

2009 Scenic Byway Award Winner

LEADERSHIP



ROBERTA CORDOVA

BYWAY: Santa Fe Trail Scenic and Historic Byway

STATE: COLORADO

Success Through Passion And Perseverance

Roberta Cordova has selflessly devoted over twenty years of her heart and soul to protect and promote Colorado's Santa Fe Trail. Her love for the trail's history, her strong leadership skills, and her expansive popularity among peers reinforced Roberta's ability to assist in organizing and planning with Federal, State, county and city stakeholders to attain the route's multiple designations, including National Scenic Byway.

Roberta has worked closely with a large group of Santa Fe Trail enthusiasts from the five trail States, including Missouri, Kansas, Oklahoma, Colorado and New Mexico, and helped to plan the first multi-State symposium of stakeholders—a biennial gathering still

held today. Over 350 participants attended the 2007 four-day event, enjoying tours, historic lectures and workshops.

Her list of achievements stretches long, from reorganizing the byway group's structure to engaging media and making public appearances. Roberta's vision included significant partnerships, and through her efforts, the visitor experience and sustainability of the historic Santa Fe Trail has benefited greatly. Because of her passion, perseverance and countless volunteer hours, she is a deserving recipient of the 2009 Scenic Byway Leadership Award.



LEADERSHIP

