEPTEMBER

September 11-14

Preserving the Historic Road 2008
Albuquerque, New Mexico
For more information, please visit:
www.historicroads.org

OCTOBER

October 19-24

*65th Annual Convention of the National
Congress of American Indians*
Phoenix, Arizona
For more information, please visit:
www.ncai.org/Conferences_Events.7.0.html

NOVEMBER

November 11-15

Sustaining the Circle: NAI National Workshop
Portland, Oregon
National Association for Interpretation
For more information, please visit:
www.interpnet.com/conferences

November 15-18

National Trails Symposium
Little Rock, Arkansas
American Trails
For more information, please visit:
www.americantrails.org/2008/index.html

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