

VISTAS



AMERICA'S BYWAYS®

NOVEMBER/DECEMBER 2009

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National Scenic Byways Program Welcomes 42 NEW DESIGNATIONS To The America's Byways Collection

On October 16, U.S. Transportation Secretary Ray LaHood announced 42 new designations to the America's Byways® collection. The Federal Highway Administration hosted a special event for designees at the Omni Shoreham in Washington, D.C. FHWA Associate Administrator for Planning, Environment and Realty Gloria Shepherd opened

the event and introduced FHWA Administrator Victor Mendez. Mr. Mendez welcomed the new byways and was appreciative of the special places that are now part of the collection. He talked about the great opportunities that Americans will have to visit these treasures and how these new byways help showcase our great country.

In a statement released by FHWA, Secretary LaHood said, "These routes continue to offer Americans exciting new opportunities to explore the nation—whether they travel close to home or across the country."

For the 42 byways represented at the designation event, it was a time to celebrate their

*"These routes
continue to offer
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they travel close
to home or across
the country.*

- Ray LaHood,
U.S. Transportation Secretary



Jan Hill, Mayor of Haines, Alaska, traveled the farthest distance to accept the plaque for Haines Highway - Valley of the Eagles. The plaque was presented by Victor Mendez and Gloria Shepherd.



Michelle Johnson, Director, America's Byways Resource Center

Rocks In The Carpet: Lessons On Exploring

Late this summer, I took the kids rock hunting. They are always collecting rocks (and sticks, acorns and other things I don't want to know about) and squirreling them away in their rooms. I decided to make it official. I packed their swimsuits, a bucket and some snacks and we drove up the North Shore Scenic Drive All-American Road in Minnesota.

We had a great time exploring the beaches and picking up rocks along the cool waters of Lake Superior. One beach in particular was popular for "I found an agate!" Tucker found the biggest agate (which he promptly lost the next day playing at the neighbor's... *why was it in your pocket??*), Wyatt found the tiniest, and Addy found the most. Me? I found one. I'd like to think it was because I was busy making sure there were no drownings and not because I can't spot an agate.

Really, our simple trip was all about exploring. We did something different and we

didn't have a set agenda. We let the experience be the focus and made decisions as we went along (Time for a new beach? Not yet! Time for ice cream? Yes, yes!!) Just doing something different was invigorating, and we had stories (and rocks) to tell about our adventure.

Exploring and adventures are part of the byway experience,

Exploring and adventures are part of the byway experience, too. So are the memories made as part of the experience. We all understand that and work to provide those experiences to the byway visitor.

too. So are the memories made as part of the experience. We all understand that and work to provide those experiences to the byway visitor. But do we explore? Are we open to opportunities in our lives? Do we try new things? I admit I don't let a lot of adventures happen. I would even go so far to say that I have avoided these

types of opportunities. I'm still vacuuming up rocks and sand. I'm learning to listen to the clinking of the vacuum and think back to the fun and excitement of our little adventure instead of getting irritated about cleaning up a mess.

This experience has taught me to be more open to adventure and to seek opportunities to

explore and try new things. I recently read an article about how to keep your mind active and alert as you age. Exploring and doing things differently are a critical part to keeping a sharp mind. Even brushing your teeth with your other hand teaches your mind and body to be adaptive. Taking a different route to work and grocery

shopping at a different store are simple ways to keep creativity in our lives and make ourselves open to exploring something new and different. Once we learn to include adventure in our daily lives, the bigger adventures will seem less scary and more fun. I'm not ready to advance from rock hunting to rock climbing just yet, but I'm sure there are other adventures in my future.

About a week after our rock hunting expedition, I picked the boys up from their after-school program. They had spent the entire time picking through the rocks on the playground and licking them to see if they were agates. Surprisingly, they found a whole bunch of tiny, tiny agates.

Never mind that the boys promptly lost the little stones in our carpet. Our rock-hunting adventure clearly touched their everyday experiences. And that's worth the *tink-tink-tink* in my vacuum cleaner.

★



Treasure Hunt For Travelers: Getting Started With Geocaching

President Clinton announced the end of selective availability of the Global Positioning System (GPS) signals to the public on May 1, 2000, dramatically increasing the accuracy for anyone who could access a GPS locator. Just two days later, a GPS enthusiast, David Ulmer, posted online the latitude and longitude coordinates for a cache that he hid containing “treasures” and a log for other GPS enthusiasts to find—and the great outdoor treasure hunt called geocaching was born.

Today, according to the official geocaching website (www.geocaching.com), more than 911,380 active caches attract seekers around the world.

The official geocaching site provides the locations of registered caches, and loads of other information—from how to get started to the best features to look for in a GPS locator. The site is owned by Groundspeak, Inc., and its use is free if you sign up as a member.

Your Treasure Hunt Begins

So you've registered online, and now you're ready. Download the coordinates. Take a drive or a hike, or both—but go. Do. Explore. Find the cache. Take the treasure. Replace the treasure. Make a log entry—add your information to the chronological history there of people that have already traipsed through bramble, crossed streams and fought mosquitoes to reach

the cache's location because, well, it's fun. Be sure to take plenty of pictures along the way and when you make your big discovery, too.

Now go back to the geocaching online site. Add your favorite photo. Make friends. Joining this virtual community is like joining Facebook for hikers. Geocaching also contributes to our story-telling heritage, because geocache enthusiasts contribute their stories and photos on the website.

Handheld GPS locators can be purchased from as little as \$60 to well over \$1,000 with a wide variety of optional features. Some hybrids of SmartPhones and GPS locators are coming onto the market, too. Books on geocaching have proliferated, and recent publications for travel and outdoor sports often include at least a paragraph—if not an entire chapter—on the subject.

Variations of geocaching can add even more interest. Two common tokens, Geocoins and Travel Bugs are often moved from cache to cache. Travel Bugs are registered and tracked, providing an interesting, ongoing and unpredictable version of the 1990's “Where's Waldo?” Geocoins can also be tracked from one cache to another, or placed and retrieved as souvenirs. *(Note: Promotional items are not eligible for NSBP grant funds under the OMB cost principles.)*

While geocaching isn't new, it is catching on in the byway world. States are getting involved, too.



Along the Dinosaur Diamond Prehistoric Highway (UT), Angel Crane of National Scenic Byways Online places an America's Byways map into the geocache #GCG698 (www.geocaching.com). Photo by A. E. Crane.

The Minnesota Department of Natural Resources has a Web page devoted to geocaching (www.dnr.state.mn.us/geocaching/index.html.) Another enterprising State, Nebraska, ran a geopicting contest, combining geocaching and photography to promote its scenic byways. Scenic byways are also starting to appreciate this sport and enjoy its benefits. The Paul Bunyan Scenic Byway in Minnesota held a daylong hunt in September. To encourage visitors along the Mississippi River and the Great River Road, the Mississippi River Parkway Commission held a geocaching event from July 1 to September 21. The Minnesota River Valley Scenic Byway and Washington

State's International Selkirk Loop area also promote geocaching. Private and community interests along many byway corridors now help promote the sport to draw travelers, too.

Find information on providing and maintaining caches on www.geocaching.com. Because of the popularity of this fun trend for outdoor travelers, byways will surely be discussing its benefits. For byways, after all, the visitors are part of the treasure!



Does your byway have geocaching?

Discuss the benefits with your byway peers on the discussion forum:

www.bywaysonline.org/forums



Victor Mendez, FHWA Administrator, welcomes and congratulates new byways on their hard work in achieving designation as one of America's Byways.

achievement and to meet fellow representatives from newly designated byways. They also had an opportunity to meet and learn about the roles of National Scenic Byways Program and America's Byways Resource Center staff.

Gary Jensen, Team Leader, National Scenic Byways Program, FHWA, facilitated a Question and Answer session following the awards ceremony. The session evolved into a town hall event, with a peer-to-peer exchange of ideas. Representatives from the America's Byways Resource Center were also on hand to answer questions and offer ideas for new byways as they

continue on their journey as a byway. Curt Pianalto, Byways Specialist, compared the work of byways to a road trip, noting that national designation is a stop on the journey and not the final destination. "The Resource Center and FHWA can provide guidance to your byway organization as you develop and implement future plans."

Find out more about the newly designated America's Byways at www.byways.org.



For the 42 byways represented at the designation event, it was a time to celebrate their achievement and to meet fellow representatives from newly designated byways. They also had an opportunity to meet and learn about the roles of National Scenic Byways Program and America's Byways Resource Center staff.



Michelle Johnson, Director, and Curt Pianalto, Byways Specialist, welcome new byways and offer technical assistance through the America's Byways Resource Center.



Congressman Mike Michaud (Maine), member of the House Transportation and Infrastructure Committee, congratulates Maine's efforts to secure All-American Road designation for Acadia All-American Road - Trenton Extension, and to express his support of the National Scenic Byways Program.

★ AMERICA'S BYWAYS COLLECTION ★

Bold type indicates new designation.

ALL-AMERICAN ROADS

Acadia All-American Road (ME-2009)
 Alaska's Marine Highway (AK-2005)
 Beartooth Highway (MT-2002, WY-2000)
 Blue Ridge Parkway (VA-2005, NC-1996)
 Chinook Scenic Byway (WA-1998)
 Colonial Parkway (VA-2005)
 Creole Nature Trail (LA-2002)
Florida Keys Scenic Highway (FL-2009)
 George Washington Memorial Parkway (VA-2005)
Harriet Tubman Underground Railroad Byway (MD-2009)
 Hells Canyon Scenic Byway (OR-2000)
 Historic Columbia River Highway (OR-1998)
 Historic National Road (MD-2002, WV-2002, IN-2002, PA-2002, IL-2002, OH-2002)
Historic Route 66 (AZ-2009)
 International Selkirk Loop (ID-2005, WA-2005)
 Lakes to Locks Passage (NY-2002)
 Las Vegas Strip (NV-2000)
 Natchez Trace Parkway (AL-1996, MS-1996, TN-1996)
 North Shore Scenic Drive (MN-2002)
 Northwest Passage Scenic Byway (ID-2005)
 Pacific Coast Scenic Byway-Oregon (OR-2002)
 Red Rock Scenic Byway (AZ-2005)
 Route 1-Big Sur Coast Highway (CA-1996)
 Route 1-San Luis Obispo North Coast Byway (CA-2002)
 San Juan Skyway (CO-1996)
 Scenic Byway 12 (UT-2002)
 Selma to Montgomery March Byway (AL-1996)
 Seward Highway (AK-2000)
 Trail Ridge Road/Beaver Meadow Road (CO-1996)
 Volcanic Legacy Scenic Byway (OR-1998, CA-2002)
Woodward Avenue (M-1) - Automotive Heritage Trail (MI-2009)
Total number of All-American Roads = 31

NATIONAL SCENIC BYWAYS

Alabama's Coastal Connection (AL-2009)
 Amish Country Byway (OH-2002)
 Arroyo Seco Historic Parkway-Route 110 (CA-2002)

Ashley River Road (SC-2000)
Baltimore's Historic Charles Street (MD-2009)
Big Bend Scenic Byway (FL-2009)
 Billy the Kid Trail (NM-1998)
 Brandywine Valley Scenic Byway (DE-2005)
 Cascade Lakes Scenic Byway (OR-1998)
 Cherohala Skyway (TN-1996, NC-1998)
 Cherokee Foothills Scenic Highway (SC-1998)
Cherokee Hills Byway (OK-2009)
 Chesapeake Country Scenic Byway (MD-2002)
City of Las Vegas, Las Vegas Boulevard State Scenic Byway (NV-2009)
Coal Heritage Trail (WV-2009)
 Colorado River Headwaters Byway (CO-2005)
Connecticut River Byway (NH-2005, VT-2005, MA-2009)
 Connecticut State Route 169 (CT-1996)
 Copper Country Trail (MI-2005)
 Coronado Trail Scenic Byway (AZ-2005)
 Coulee Corridor Scenic Byway (WA-2005)
 Country Music Highway (KY-2002)
 Crowley's Ridge Parkway (MO-2000, AR-1998)
 Death Valley Scenic Byway (CA-2002)
 Dinosaur Diamond Prehistoric Highway (UT-2002, CO-2002)
Dry Cimarron Scenic Byway (OK-2009, NM-2009)
East Tennessee Crossing (TN-2009)
 Ebbetts Pass Scenic Byway (CA-2005)
 Edge of the Wilderness (MN-1996)
Edisto Island National Scenic Byway (SC-2009)
 El Camino Real (NM-2005)
 The Energy Loop: Huntington/Eccles Canyons Scenic Byway (UT-2000)
 Flaming Gorge-Uintas National Scenic Byway (UT-1998)
 Flint Hills Scenic Byway (KS-2005)
Florida Black Bear Scenic Byway (FL-2009)
Forest Heritage National Scenic Byway (NC-2009)
 Frontier Pathways Scenic and Historic Byway (CO-1998)
The George Parks Highway Scenic Byway (AK-2009)
 Geronimo Trail Scenic Byway (NM-2005)
 Glenn Highway (AK-2002)
 Gold Belt Tour Scenic and Historic Byway (CO-2000)

Grand Mesa Scenic and Historic Byway (CO-1996)
 Grand Rounds Scenic Byway (MN-1998)
Great River Road (AR-2002, MN-2000, IA-2000, IL-2000, WI-2000, MS-2009, MO-2002, KY-2009, LA-2009, TN-2009)
Haines Highway-Valley of the Eagles (AK-2009)
 Highland Scenic Highway (WV-1996)
 Historic Bluff Country Scenic Byway (MN-2002)
Historic Route 66 (NM-2000, IL-2005, OK-2009)
 Illinois River Road (IL-2005)
 Indian River Lagoon Scenic Highway (FL-2002)
Indiana's Historic Pathways (IN-2009)
 Jemez Mountain Trail (NM-1998)
Journey Through Hallowed Ground Byway (VA-2009, MD-2009, PA-2009)
 Kaibab Plateau-North Rim Parkway (AZ-1998)
 Kancamagus Scenic Byway (NH-1996)
 Lake Erie Coastal Ohio Trail (OH-2005)
 Lake Tahoe-Eastshore Drive (NV-1996)
Lariat Loop Scenic & Historic Byway (CO-2009)
Lincoln Heritage Scenic Highway (KY-2009)
 Lincoln Highway (IL-2000)
 Loess Hills Scenic Byway (IA-2000)
 Logan Canyon Scenic Byway (UT-2002)
 McKenzie Pass-Santiam Pass Scenic Byway (OR-1998)
 Meeting of the Great Rivers Scenic Route (IL-1998)
 Merritt Parkway (CT-1996)
 Midland Trail (WV-2000)
Millstone Valley Scenic Byway (NJ-2009)
 Minnesota River Valley Scenic Byway (MN-2002)
 Mohawk Towpath Byway (NY-2005)
 Mountains to Sound Greenway-I-90 (WA-1998)
 Mt. Hood Scenic Byway (OR-2005)
 Native American Scenic Byway (SD-2005, ND-2005)
 Nebo Loop Scenic Byway (UT-1998)
 Ohio & Erie Canalway (OH-2000)
 Ohio River Scenic Byway (IN-1996, IL-1998, OH-1998)
 Old Canada Road Scenic Byway (ME-2000)
Ormond Scenic Loop & Trail (FL-2009)
 Outback Scenic Byway (OR-1998)

Outer Banks Scenic Byway (NC-2009)
 Paul Bunyan Scenic Byway (MN-2005)
 Payette River Scenic Byway (ID-2002)
 Pend Oreille Scenic Byway (ID-2002)
 Peter Norbeck Scenic Byway (SD-1996)
 Pioneer Historic Byway (ID-2005)
 Pyramid Lake Scenic Byway (NV-1996)
 Rangeley Lakes Scenic Byway (ME-2000)
 Red River Gorge Scenic Byway (KY-2002)
Religious Freedom Byway (MD-2009)
 River Road Scenic Byway (MI-2005)
 Rogue-Umpqua Scenic Byway (OR-2002)
 Russell-Brasstown National Scenic Byway (GA-2000)
 Santa Fe Trail (NM-1998, CO-1998)
 Savannah River Scenic Byway (SC-1998)
Scenic Byway 143-Utah's Patchwork Parkway (UT-2009)
 Schoodic Scenic Byway (ME-2000)
 Seaway Trail (NY-1996, PA-2005)
 Sheyenne River Valley Scenic Byway (ND-2002)
 Sky Island Scenic Byway (AZ-2005)
 Skyline Drive (VA-2005)
 Staunton-Parkersburg Turnpike (WV-2005)
 Stevens Pass Greenway (WA-2005)
 Strait of Juan de Fuca Highway-SR 112 (WA-2000)
 Talimena Scenic Drive (OK-2005, AR-2005)
 Talladega Scenic Drive (AL-1998)
 Tioga Road/Big Oak Flat Road (CA-1996)
Top of the Rockies (CO-2009)
 Trail of the Ancients (UT-2005, CO-2005)
 Trail of the Mountain Spirits Scenic Byway (NM-2005)
 Turquoise Trail (NM-2000)
 Washington Heritage Trail (WV-2000)
 West Cascades Scenic Byway (OR-2000)
 Western Heritage Historic Byway (ID-2005)
 Wetlands and Wildlife Scenic Byway (KS-2005)
 White Mountain Trail (NH-1998)
White Pass Scenic Byway (WA-2009)
Wichita Mountains Byway (OK-2009)
 Wilderness Road Heritage Highway (KY-2002)
Woodlands Trace (KY-2009, TN-2009)
Total number of National Scenic Byways = 121

GRAND TOTAL = 151



Roadside Assistance

By Curt Pinalto, Byways Specialist

Welcome, New Designees!

You've spent numerous months completing your corridor management plan (CMP), hosting community input meetings, filling out your application, and anxiously waiting to hear the status of your nomination.

You're probably exhausted, a little overwhelmed, and wondering what's next. Well, that's to be expected. But you're also happy and proud. You should be! Celebrate your designation (*see page 8 for celebration planning strategies and tips*).

You are now part of the America's Byways® collection of very special routes designated by the Secretary of Transportation.

As part of the collection, you're probably very aware that the National Scenic Byways Program is based around three core elements:

- **Intrinsic Qualities**
- **Creating a Byway Visitor Experience**
- **Corridor Management Planning**

I'm sure you saw these principles reflected throughout the nomination process. If you haven't, we highly recommend that you review the Interim Policy, which is current policy governing the Program. You can find the Interim Policy at: http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=1995_register&docid=fr18my95-105.

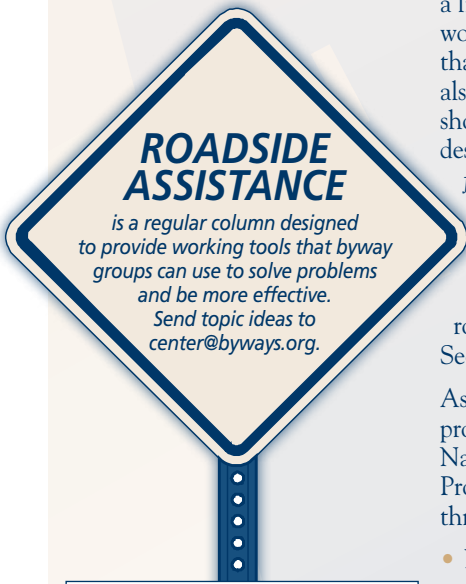
But designation as one of America's Byways goes beyond the verbiage contained in the Interim Policy.

Being part of this national collection brings each byway into a common effort with each other and with the Federal Highway Administration (FHWA) and the America's Byways Resource Center. Your responsibilities lie both in your individual missions and in the efforts of the National Scenic Byways Program. Byway leaders are responsive to their local communities and the travelers they welcome, as well as the America's Byways collection. Communication and sharing

knowledge are keys to sustained success.

The America's Byways Resource Center supports the National Scenic Byways Program from its offices in Duluth, Minnesota. The Resource Center's primary functions include:

- Developing and disseminating educational and training materials
- Providing hands-on technical assistance to your byway via e-mail, phone, video conference, presentations, facilitated workshops and site visits
- Maintaining a website to support the Resource Center's core functions of education, training and information dissemination at www.bywaysresourcecenter.org
- Providing opportunities to network with other byways
- Planning and organizing National Scenic Byways Conferences (our most recent conference was in Denver—we saw many of you there)



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:

Wayne Gannaway
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Curt Pinalto
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FHWA's Interim Policy for National Scenic Byways, published in the *Federal Register* on May 18, 1995, provides fundamental core elements that are central to program understanding:



All of your important work starts with a plan, the CMP. From your plan, you can protect, preserve, and promote your intrinsic qualities—creating a sustainable traveler experience along your byway.

Your responsibilities lie both in your individual missions and in the efforts of the National Scenic Byways Program. Byway leaders are responsive to their local communities and the travelers they welcome, as well as the America's Byways collection. Communication and sharing knowledge are keys to sustained success.

Our training and educational offerings are organized around four core learning areas:

- Finances
- Corridor Management
- Visitor Experience
- Byway Organization

Watch for new training and resource offerings from the Resource Center. And if you haven't done so, check out our website. Many archived webinars reflecting the four core learning areas above are available for you to view at your convenience. These offerings and publications provide great opportunities to expand your knowledge and skills that you will need as a byway practitioner.

Sometimes you might find the need for more personalized assistance. As you settle into the life as one of America's Byways, remember that the Resource Center is here to help. The Byways Specialists at the Resource Center can offer our undivided attention and advice as you proceed. Feel free to contact your assigned

Byways Specialist anytime you need assistance.

We want you to feel comfortable talking with your Byways Specialist about what's next, your concerns, endeavors, goals and dreams. A discussion with your Byways Specialist, working with your State or tribal coordinator, will hopefully lead to a plan of action that will continue the great work that you have already accomplished.

Chances are that your next steps will focus around implementing your CMP, protecting your intrinsic qualities or enhancing your byway's visitor experience. Your Byways Specialist can provide insight and share experiences from other byway organizations. Communication and sharing knowledge are critical to all of our success.

We look forward to hearing from you. Soon you will become the expert and we will point to you as leaders in the byway community!



WHAT DO BYWAYS SPECIALISTS DO?

Byways Specialists are here to support you. We offer assistance in the following areas, and more:

- Strategic planning facilitation
- Organizational coaching
- Helping you determine which organization structure might work the best for you
- Developing strategies to protect and preserve intrinsic qualities
- Developing effective wayshowing strategies on your byway
- Helping you network with other byways who have faced similar challenges

Check Out
BywaysResourceCenter.org
and Byways101.org today
for more online learning
opportunities!



BywaysResourceCenter.org



Byways101.org

LET THE CELEBRATIONS BEGIN!

EDITOR'S NOTE:

Over the past nine years, *Vistas* has featured great examples of byway designation events and helpful tips for organizing a byway celebration. Those ideas—and some new ones—are worthy of discussion again, as the 2009 designees prepare to celebrate their achievements. **Congratulations, and let the celebrations begin!**

It takes a lot of hard work to become a National Scenic Byway or All-American Road. The process is more than identifying a byway's intrinsic qualities or completing a corridor management plan (CMP). In many cases, it takes volunteers who give countless hours to spread the word, create an organization or foster a vision for the byway's future.

There is often a great flurry of activity to get to Washington, D.C., for the designation event. Byway leaders come home with a plaque, a new sense of a larger community and good memories. So, how does a byway convey this experience to its local communities?

America's Byways Resource Center followed some of these events from previous rounds of designations and found wonderfully useful ideas and tips—many that can be adapted for any byway or event. Enjoy the sampling.

Creole Nature Trail: The Whistle Stop Tour

To celebrate its All-American Road designation, the Creole Nature Trail District Board of Commissioners and the



Each State of the Historic National Road coordinated its own events to help keep local flavor.

Southwest Louisiana Convention & Visitors Bureau hosted a Whistle Stop Tour of the Creole Nature Trail.

The tour also served as a kick-off event for "See America's Byways," the National Scenic Byways Program joint marketing initiative with the Travel Industry Association of America (TIA). Beginning Labor Day weekend, the District joined other byway organizations across the country in promoting travel to these unique thoroughfares.

"The Whistle Stop Tour was our personal invitation to visit the Creole Nature Trail over the Labor Day weekend," said Monte Hurley, chairman of the Trail's governing board. "The welcome mat is still out. Come see for yourself what the Federal Highway Administration saw: a route worthy of the title, 'All-American Road.'"

Throughout the tour, special tributes were made to the Trail's scenic and cultural qualities. The motorcoach excursion along the

byway's 180 miles of picturesque marshes, bayous and coastal beaches was interspersed with stops at each of the corridor's nine communities for a program of Cajun music, local delicacies and special presentations.

North Shore Scenic Drive: Membership Anyone?

The North Shore Scenic Drive in Minnesota celebrated its extension in each of the byway's communities. The byway organization invited elected officials, byway stakeholders and community leaders to each of the five community stops to address media and local interested parties. Recognizing the public's interest in the byway and how it affects them, the byway organization put together a simple folder containing information about what it means to be a nationally designated byway, what types of grants are available, what projects have been initiated by the byway, and a membership form.

Alaska's Marine Highway: The Long-Distance Celebration

The designation of Alaska's Marine Highway as a National Scenic Byway certainly called for a major celebration. However, the byway couldn't hold just one press conference and cover the entire 8,800 miles of State ferry routes. Rather, officials from the Alaska Marine Highway, including Captain George Capacci, General Manager of the Marine Highway System, staged a series of celebrations along the ports of call throughout southeast Alaska. At each port of call, byway leaders, officials and representatives from the byways gave presentations to the local community about the byway recognition. Called "Sail-abration," the events began in early September and continued the first half of the following year.

Historic National Road: A Six-State Celebration

The Historic National Road put together a press release that could be used by all six States promoting the recent designation. The press release covered information about the

designation process, the history of the Historic National Road and local contacts for media. Each State coordinated its own events to help keep local flavor.

Rogue-Umpqua: Pulling Out All The Stops

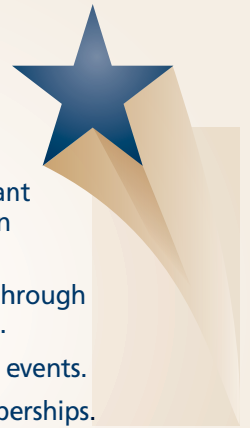
For two days, Southern Oregon citizens celebrated community life along the Rogue-Umpqua National Scenic Byway with art, food and music. Over 500 people staged and attended activities in communities all along the scenic byway. Activities included ribbon-cuttings, art shows, period music, a classic car cruise-in, model aircraft demonstrations, living history performances, a cannon shoot, an art mural unveiling, a waterfall hike, and more. A special song was even written by Dr. Jason Heald of Umpqua Community College titled "The Road to Paradise" and performed by the ten-piece Umpqua Singers at the byway dedication ceremonies.

Some Considerations...

That's just a sampling of how a few communities have celebrated their byway designations. The type of event you plan will depend largely on your goals, as well as the amount of staff time that you can dedicate to the effort. Here are some important considerations:

- Could a small group of individuals associated with the byway form a Dedication Event Planning Committee? Be sure to include the appropriate people in the process. Teamwork made your new designation possible, so be sure to celebrate the success as a team!
- What is your byway's intrinsic quality(s)? The answer to this question might help you uncover unique activities for your event.
- Who is the target audience? Is it the local media, citizens, stakeholders, or all of the above?

THE DESIGNATION OPPORTUNITY



Designation events can be very important to a byway's outreach plan. Designation events can:

- Foster local and regional awareness through media attention and publicity efforts.
- Attract new partners through special events.
- Create a venue for introducing memberships.
- Reward volunteers who have worked hard.
- Renew interest in volunteers who may not be as involved as they once were.
- Draw attention to local issues related to the byway.

- What is the best way to reach this target audience?
- When is the best time to reach this target audience? Remember to be mindful of the season in which you hold your event or dedication. Also, be sure to check the calendar and avoid competing festivals or events.
- How will you engage volunteers in your process?
- Is there a staff person or volunteer associated with the byway with public relations experience who could approach the media?

...And Some Helpful Tips

☞ Make it BIG!

Don't be shy about your accomplishments. Whether you are celebrating a project or designation, it took many people and a great deal of time. Members of your byway corridor community(ies) probably don't realize the amount of effort involved. Celebrations remind them that your group is working really hard. Brag a little! Celebrations get folks excited. Old-fashioned banners, posters and plaques all add to the festive atmosphere and offer visible reminders afterward.

☞ Focus on something tangible.

If a particular resource on your byway emulates the intrinsic qualities, host the celebration there. Perhaps a new visitor center is the reason for the celebration. By all means, show off your hard work there! Experiencing something firsthand cements concepts in your audience's memory much more than reading an article or hearing a broadcast. There is plenty of room for creativity in this regard. Another reason to focus on a tangible element is that it gives the media a subject for their photographers. A picture says a thousand words, so why pass up the opportunity to provide a "Kodak moment" for the local media?

☞ To be formal or informal, that is the question.

Celebrations come in all shapes and sizes, from the black-tie dinner to the community potluck picnic. Set the mood and atmosphere to fit your byway and its featured accomplishment. If the celebration is about a new trailhead, it probably seems out of character to have a black-tie dinner. Likewise, if the accomplishment is monumental and historically significant, take it seriously and create an atmosphere that reflects what you want people to remember.

☞ **Choose the right time.**

As members of an organization, you know the details and actual timing of accomplishments. General community members do not. Celebrations serve as a public relations forum for your organization and it is perfectly acceptable to schedule the announcement at a date when you will get the most bang for your buck, rather than when it actually happens. For example, restaurants usually open long before their grand opening to ensure customers will encounter a well-trained and prepared staff. Book publishers do it all the time, too. Harry Potter came off the presses in August but the big release was not until October. Why? Because consumers are more likely to buy at that time. Choose a time that will ensure a large audience and best leverages your situation.

☞ **PR, PR, PR.**

If reaching a large audience is your objective, the market needs to know when, where, whom and how. Craft a press release about the celebration date and location with a paragraph about the accomplishment and a picture, if possible. Even if the media can't come the day of the big celebration, they can publish an article and photo to help you spread the word. Hosting a press conference is another way to

ensure the media is present. Establish a time for all media to be there, indicate who will be speaking and provide the press release about the accomplishment at that time. Presenting a member with a plaque or cutting a ribbon are solid press conference highlights, and they give the media a newsworthy focus.

☞ **Invitations.**

If you want important people at your celebration, invite them. Everyone appreciates the recognition implied by a request to attend an event; often this is enough to get someone there who might not otherwise attend. Invitations can be formal or informal, depending on the celebration atmosphere.


☞ **Thank-you notes.**

Thank the special guests you invited for attending your celebration. Thank the media, too. A simple note a week or two later is a simple and effective way to build a good relationship that sets the stage for your next celebration.

Finally, and very importantly: Tell us about it! Your peers in the byway community will be excited to hear about your efforts, so be sure to share stories and photos from your celebration with *Vistas*.



21 WAYS TO CELEBRATE YOUR BYWAY'S DESIGNATION



1. Invite business, hotels and restaurants to participate in a Byway Open House.
2. Conduct a "progressive" dedication with a variety of events along your byway.
3. Pass out byway buttons.
4. Set a date for a ribbon-cutting ceremony with participation from local sponsors and media representatives.
5. Let the byway serve as a parade route.
6. Sponsor a contest for local students. Ask them to write an essay or submit their favorite photos of the byway.
7. Go geocaching along the byway.
8. Plan a byway festival.
9. Start a byway e-newsletter.
10. Send out press releases or write a "Byway News" column for the local paper.
11. Organize a byway "ambassador" program. Ambassadors can promote the byway and display a sign in their businesses.
12. Feed people. Host a spaghetti dinner or event that showcases regional foods.
13. Tag a byway celebration onto an existing community celebration or event.
14. Dance in the streets! Hold a street dance on the byway.
15. Plant flowers or native plants along the byway. Recruit the garden club, local school children, or anyone with a green thumb to help.
16. Involve your local, State and Federal politicians.
17. Drive the byway. Invite roadsters, antique cars and motorcycles.
18. Ride the byway. Plan a byway bike ride.
19. Run the byway. Promote a 5K or 10K run.
20. Choose a dedication date in coordination with Department of Transportation and other officials you'd like to be present.
21. Check the Discussion Forum for more ideas posted by your byway peers!

SHARE YOUR TIPS!



When your byway was first designated, how did you celebrate? Share your experiences and tips with the new designees on the discussion forum:

www.bywaysonline.org/forums

Open Space Technology: The Concept Applied To America's Byways®

By Paul Daniel Marriott

Since the first National Scenic Byways Conference was hosted in Louisville, Kentucky in 1999, it has been clear that the collective wisdom and experience of byway leaders and representatives brings a wealth of knowledge from Federal, Indian tribe, State, local, advocacy and professional perspectives. Beyond the structure of the conferences' keynotes, education sessions and field workshops have been an equally engaging and dynamic exchange of information among participants. Whether over early morning coffee, a quiet afternoon break in the lobby or a leisurely dinner, the conversations have been focused on byways, byways and byways.

In an effort to capture these practical, instructive and robust conversations for a broader byway

audience, the National Scenic Byways Conference in Denver dedicated a substantial portion of time during the biennial meeting to enhance the naturally occurring byway conversations. To facilitate this, the concept of Open Space Technology was adopted for the Open Space Forum.

used it in widely diverse situations, from designing aircraft doors at a large aircraft-manufacturing company to engaging street kids in defining a sustainable jobs-program. The hallmark of Open Space Technology is a respect for the collective experience represented by an

sessions and field workshops of the preceding two days and focus on the future direction of the America's Byways® collection, administration and community.

To provide an organizing principle for the Open Space Forum, five topic areas were identified based on feedback and observations from earlier conferences.

Conference attendees were assigned an initial topic question based on random color-codes indicated on nametags. Tables were arranged with discussion facilitators or independent written comment areas. The Open Space facilitator explained the Open Space Technology concept to participants at the beginning of the forum, invited participants to switch to different topic tables and encouraged the establishment of new topic tables if needed. To begin, fifteen-minute intervals were marked with the ringing of a bell to provide a basic time framework for discussions. Participants were encouraged to devise creative and practical solutions to questions.

Breaking with the traditional format of an established conference requires a structural and philosophical shift by both conference planners and attendees. The hope that National Scenic Byways Conference participants would embrace the Open Space Forum was soon realized as individuals and groups of individuals began establishing new tables to discuss issues of importance. As a result, topics as diverse as "Youth and Byways" and "The Role of the State Coordinator" were established over the course of the morning.

Open Space Technology enables groups of any size to address complex, important issues and quickly achieve meaningful results.

Open Space Technology enables groups of any size to address complex, important issues and quickly achieve meaningful results. It functions best in situations involving conflict, complexity, diversity of thought or people, and short decision times. People have

assembled group with a shared interest in a particular topic area. For the 2009 National Scenic Byways Conference, Open Space Technology was used to facilitate the Open Space Forum in an effort to build on the discussions generated during the educational



**FACILITATOR'S NOTES:
OBSERVATIONS AND
COMMENTS FROM
DAN MARRIOTT**

It was a privilege and honor to serve as the Open Space Facilitator for the first Open Space Forum at the National Scenic Byways Conference. Having attended every National Scenic Byways Conference, and having participated in many of the interesting and enlightening conversations with byway leaders and advocates over the years, it was exciting for me to assist FHWA and America's Byways Resource Center as facilitator of the first Open Space Forum.

America's Byways® represents not only a national collection of distinct routes designated for their intrinsic qualities, but also a collection of passionate individuals, agencies and organizations that care deeply about experiencing the diversity of our nation's communities and landscapes. Every two years, since 1999, these representatives have gathered for an intensive exchange of ideas and knowledge, debates on structure and progress, and an unwavering goal of advancing the recognition and protection of these defining American roads.

At the National Scenic Byways Conference unique regional intrinsic qualities and local pride meet with shared problems and universal aspirations. Indian tribe leaders from the Southwest can meet local leaders from the Northeast. Recently established programs and byways can communicate with well-established organizations and advocacy groups. Federal land agencies can meet with their State and Indian tribe counterparts. One-on-one conversations or education sessions with representatives from FHWA and America's Byways Resource Center can provide clarity regarding programs, administration, grants and education. Local advocates can find inspiration from individuals with the same "local" concerns halfway across the continent or from international attendees from halfway around the globe. All perspectives, traditions, values and

solutions are welcome under the overarching byways dialogue.

This year's Open Space Forum, for the first time, provided attendees with a formal structure to bring these diverse opinions and experiences to the table. Chance conversations of the past that yielded shared interests were provided a forum where topic and individual could seek out one another in a more organized manner. The Forum's structure was established only to facilitate the introductions—not the results. Individuals were encouraged to (and did) break away from the structure based on shared interests. Passion and dedication, I have observed, will always trump the structure and order of a conference program if allowed. I am grateful to the National Scenic Byways Program and America's Byways Resource Center for providing such an opportunity at this year's conference.

I share with you a few brief personal observations and comments in hope that they may assist you in continuing America's Byways® conversations with your byway friends and peers.

**General Observations
and Comments**

- The transcribed notes represent a valuable addition to advancing the awareness, management and protection of America's Byways®. Importantly, they represent one of the first assembled collections of ideas, concepts and concerns from local, State, Indian tribe and Federal byway advocates and leaders. The diversity of comments reflects both the diversity of intrinsic qualities and the geographic breadth of the collection.
- The enthusiastic embrace of the Open Space Forum by all participants demonstrates the high level of personal commitment to the America's Byways® collection by individuals from across the nation. It also represents the maturation of the byways concept and the resiliency of committed communities, States, tribes and the Federal

Government at sustaining and advocating for the Program. Many of the ideas, comments and recommendations contained in the transcribed notes demonstrate not only a complex understanding of particular needs or goals, but also a thoughtful and considered approach to problem solving based on a solid familiarity of the Program and member byways.

- Across all topic areas—from program administration to marketing to corridor management planning—there is a consistent call for additional education and awareness. Many of the participants expressed concerns that the message of and needs for byways still require explanation for many of the partners, politicians and community leaders working with or interested in byways. Similarly, it was noted that many travelers, potential business partners and community organizations are still unaware of the opportunities presented by America's Byways® collection. Byways still are limited by what many have described as one of America's "Best Kept Secrets."
- There are many exceptional local, State, Indian tribe and Federal Land Agency byway initiatives, programs and strategies that were identified during the Open Space Forum. They provide an effective users' guide to solutions for byways across the nation. This conference seemed an important watershed moment during which local, Indian tribe, State and agency expertise exhibited a new level of authority and value based on well-tested, innovative and entrepreneurial accomplishments. While many programs have been growing and evolving, 2009 appeared a significant crossroads when byways, collectively, exercised a new level of leadership and ownership with the byways concept.
- America's Byways® organizations are at an important crossroads. Byway corridors, leaders and communities are maturing and seeking increasingly sophisticated programs and policies to preserve, promote and protect their distinctive routes. It is clear from the transcribed Open Space Forum notes that many creative, innovative and successful solutions are being developed at the grassroots level. The grassroots foundation of the National Scenic Byways Program appears as strong and committed as ever.
- There appeared to be a sense of shared purpose among byway communities that is seeking a voice independent from the National Scenic Byways Program. Maturing byway organizations expressed a desire to be more self-sufficient and self-sustaining. These comments did not appear to be criticisms of the National Program, rather an acknowledgement that neither the National Program nor Resource Center has the capacity or mission-obligation to meet all of the emerging needs of the byways community. A growing awareness of individual and collected byways to problem-solve independently or collaboratively was expressed. Seeking a balance and clarity among responsibilities for FHWA, the Resource Center and the byways community was identified as a need for the benefit of all.
- Despite the poor economy and limitations on travel this year, participants maintained an optimistic view toward the future of America's Byways® and the National Scenic Byways Program as an important component of American travel, community development and the protection and preservation of unique American places.

To participate in this continued conversation or read the transcript, please visit Open Space Wiki at http://bywayswiki.com/mediawiki/index.php/Main_Page





RESOURCE FOCUS

The National Scenic Byways Program: A Legislative And Funding Overview

How is the National Scenic Byways Program authorized and funded?

The National Scenic Byways Program is currently authorized and funded through our nation's current surface transportation bill, the *Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users* (2005) commonly referred to as **SAFETEA-LU**.

The National Scenic Byways Program was originally established with the passage of the *Intermodal Surface Transportation Efficiency Act* (1991), commonly referred to as **ISTEA**. In addition to establishing an Interim National Scenic Byways Program, ISTEA authorized \$80 million (over the life of the bill) in discretionary grant funds to eligible byways projects. The ensuing surface transportation bill, the *Transportation Equity Act for the 21st Century* (1998), commonly referred to as **TEA-21**, established the National Scenic Byways Program in Title 23 United States Code, Section 162. This is the current statutory structure of the Program. TEA-21 also authorized \$148 million (over the life of the bill) for discretionary grant funds to byways and technical assistance for byways.

The current surface transportation bill, **SAFETEA-LU**, continued the Program and amended it to allow Indian tribes the authority to nominate byways and receive grants directly from FHWA. SAFETEA-LU authorized \$175 million in grants and technical assistance over the life of the bill.

What else must occur before these authorized funds are available?

Congress must **appropriate** funds on an annual basis to all transportation programs that have been **authorized**, through the Departments of Transportation, and Housing and Urban Development, and Related Agencies Appropriations Act, or an Omnibus or Consolidated Appropriations Act. The amount appropriated does not always equal the amount authorized. In addition, the total amount of funding available to be **obligated** for the entire Federal-aid Highway Program (which includes the National Scenic Byways Program), is limited by Congress by what is called an **obligation limitation**. For example, in fiscal year 2009, only \$40.7 million was made available to the National Scenic Byways Program through appropriations and reflective of the obligation limitation set by Congress; even though \$43.5 million was authorized in SAFETEA-LU.

The current bill, SAFETEA-LU, was set to expire on September 30, 2009. However, Congress has currently extended SAFETEA-LU through December 18, 2009 to allow Congress more time to develop the new transportation bill. Congress has begun discussions on a new surface transportation bill. It is unknown to what degree the National Scenic Byways Program will be funded within a new transportation bill. This uncertainty is typical of all Federal-aid highway programs during the reauthorization process.



Where can I find more information?

For more information on the statutory language of the National Scenic Byways Program, go to: www.bywaysonline.org/program/us_code.html

For more details on the appropriation process and obligation limitation, go to: www.fhwa.dot.gov/reports/financingfederalaid/index.htm

For more information on the proposed language for a new transportation bill (which could include the National Scenic Byways Program), visit the websites of the two Congressional committees responsible for drafting the transportation bills:

The House Committee on Transportation and Infrastructure: www.transportation.house.gov/about.aspx

The Senate Environment and Public Works Committee: www.epw.senate.gov/public/



Accessibility On America's Byways

What Is Accessibility?

What do we mean when we say “accessible”? If something is “accessible”—a building, an interpretive exhibit, a trail or a program—then it meets legal minimal standards for compliance when addressing the needs of people with disabilities. Accessibility standards come from Federal legislation such as the Americans with Disabilities Act (ADA), the Architectural Barriers Act (1968), and the Rehabilitation Act (1973). Programs funded by Federal dollars must meet the legal mandate of being integrated and accessible.

What Is Universal Accessibility?

“Universal Accessibility” is NOT legally mandated, but represents a conscious decision to “design...products and environments to be as usable by all people, to the greatest extent possible, without the need for adaptation or specialized design,” according to Ron Mace, North Carolina State University, School of Design. Good universal design of byway facilities and programs should certainly incorporate accessible design as designated by law, but would also assure that all visitors can access and enjoy the vast intrinsic qualities presented along the byways in a manner that is equal to everyone.

How Do Accessibility/Universal Accessibility Affect My Byway?

For byways to remain vital and an important means of protecting what's unique about our communities and America, we need to cater to ALL prospective visitors. Here are some of the benefits:

Benefits To Individuals, Community and Society

Universal access highlights a society that says people belong, deserve, and are owed equal access, opportunities and choices. It highlights a community that affords value and respect to its diverse members, and it gives visitors an appreciation of the intrinsic qualities found along our scenic byways.

Benefits To Your Economy

Byways that incorporate Universal Accessibility into byway planning recognize the benefits to the bottom line. Historically, neglected groups of citizens, such as those with disabilities, have the same desire to travel, experience the America landscape, and spend their money. The Open Doors Organization of Chicago estimates that people with disabilities spend nearly \$13 billion each year in travel expenses. That's a lot! In addition, these individuals seldom travel alone. Imagine how many visitors a byway could attract by being universally accessible.

Benefits To The Environment

Universal accessibility design is sustainable design. By not creating separate entrances, unnecessary stairs, multiple toilet spaces, different interpretive displays, or separate accessible trails and pathways for the “nontraditional” visitor, resources are best preserved, protected and managed. When travelers visit your byway, they hope to take home lasting memories of a special place with great experiences. As a byway provider, ask yourself this question: “Does my byway offer opportunities or barriers?”

EDITOR'S NOTE:

America's Byways Resource Center gratefully acknowledges contributions to this article from Tip Ray, Consultant (www.tip-ray.com). For further information, see Tip's article, “Building Awareness About The Benefits Of ‘Universally Accessible’ Scenic Byways” in the 2008 November/December issue of *Vistas*.



Where do I turn for help?

Access Board – United States:

www.access-board.gov

An independent Federal agency that provides information about current and proposed ADA Accessibility Guidelines, which affect many of the byways' resources.

ADA Homepage: Information and Technical Assistance on the American's with Disabilities Act: www.ada.gov

Provides links to various Federal resources, ADA publications, technical assistance resources, checklists, information, etc.

The Center for Universal Design: www.design.ncsu.edu/cud/

The definitive source of information and understanding about the philosophy, concept and application of Universal Design.

Disability and Business Technical Assistance Centers (DBTAC): www.adata.org

The byway community member's “first call for access” to ask ADA-related questions and find State and local resources who can assist with accessibility issues and concerns along proposed or existing Scenic Byways.

America's Byways Resource Center: www.bywaysresourcecenter.org

Currently developing a user-friendly curriculum for byway groups.

FHWA Accessibility Resource Library: www.fhwa.dot.gov/accessibility/index.cfm

National Scenic Byway Foundation Ponders Future, Seeks Ideas

The idea of creating a national not-for-profit organization to support nationally designated byways first surfaced at the 2001 National Scenic Byway Conference in Portland, Oregon. Now, eight years later, the Foundation reflects on its original purpose, its accomplishments to date, and its future.



The Foundation was created to:

- Educate the public, volunteers and byway professionals in matters relating to byways.
- Conduct research for the benefit of byways and byway organizations.
- Carry out charitable byway-related projects that might not be addressed by other organizations.
- Develop human, financial and other resources and promote scenic byways for the enjoyment of the public.
- Maintain communication between byway interest groups and individuals.
- Recognize significant achievements relating to byways.
- Develop partnerships with units of government—the not-for-profit and the for-profit sectors.

Working with a volunteer board and volunteer staff, the Foundation:

- Is incorporated as a Minnesota nonprofit corporation with bylaws and tax-exempt status under Section 501(c)(3).
- Established a website at www.nsbfoundation.com with a link to www.byways.org.

- Purchased America's Byways® pins and hats for use by FHWA in marketing the byway program.
- Sponsored and exhibited at three National Scenic Byways Conferences.
- Established a “Wear the Brand” program, allowing individuals to purchase America's Byways branded apparel.
- Staffed FHWA's booth at the American Bus Association convention.
- Serves as custodial agent for a memorial fund.
- Applied for more than ten grants from philanthropic organizations to support its work; no awards received to date.

Still, some important goals have not been achieved. The Foundation has yet to:

- Identify and fill a critical need.
- Secure wide-spread participation from byways, vendors and individuals interested in byways.
- Secure either volunteer or paid staff to develop the organization to the point it can contribute the unique capacities of a national nonprofit organization to byways and byway programs.

Today, the Foundation is at a turning point. As reauthorization of the byway program approaches, Board Chair Teresa Mitchell is inviting discussion about the organization's direction and future. Some ideas are:

- Undertake an active recruiting program to solicit individual and organizational members, especially byways and byway programs.
- Seek grants to fund the full development costs of the Foundation.
- Investigate merging with another foundation or organization.
- Retool the existing corporation and 501(c)(3) designation into another kind of organization, such as a National Association of Byways.
- Dissolve the corporation.

We want to hear your thoughts on the Foundation's role and its future. Please visit the Open Space Wiki at http://bywayswiki.com/mediawiki/index.php/Main_Page to offer your feedback and ideas.



Calendar

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

2009

DECEMBER

December 6-10

Rendezvous XXXII - America's History: Protecting the Past, Informing the Future
Gettysburg, Pennsylvania
Association of National Park Rangers
For more information, please visit:
www.anpr.org/anprrr.htm

December 15-16

2009 Land Development Conference
Asheville, North Carolina
Sustainable Land Development International
For more information, please visit:
www.ldbreakthroughs.com/index.php?option=com_content&task=view&id=99&Itemid=180

2010

JANUARY

January 20-21

2010 South Dakota Governor's Conference on Tourism
Pierre, South Dakota
For more information, please contact:
Wanda Goodman, 605-773-3301 or
wanda.goodman@state.sd.us

January 22-23

Stewardship Network Conference: The Science, Practice & Art of Restoring Native Ecosystems 2010
East Lansing, Michigan
The Stewardship Network
For more information, please visit:
www.stewardshipnetwork.org/site/c.hrL0KWPIuFb.5187337/k.2F8/2010_Stewardship_Network_Conference.htm

FEBRUARY

February 1-3

South Carolina Governor's Conference on Tourism & Travel
Myrtle Beach, South Carolina
South Carolina Department of Parks, Recreation and Tourism
For more information, please visit:
www.scprt.com/govcon.aspx

February 2

Maine Governor's Conference on Tourism
Augusta, Maine
Maine Department of Economic and Community Development
For more information, please visit:
www.mainetourismconference.com/

February 3-5

Preservation: The Foundation of Sustainability
Denver, Colorado
Colorado Preservation, Inc.
For more information, please visit:
www.coloradopreservation.org/spc/pdf/CPI-SavingPlaces2010.pdf

February 8-10

ARPA 2010 Annual Conference and Tradeshow
Fort Smith, Arkansas
Arkansas Recreation and Parks Association
For more information, please visit:
www.arkarpa.org/home/727/annual-conference-and-tradeshow

February 9-12

NAI Southeast Region 3 Annual Workshop: Climbing Mountains, Crafting Stories
Asheville, North Carolina
National Association for Interpretation
For more information, please visit:
www.nairegion3.org/3/Regional_Workshop.html

February 17-19

Illinois Governor's Conference on Tourism
Chicago, Illinois
For more information, please visit:
www.ilgovconference.com/ilgovsite/

MARCH

March 14-16

WIGCOT2010: Wisconsin Governor's Conference on Tourism
Wisconsin Department of Tourism
For more information, please visit:
www.wigcot.org/

APRIL

April 13-15

First International Conference on Pavement Preservation (ICPP)
Newport Beach, California
California Dept. of Transportation,
Federal Highway Administration and
Foundation for Pavement Preservation
For more information, please visit:
www.pavementpreservation.org/icpp/index.php

April 21-23

California Trails & Greenways Conference
Cambria, California
California State Parks
For more information, please visit:
www.parks.ca.gov/trails/conference

MAY

May 7-9

New Hampshire Governor's Conference on Tourism
Portsmouth, New Hampshire
New Hampshire Travel Council
For more information, please visit:
www.nhtravelcouncil.com/conference.html

May 5-8

IMBA World Mountain Bike Summit
Augusta, Georgia
American Trails
For more information, please contact:
Patti Bonnet, IMBA Events Manager,
Phone: (303) 545-9011 ext. 107 or
E-mail: patti@imba.com

May 15-19

International POW WOW
Orlando, Florida
U.S. Travel Association
For more information, please visit:
www.ustravel.org/powwow/index.html

May 21-24

River Rally 2010
Snowbird, Utah
River Network
For more information, please visit:
www.rivernet.org/events/10th-annual-national-river-rally

JUNE

June 6-10

2010 Environment and Energy Workshop
Raleigh, North Carolina
Transportation Research Board (TRB)
For more information, please visit:
www.onlinepubs.trb.org/onlinepubs/conf/2010/EnvironmentEnergySummit.pdf

JULY

July 24-27, 2011

10th International Conference on Low-Volume Roads
Orlando, Florida
Transportation Research Board (TRB)
For more information, please visit:
www.trb.org/LowVolumeRoadsConference/Public/LVR10.aspx

SEPTEMBER

September 8-10

Ecotourism and Sustainable Tourism Conference 2010: Greening the Tourism Industry in the U.S. and Canada
Portland, Oregon
The International Ecotourism Society
For more information, please visit:
www.ecotourism.org/

OCTOBER

October 26-30

National Preservation Conference 2010
Austin, Texas
National Trust for Historic Preservation
For more information, please call:
(202) 588-6092 or
E-mail: conference@nthp.org

NOVEMBER

November 14-17

National Trails Symposium
Chattanooga, Tennessee
American Trails
For more information, please contact:
American Trails office at (530) 547-2060 or
E-mail: symposium@americantrails.org

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