

# VISTAS



MARCH/APRIL 2009

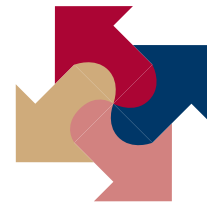
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**LOOK INSIDE FOR AN IMPORTANT SURVEY ABOUT VISTAS. SEE PAGE 4.**

## ANNOUNCING AN ALL-NEW ONLINE LEARNING EXPERIENCE:

### BYWAYS 101 A STARTER TOOLKIT FOR BYWAY LEADERS



The America's Byways Resource Center announces its newest training program, Byways 101, available now at [www.byways101.org](http://www.byways101.org). This engaging online self-study course focuses on basic

information about byways, the National Scenic Byways Program and other related programs in a user-friendly format for individuals and organizations approaching development of a byway. It also serves as a secondary resource

for existing State, Indian tribe or Federal lands byways.

The sequentially based learning program covers topics critical to byway organizations through four separate modules:



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Byways 101 continues on page 4



Michelle Johnson, Director, America's Byways Resource Center

# Libraries, Byways And Green Canvas Bags

Growing up in the country had its good points and bad points. An hour-long bus ride to school? Bad. Playing outside surrounded by trees, flowers and a beautiful lake? Good. Thirty-minute drive to town if you wanted to visit the library? Bad. Ordering books through the mail from the library? Good.

I remember the green canvas bags that arrived in our mailbox every week. It was exciting to zip the bag open and spread out all the new books. The hard part was deciding which book to read first. I knew we were lucky to have books delivered to us, and I loved reading those books, but I didn't realize then that a wonderful lifelong love of books was being nurtured and developed in those little green bags.

Those green bags arrived at our door nearly thirty years ago. Libraries have changed since then, but the core value a library offers to its community remains. What do libraries have today? How can your byway organization partner with your library?

- *Libraries are more than just books. You can rent a movie for Saturday night or music for your road trip. Save money and enjoy nearly unlimited choices! Sometimes you must have patience, however, to wait for your title to become available.*

- *Libraries are wired. You can go online to conduct business and check e-mail.*

- *Libraries can connect you to resources. Libraries have the latest reference books and information on nearly every topic. Want to find a local organization that provides community grants? Establish a formal organization? Not only do libraries have resources and information from the local, State and national level, but they also have trained staff who know how and where to find answers—fast.*

- *Libraries have friends. Most libraries have a board of trustees, and some have a friends group, usually a nonprofit organization. These groups can be resources on organizational structure (bylaws, etc.), if you are starting up your own organization. You can also look at their membership for individuals that you might like to involve in your project or organization. And, lastly, you may want to partner with another community-based organization to work together on projects. One library along the Mississippi River served as a community shelter during last year's floods. The library provided overnight shelter to community members and they helped avert a disaster. It's a great example of the expanding role a library can play in a community.*

*Libraries support lifelong learning. Research shows that children who read have higher scores on*

*math and other subjects in school. Most libraries have special events just for kids and would welcome programs from other community organizations that connect kids to reading. Your byway has great stories that you share with visitors; share those stories at the library!*

## Bring Your Byway To The Library

Your byway won't fit in the green canvas bag, but you can develop fun and innovative programs to teach community members about your byway at the library.

If your byway has a National Wildlife Refuge or a significant wetland, you could host a children's program and read *Frog and Toad Are Friends* by Arnold Lobell, or *Fabulous Frogs* by Linda Glaser or *Trout, Trout, Trout (A Fish Chant)* by April Pulley Sayre. Volunteers could bring in real frogs or fish for the kids to see and touch. Other great books on the great outdoors include *Girls Who Looked Under Rocks* by Jeannine Atkins (kids love to look at and collect rocks) or *Henry Works*, a beautifully illustrated ode to Henry David Thoreau and Walden Pond by DB Johnson.

Did you say dinosaurs? There are hundreds of great children's books on dinosaurs. Some of my children's favorites include *Gorgonzola: A Very Stinkysaurus* by Margie Palatini or *How Do Dinosaurs Say Good Night?* by Jane Yolen. Children could make Play-Dough dinosaurs or dig for pretend bones in a sand-filled tray.

Historic connections? Plenty! There are some great books to share with children that tell stories from other cultures or other times including *Cheyenne Again* by Eve Bunting, which tells the story of Young Bull's struggle to save his heritage when he's forced to attend an Indian boarding school. *Raven* by Gerald McDermott, a Caldecott Honor Winner, is a beautifully illustrated Native American tale describing the birth of the sun. Older children would enjoy the story of a young Ojibway

girl growing up on the Island of the Golden-Breasted Woodpecker told beautifully in *The Birchbark House* by Louise Erdrich. Another great story from the past is a book by Laura Ingalls Wilder. You can encourage kids to think about what life was like growing up in the Little House on the Prairie or map Laura and her family's travels from *The Little House in the Big Woods* to *These Happy Golden Years*.

Teaching children about geography would be really silly (and fun!) with *The Scrambled States of America* by Laurie Keller. Or check out *America: A Patriotic Primer* or *Our 50 States: A Family Adventure Across America* by Lynne Cheney. Both books are filled with great illustrations and information that shares facts and stories about our great country.

And don't forget adults! Many libraries host book club meetings and group discussions. Some participate in community-wide reading events. Imagine you and your neighbors reading a book that reinforces the intrinsic qualities that are important to your community or area. Your byway group could host discussions at your local library and maybe even invite the author to come in and talk. Ideas include *Looking for Alaska* by Peter Jenkins, *Last Child in the Woods* by Richard Louv, *The End of the Road* by Tom Bodett, *The Greatest Generation* by Tom Brokaw, *Blue Highways* by William Least Heat Moon or his newest book *Roads to Quoz: An American Mosey*. Don't forget classics like *Silent Spring* by Rachel Carson, *A Sand County Almanac* by Aldo Leopold, or *On the Road* by Jack Kerouac.

Now the books my family checks out from our library every week could fill about fifty of those old green canvas bags. My kids usually overfill their library bags and I have to help carry the bags to the van. I can't imagine what would happen if all those books were delivered to our mailbox! ★

**NATIONAL LIBRARY WEEK:  
APRIL 12-18, 2009**

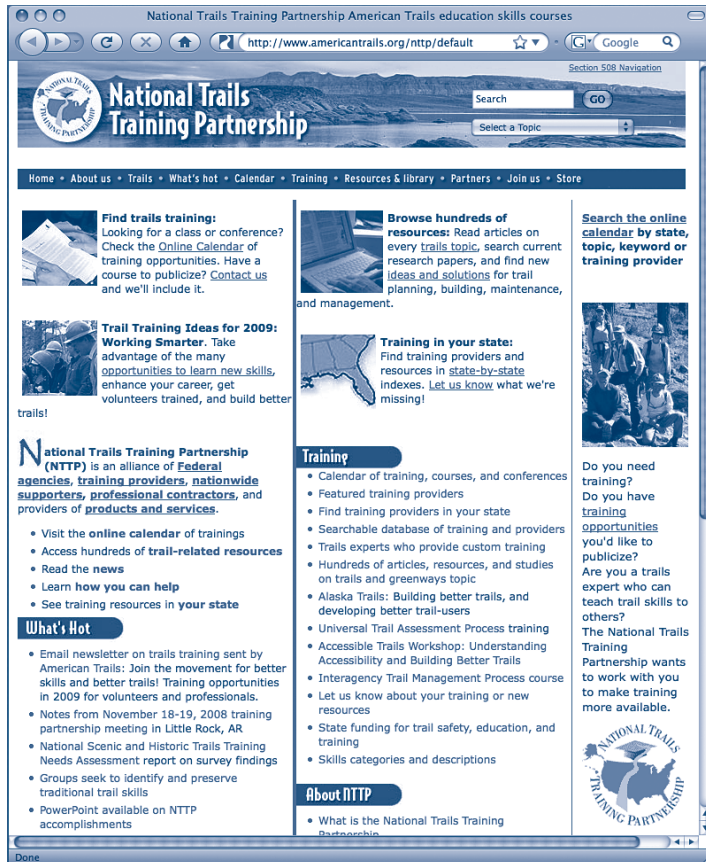
**National Library Week Theme:  
Worlds connect @  
your library!**

**American Library Association –  
www.ala.org**



# TRAIL TRAINING OPPORTUNITIES NOW AVAILABLE THROUGH THE NATIONAL TRAILS TRAINING PARTNERSHIP

By Mark Conley, America's Byways Resource Center and Stuart Macdonald, American Trails



The screenshot shows the National Trails Training Partnership website. At the top, there's a navigation menu with links like Home, About us, Trails, What's hot, Calendar, Training, Resources & library, Partners, Join us, and Store. Below the menu, there are several featured sections: 'Find trails training' with a sub-header 'Looking for a class or conference?', 'Browse hundreds of resources' with a sub-header 'Read articles on every trails topic', and 'Training in your state' with a sub-header 'Find training providers and resources in state-by-state indexes'. There are also search bars and a 'What's Hot' section with a sub-header 'Email newsletter on trails training sent by American Trails'.

Visit the NTT website at [www.TrailsTraining.net](http://www.TrailsTraining.net) for more information about training and other resources available for trails advocates. Input on the needs of byway organizations in working with trail advocacy groups is also welcomed. Please tell others interested in trails training about these resources, and include this information in your byway newsletter and Internet communications.

The National Trails Training Partnership (NTTP) is an effort by trails advocates to improve opportunities for training for the nationwide trails community. The vision of the partnership is “to ensure that the full range of skills, training, and resource information is available to trail groups, communities, tribal governments, and State and Federal agencies.”

American Trails is the lead organization for developing NTT, with funding from the Federal Highway Administration's Recreational Trails Program, and support from many other groups. As the lead trail organization for the Partnership, American Trails is also providing online details of businesses, products and services supporting trail planning, improvement and education.

NTTP invites the byway community to join the movement for better skills and better trails. Many opportunities exist for you to get involved in education in the trails

and greenways field. Across the country, trail advocates can find classes, conferences and seminars for every aspect of trail work. You don't need to participate in actual trail projects to benefit from much of the available training. Besides trail work, courses in nonprofit management, grant writing, strategic planning and liability, and land acquisition, as well as accessibility, volunteer development and resource management complement your group's efforts. From fundraising and organizational development to design and interpretation, courses address a range of important topics.

NTTP is also doing research to identify needs and resources in priority areas such as accessible trails, volunteer development, funding, trail design, construction, and maintenance. In addition, American Trails is seeking grants to support the program and develop new training materials and curricula.

## NTTP GOALS

- Identifying important trail training programs available around the country through organizations, agencies, universities and businesses
- Exploring ways to enhance cooperation on training efforts
- Developing a clearinghouse of training and resources at [TrailsTraining.net](http://TrailsTraining.net)
- Studying target audiences, delivery methods and special needs
- Identifying needs and gaps in existing trail training
- Publicizing model statewide programs for trails training cooperation
- Creating individual State pages in the website to highlight training providers and resources



Dear *Vistas* reader,

As part of our comprehensive eco-friendly initiatives, we're considering moving toward an all-electronic form of *Vistas* delivered electronically as an e-mail and/or a PDF, which you could print if you choose. *Vistas* would also be posted at [BywaysResourceCenter.org](http://BywaysResourceCenter.org), as it is now. Tell us what you think, please. Your input matters!

Complete this form and mail to:  
**America's Byways Resource Center**  
394 Lake Avenue South, Suite 600  
Duluth, MN 55802  
or e-mail your response to [center@byways.org](mailto:center@byways.org)  
Please respond by May 18, 2009

**Tell us your preference:**

- I prefer to receive a printed form of *Vistas* via the regular mail.
- I prefer to receive an electronic form of *Vistas* via e-mail.
- I have no preference, but continue sending *Vistas*.
- I prefer that you completely discontinue *Vistas*.

**How do you read *Vistas*?**

- I read every article.
- I read some of the articles.
- I skim the articles.
- I rarely read the articles.
- I never read the articles.

**Thinking of the past 12 months, how often have you referred to an article you read previously in *Vistas*, either using online or printed versions?**

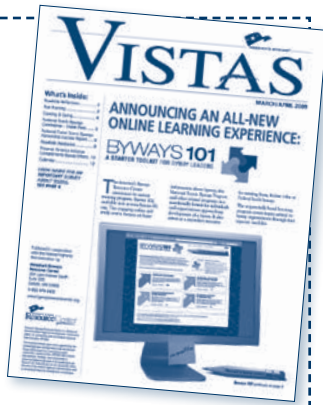
- More than eight times
- About six or seven times
- About three to five times
- About one or two times
- Not once

**Thinking of the past 12 months, how often do you pass along articles from the printed version of *Vistas*?**

- More than eight times
- About six or seven times
- About three to five times
- About one or two times
- Not once

Please provide additional comments if needed on a separate sheet of paper.

*Thank you for your time.*  
*America's Byways Resource Center*



**PART 1: PROGRAM OVERVIEW**

Build your understanding of the National Scenic Byways Program, other byway programs and key definitions and concepts related to byways.

**PART 2: INTRINSIC QUALITIES AND THE BYWAY STORY**

This section focuses on beginning the byway planning process. Learn what a byway story is and how it enhances the visitor's experience, how to identify the byway corridor, and how to inventory resources along your byway that best demonstrate the intrinsic quality(s) of your route.

**PART 3: PUBLIC AND COMMUNITY INVOLVEMENT**

Take a look at the important process of developing a grassroots byway initiative, based on community participation. See how to identify, engage and organize stakeholders, and how to work together to create a clear purpose, vision, and goals for your byway.

**PART 4: PLANNING AND ACTION**

For groups ready to create an action plan to preserve and enhance their byways, this section focuses on the purpose and process of developing a corridor management plan. It also provides information for byways considering a nomination application for designation in the National Scenic Byways Program.

**Other Handy Features**

Byways 101 is packed with handy features, including:

- Video demonstrations for each topic overview
- A useful PowerPoint template to customize for your byway presentations
- Printable self-assessment charts to determine your knowledge before and after covering the materials
- Additional tools and resources for each section

Learners register and receive a password to access Byways 101 from a personal computer. In addition, registered learners receive a binder from America's Byways Resource Center to keep all printed materials, tutorials, tools and resources (while supplies last). Check it out on your computer today! ★

**Coming & Going**

**Mark Conley**

After nearly four years of service, Mark Conley, Federal Lands Scenic Byways Coordinator, is moving to California to serve as the National Landscape Conservation System Program Manager for the USDI Bureau of Land Management.

Mark worked with America's Byways Resource Center in providing education and training to the 125 America's Byways®. As a USDA Forest Service employee, he filled a position created by the Forest Service, the USDI Bureau of Land Management and the Federal Highway Administration. Mark was responsible for overall policy and direction working in partnership with the Forest Service and Federal Highway Administration to nationally coordinate the National Scenic Byways Program and Federal lands scenic byways programs.

We will miss his dedication and his kind words. We wish him well in this new endeavor. ★



*Mark Conley meets with Linda Vokes*

# National Scenic Byways Conference

## Sneak Peek!



2009 National Scenic Byways Conference

**ELEVATE YOUR EXPERTISE**

Plan now to attend the 2009 National Scenic Byways Conference in Denver, Colorado, August 23-26! Choose from new learning formats covering important byway topics for developing and sustaining your byway. Watch for full conference details when registration opens May 1. Here's a sneak peek.

### Schedule Highlights

- Sunday, August 23 - Official conference kick-off with an evening opening reception and exhibits
- Monday, August 24 - Learning sessions, Scenic Byway Awards presentations and exhibits
- Tuesday, August 25 - More learning sessions and early evening reception
- Wednesday, August 26 - FHWA-led general session and open space forum; luncheon and keynote speech concludes the conference

### Location/Lodging

The Denver Marriott Tech Center will host all conference events and provide group-rate accommodations. Lodging is \$149/night plus tax. Ask for the National Scenic Byways Conference group rate.

### Pre-Conference Workshop Tours\*

*Presented by the Colorado Scenic and Historic Byways Program*

Come to Denver early to explore a Colorado byway and enjoy peer-to-peer learning. Pre-conference workshop tours are offered by the Colorado Scenic and Historic Byways Program. Additional costs apply. Look for details and registration information May 1.

*\*The pre-conference tours are not part of the conference; they are not included in the conference registration fee.*

### Registration Fees

- Early Bird Registration: May 1-July 15, 2009 \$350 – Save \$100!
- General Registration: July 16-August 14 \$450

REGISTRATION OPENS MAY 1 at [www.bywaysresourcecenter.org](http://www.bywaysresourcecenter.org).

**TIP:** We recommend waiting to book airfare or other travel arrangements until you have an opportunity to review the complete conference schedule and exciting pre-conference activities.





# National Forest Scenic Byways Program Partnership Success Report Now Available



*A woman stops to peruse the wares at a roadside stand along the Amish Country Byway, Ohio.*

The USDA Forest Service, in cooperation with the Department of Transportation (DOT) Office of Federal Lands Highway, recently released the National Forest Scenic Byways Program Partnership Success Stories report. The report highlights accomplishments on America's Byways®, National Forest Scenic Byways, and other byway projects with DOT funds available to the Forest Service through the Federal Lands Highway Transportation Planning Assistance (HTFB) funds and the National Scenic Byways Program competitive grants (HTBW) program. Projects range in scope from corridor management planning to renovation of historic sites, new visitor facilities, interpretive waysides, scenic overlooks, marketing plans and other projects.

The National Forest Scenic Byways Program's emphasis on promoting community tourism has been one of the most popular aspects of byway designation with rural communities.

Through the relationships built among a diverse group of byway entities, designating a highway or road as a National Forest Scenic Byway can be the catalyst to new marketing and funding opportunities available through the National Scenic Byways Program and State transportation agencies. In addition, the relationships built early on result in long-term goodwill to foster future byway endeavors.

The National Forest System includes more than 6,000 campsites and picnic areas; over 193 million acres of forests, lakes, ponds, and reservoirs open to recreational activities such as fishing, hunting, hiking, geo-caching, camping, rock climbing and more; and 5,400 trailheads providing access to more than 143,000 miles of trails.

Communities along National Forest Scenic Byways serve as gateways and provide enhanced access to many of these public resources. These byways provide a way to educate visitors about the unique qualities and characteristics of each byway region.

**The National Forest Scenic Byways Program's emphasis on promoting community tourism has been one of the most popular aspects of byway designation with rural communities.**



Kiosks and overlooks provide after-hours information for gateway communities.

Scenic byways connect the public to destinations and special places. These designated roads traverse some of our country's most unique landscapes, noteworthy for their scenery and natural and cultural features.

Planning for scenic byways requires a community conversation that brings many diverse partners together; byway implementation keeps that conversation going.

Once a byway is designated, communities, businesses, governmental agencies and non-profit organizations work together as a byway organization to carry out a wide variety of projects that promote stewardship and benefit local economies.

The National Forest Scenic Byways Program is a success because it unites rural communities, empowers collaboration among diverse partners and offers travelers a way to "make the journey as important as the destination."

This report highlights a few of the many success stories made possible through key partnerships along the byways and through funding from the Federal Highway Administration (FHWA), U.S. Department of Transportation, for byway planning and project grants.

To read about National Forest Scenic Byways Program Partnership Success Stories, visit <http://www.fs.fed.us/fstoday/2008/081226/index.html>. ★



**Trails Training Opportunities in 2009**

The website [TrailsTraining.net](http://TrailsTraining.net), sponsored by American Trails and NTTP, offers hundreds of training opportunities in 2009 covering the full range of trail activities and all types of trails from primitive backcountry routes to urban greenways. Training formats include one-day workshops to week-long trail schools, and from basic introductions to trail work to specialized technical skills. Some of the courses include:

- Trail design and layout
- Planning trail and bicycle/pedestrian systems

- Wilderness and resource monitoring
- Technical skills in rock work, rigging and drainage
- Managing trail users of all kinds
- Researching grants and writing project proposals
- Developing your organization and volunteer program

Some courses are sponsored by ongoing training programs and are held several times during the year and in different parts of the country. Visit the website for more information. ★

**What's On The Trails Training Calendar?**

The following examples are only a selection of what is available in 2009 on the online Trails Training Calendar at <http://www.americantrails.org/Calendar.html>.

- IMBA Trailbuilding Schools are sponsored by Subaru of America and directed by the International Mountain Bicycling Association to help bike clubs, land managers and other trail groups to build and improve trails, solve trail management challenges and teach the art of sustainable trailbuilding with interactive learning and hands-on trailwork.
- Off-highway vehicle recreation is covered at several State workshops and national conferences by the National Off-Highway Vehicle Conservation Council (NOHVCC) and local groups. Marshall University offers online distance learning courses on several aspects of off-highway vehicle recreation planning, facilities and management. For more information, visit [www.AmericanTrails.org/nttp/MarshallNTTP.html](http://www.AmericanTrails.org/nttp/MarshallNTTP.html).
- Trail Skills for Volunteers are taught by national, State and regional groups such as the Pennsylvania Recreation and Park Society, American Hiking Society, Volunteers for Outdoor Colorado, and the Appalachian Mountain Club. Use the calendar's search function to find more information about training volunteers.
- Tread Lightly! Train-the-Trainer Workshops and other courses in outdoor ethics, wilderness management, and "Leave No Trace" skills are available from a variety of organizations. Again, check the calendar for specifics.



## Roadside Assistance

# PLAN IMPLEMENTATION:

# Your Plans Aren't The Destination – They're The Beginning Of A Journey!

By Kathie Knapp, Byways Specialist



### Our Byways Specialists are here to assist you.

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

Dennis Adams  
dadams@byways.org

Kathie Knapp  
kknapp@byways.org

Curt Pinalto  
cpinalto@byways.org

Your byway group has worked hard developing plans: a corridor management plan, a strategic action plan, a marketing plan, and probably a few other particular plans for your special byway. These plans have taken a lot of time and effort, and finally, with consensus, they're done and printed in one neat package that looks great sitting on your desk.

Now, where do you go from here?

Your byway plan needs to be implemented to keep it moving forward. Getting started means getting everyone involved and building confidence within the group. You will need to ensure some quick, highly visible results to capture the group's attention and to build momentum.

### STEP 1. GETTING STARTED

No matter what type of plan you are attempting to implement, start with the vision and mission statements in your corridor management plan. They provide a starting point to begin addressing your goals. If the vision/mission has changed, don't review or get stuck on one or the other at this time; update them after you define your goals. You will be able to truly assess your vision as your goals become concrete.

### STEP 2. SUSTAINING MOMENTUM

Awareness of moving forward and reaching your goals builds competence. Start with listing your goals on individual cards and posting them on the wall in

### How Do You Think Of Your Plan?

- If you think of your Plan as a stack of paper, you will use it to fill up a file.
- If you think of your Plan as a burden, you will use it to remind yourself and others of overwork.
- If you think of your Plan as a carrot and a stick, you will use it only on others less committed than yourself.
- If you think of your Plan as a covert operation, you will use it yourself and keep it from others.
- If you think of your Plan as a critical opportunity, you will pour all your energy into it and burn out and get grumpy before long.



The Coulee Corridor Scenic Byway (Washington) group participates in an implementation meeting facilitated by America's Byways Resource Center.



*Think of your plan as a roadmap for a momentous journey for you and your organization*

front of the byway group working on the implementation. These goals may be obtained from the corridor management plan, the strategic action plan or whatever plan you are working on.

Assign tasks to each of these goals to turn them into a reality. Check to see if the original plan provides a timeline; if not, make one. If the tasks have not been developed for each goal, ask the group to brainstorm the steps needed to successfully implement each goal. What tasks must be completed to move on to the next steps? What tasks can be developed simultaneously? Break each task into small, manageable parts and add to a quarterly calendar. Develop a "Parking Lot" for tasks more than a year out. This focuses the group on the next year. Continue to implement your plan at regular intervals and bring in new goals or long-term goals as you move forward.

Set up an "Accomplishments" tracking system. Post it on the wall in front of the group. As each task is completed, move its card to the Accomplishments and celebrate, no matter how small the task. It's very encouraging and motivating to show that you are moving ahead with your tasks and goals. Perhaps arrows can be placed on task cards showing movement—forward, backwards, up or down—as the tasks are completed or the implementation reaches the next quarter on the timeline.

### STEP 3. REMANEUVERING AND ADJUSTING

Not all implementation goes smoothly and this step allows you to evaluate and update the plan. Anticipate low points as well as high points. Identify tasks that are "stuck." What underlying contradictions are blocking them from moving forward as the group had expected? Create alternative scenarios. Have the group develop new short-range actions in response to being stuck. Change or drop parts of the plan that are no longer appropriate. Employ indirect as well as direct approaches to ensure victory. Finesse your way to consensus.

Get the group involved! The byway leader or facilitator needs to lay out the situation briefly and explain the dilemma or difficulty. "Failures" need to be reframed as learning opportunities for creative strategizing. Obstacles and shortfalls need to be acknowledged non-defensively. Clarify the question that the leader is asking the group's help in answering.

The group has responsibilities also. They need to ask key questions to clarify the situation. Encourage individual and/or small group brainstorming of ideas, suggestions and recommendations to answer the questions. The individuals or groups may want to choose two or three "gems" to share with everyone. Ask each person to verbally share his/her ideas briefly.

### STEP 4. DECIDE THE NEXT STEPS

Document the next 90- or 100-day accomplishments and integrate new steps. Ask the group for feedback and adjust the schedule. Update the quarterly calendar and deal with coordination issues where necessary. As this step is completed, the group should have before them a one-year schedule of tasks divided by quarter and a "Parking Lot" reflecting future tasks. They should be able to clearly see the full implementation process.

### STEP 5. BRING CLOSURE

The leader or group member should document the achieved objectives and the expected and unexpected outcomes. Write down the accomplishments and the lessons learned. Always recognize and appreciate individuals' and teams' commitment and contributions. Lastly, hold a highly visible celebration filled with affirmation and humor.

### STEP 6. THE FUTURE

Update public displays of progress and accomplishment, using a website, bulletin boards, reports, monthly meetings or other venues. Hold regular meetings to mark turning points and move ahead.

Maintain regular team reports, feedback and communication, keeping leadership and other stakeholders fully in the loop. If possible, provide training for individual and team capacity building as you develop and regularly bring new stakeholders on board.

Be ready to seize unexpected opportunities and leverage points. And finally, care for the human spirit with positive reinforcement, décor, symbols and eventful meetings.

### Enjoy The Journey

Think of your plan as a roadmap for a momentous journey for you and your organization; you will move eagerly forward to each new step while you participate in and appreciate both the ups and downs of the road, take pictures of beautiful sights along the way, and notice the welcome changes in yourself and others as you go.

*Source: This information is based on a workshop developed by ICA Technology of Participation "ToP® Secrets of Implementation." Copyright The Institute of Cultural Affairs, 1991-2005. For more information, please contact ICA at [www.ica-usa.org](http://www.ica-usa.org) or call Marilyn Oyler at 602-468-0605. ★*



# THE PRESERVE AMERICA INITIATIVE COMPLEMENTS BYWAY EFFORTS

**EDITOR'S NOTE:** The America's Byways Resource Center hosted a national networking call on December 9, 2008, which was facilitated by Druscilla Null, Sr. Program Analyst, Office of Preservation Initiatives for the Advisory Council on Historic Preservation. View documents related to the discussion at <http://www.bywaysresourcecenter.org/about/news/archives/2008/12/03/1294/>.

**P**reserve America is an Administration initiative that encourages and supports community efforts to preserve and enjoy our priceless cultural and natural heritage. The goals of the initiative include a greater shared knowledge about the nation's past, strengthened regional identities and local pride, increased local participation in preserving the country's cultural and natural heritage assets, and support for the economic vitality of our communities. The First Lady of the United States serves as the Honorary Chair of Preserve America. Detailed information on all aspects of this initiative can be found at [www.preserveamerica.gov](http://www.preserveamerica.gov). Major components of the Preserve America initiative include the following:

## **Preserve America Presidential Awards**

Four awards are given annually to organizations, businesses and government entities for exemplary accomplishments in the sustainable

The winners of the 2008 Preserve America Presidential Awards were announced at a White House ceremony May 12, 2008. The awardees were the African Burial Ground Project, New York; Corinth and Alcorn County Mississippi Heritage Tourism Initiative, Mississippi; Lower East Side Tenement Museum, New York; and Texas Historic Courthouse Preservation Program, Texas. The call for 2009 Preserve America Award nominations ended November 1, 2008. Awards will be given in May 2009 during Preservation Month.

## **Preserve America Communities**

This program recognizes and designates communities, including neighborhoods in large cities, which protect and celebrate their heritage, use their historic assets for economic development and community revitalization, and encourage people to experience and appreciate local historic resources through education and heritage tourism programs. Since the program began, Former First Lady Mrs. Laura Bush designated 696 communities (including 17 neighborhoods and two tribal communities) in all 50 States and one U.S. territory.

Benefits of designation include White House recognition; eligibility to apply for Preserve America Grants; a certificate of recognition; a Preserve America Community road sign; authorization to use the Preserve America logo on signs, flags, banners, and promotional materials; listing in a Web-based Preserve America Community directory; inclusion in national and regional press releases; official notification of designation to State tourism offices and visitors bureaus; and enhanced community visibility and pride. Preserve America Communities are also featured in National

Register Travel Itineraries and in "Teaching with Historic Places" curricular material created by the National Park Service. There are four quarterly deadlines to apply for designation annually on March 1, June 1, September 1 and December 1. Application forms are available at [www.preserveamerica.gov/communities.html](http://www.preserveamerica.gov/communities.html).

## **Preserve America Grants**

Nearly \$17 million in matching grants have been awarded since 2006 to support community efforts to demonstrate sustainable uses of their historic and cultural sites, focusing on the economic and educational opportunities related to heritage tourism. Grants for 44 recipients in 24 States totaling more than \$4.3 million were announced on September 29, 2008. The application period for the first round of 2009 Preserve America Grants closed on November 18. Maximum grant amounts have been raised so that grants may now range from \$20,000 to \$250,000. Grant awards are expected in January 2009, pending availability of FY 2009 funds.

This program does not fund bricks-and-mortar projects, but rather complements the Save America's Treasures grant program by helping local communities develop sustainable resource management strategies and sound business practices for the continued preservation and use of heritage assets. State Historic Preservation Offices, Tribal Historic Preservation Offices, designated Preserve America Communities, and Certified Local Governments that have applied for Preserve America Community designation are eligible to apply for Preserve America Grants. Further information, including 2009 grant applications, is available at [www.nps.gov/history/hps/hpg/PreserveAmerica](http://www.nps.gov/history/hps/hpg/PreserveAmerica).

use and preservation of cultural or natural heritage assets; demonstrated commitment to the protection and interpretation of America's cultural or natural heritage assets; and integration of these assets into contemporary community life, combining innovative, creative and responsible approaches to showcasing historic local resources.



*Signed by President Bush on March 3, 2003, this Executive Order ... establishes Federal policy to provide leadership in preserving America's heritage by actively advancing the protection, enhancement, and contemporary use of the historic properties owned by the Federal government.*



Leadville, Colorado is a designated Preserve America Community. Located along the Top of the Rockies National Scenic Byway, this bustling mining town is rich in history and beautiful architecture. Find a complete listing of Preserve America Communities at <http://www.preserveamerica.gov/PACommunities.html>.

### Preserve America Stewards

Applications are now being accepted in a new recognition program of the Preserve America initiative—Preserve America Stewards—which will honor exemplary volunteer efforts at historic resources around the country. Mrs. Bush announced the new program at the 2008 Preserve America Presidential Awards ceremony. The program recognizes stewardship programs that have demonstrated a successful use of volunteer time and commitment to help care for our cultural heritage. Government entities (Federal, Indian tribe, State or local), nonprofit organizations and businesses are eligible to apply to have their programs recognized. The application form and further information is available at [www.preserveamerica.gov/stewards.html](http://www.preserveamerica.gov/stewards.html).

### Preserve America History Teacher of the Year Award

Mrs. Bush presented the fifth-annual Preserve America History Teacher of the Year award on October 24, 2008, to David B. Mitchell of Masconomet Regional High School, Topsfield, Massachusetts, at a ceremony at the Union League Club in New York City. Mr. Mitchell was selected from

a group of finalists from each State, the District of Columbia, and U.S. territories, who each received \$1,000 and a core archive of history materials for his or her school library. The Gilder Lehrman Institute of American History facilitates this award program.

### Educational Outreach

Preserve America has worked with the History Channel's Save Our History initiative to create a teacher's manual with lesson plans and volunteer ideas to involve students in preserving historic sites in their communities. In addition, Mrs. Bush prepared three public service announcements on the importance of preserving America's heritage that first appeared in 2004 and have continued to air.

### Executive Order 13287: "Preserve America"

Signed by President Bush on March 3, 2003, this Executive Order complements the Preserve America initiative. The order establishes Federal policy to provide leadership in preserving America's heritage by actively advancing the protection, enhancement, and contemporary use of the historic properties owned by the Federal government. The order also encourages agencies to

seek partnerships with State, Indian tribe and local governments and the private sector to make more efficient and informed use of these resources for economic development and other recognized public benefits. In addition, it directs the secretary of commerce, working with other agencies, to use existing authorities and resources to assist in the development of local and regional heritage tourism programs that are a significant feature of many State and local economies. As required by the order, the Advisory Council on Historic Preservation delivered the first report on implementation of Section 3 to the President on February 15, 2006; agency reports of progress were due September 2008 and February 2009. See [www.preserveamerica.gov](http://www.preserveamerica.gov) for the full reports.

### Omnibus Public Land Management Act Becomes Law

On March 30, 2009, President Barack Obama signed the Omnibus Public Land Management Act of 2009, which includes the text of the Preserve America and Save America's Treasures Act, formerly H.R. 3981/S.2262 in the previous 110th Congress, permanently authorizing both programs. Up to \$25 million per year is also authorized to carry out the Preserve America Program (funds must be appropriated each year through the budget process).

The White House is working with the Advisory Council on Historic Preservation; the U.S. Departments of Agriculture, Commerce, Defense, Education, Housing and Urban Development, Interior, and Transportation; the General Services Administration; the Institute of Museum and Library Services; the National Endowment for the Humanities; the President's Council on Environmental Quality; and the President's Committee on the Arts and the Humanities to implement Preserve America. For more information about the initiative and its programs, visit [www.preserveamerica.gov](http://www.preserveamerica.gov). ★

*For more information about the initiative and its programs, visit [www.preserveamerica.gov](http://www.preserveamerica.gov).*

## Calendar

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

★ indicates Resource Center workshops

### 2009

#### APRIL

**April 17-20**  
*10th Annual RV Rally—  
It'll be A Kick on Route 66*  
Albuquerque, New Mexico  
For more information, please visit:  
[www.therally.com/](http://www.therally.com/)

**April 22-24**  
*2009 California Trails and  
Greenways Conference*  
Fish Camp, California  
California State Parks; Recreational  
Trails Conference Foundation  
For more information, please visit:  
[www.parks.ca.gov/?page\\_id=24151](http://www.parks.ca.gov/?page_id=24151)

**April 22-26**  
*74th Annual Meeting of the Society for  
American Archaeology*  
Atlanta, Georgia  
For more information, please visit:  
[www.saa.org/meetings/index.html](http://www.saa.org/meetings/index.html)

**April 25-29**  
*American Planning Association  
National Conference*  
Minneapolis, Minnesota  
For more information, please visit:  
[myapa.planning.org/nationalconference/  
index.htm](http://myapa.planning.org/nationalconference/index.htm)

**April 27-May 1**  
*29th Annual Recreation Resource Planner's  
Conference*  
Pittsburgh, Pennsylvania  
National Association of Recreation Resources  
Planners  
For more information, please visit:  
[www.narrp.org/ClubPortal/ClubStatic.cfm?clubID=1431&pubmenuoptID=14716](http://www.narrp.org/ClubPortal/ClubStatic.cfm?clubID=1431&pubmenuoptID=14716)

#### MAY

**May 4-5**  
*Reviving the Pacific Coast Scenic Byway Forum: What Can We Accomplish Together?*  
Northwest Tribal Tourism  
Hwy 101, Washington  
For information, please contact:  
[info@pacificnwtribes.ipower.com](mailto:info@pacificnwtribes.ipower.com)

**May 16-20**  
*Miami International Pow Wow*  
Travel Industry Association  
Miami, Florida  
For more information, please visit:  
[www.tia.org/powwow/  
General\\_Information.html](http://www.tia.org/powwow/General_Information.html)

#### JUNE

**June 1-3**  
*ITS America's Annual Meeting & Exposition*  
National Harbor, Maryland  
Intelligent Transportation Society (ITS) of  
America  
For more information, please visit:  
[www.itsa.org/annualmeeting.html](http://www.itsa.org/annualmeeting.html)

**June 14-19**  
*NCAI Mid Year Conference*  
Niagara Falls, New York  
National Congress of American Indians  
For more information, please visit:  
[www.ncai.org/Conferences\\_Events.7.0.html](http://www.ncai.org/Conferences_Events.7.0.html)

**June 18-28**  
*The Gettysburg Festival: Celebrating America*  
Gettysburg, Pennsylvania  
For more information, please visit:  
[www.gettysburgfestival.org](http://www.gettysburgfestival.org)

#### JULY

**July 8-10**  
*It's Tourism Time*  
Phoenix, Arizona  
AZ Governor's Conference on Tourism  
From more information, please visit:  
[www.aztourismconference.com/](http://www.aztourismconference.com/)

**July 9-12**  
*Southeastern Equestrian Trails Conference*  
Gainesville, Florida  
Southeastern Distance Riders Association  
For more information, please visit:  
[www.southeasternequestriantrails.com](http://www.southeasternequestriantrails.com)

**July 27-30**  
*The 27th Annual National LTAP/TTAP  
Conference: Building Bridges in the Iron City*  
Pittsburgh, Pennsylvania  
PennDOT LTAP/Region 3 LTAP Centers  
For more information, please visit:  
[www.dot7.state.pa.us/LTAP/Public/  
RegistrationInfo.aspx](http://www.dot7.state.pa.us/LTAP/Public/RegistrationInfo.aspx)

#### AUGUST

**August 21, 22 and 23**  
*Colorado Pre-Conference Workshop Tours*  
Presented by Colorado Scenic and Historic  
Byways Program  
For more information, please visit:  
[www.bywaysresourcecenter.org/events/  
conferences](http://www.bywaysresourcecenter.org/events/conferences)

★ **August 23-26**  
*2009 National Scenic Byways  
Conference: Elevate Your Expertise*  
Denver, Colorado  
America's Byways Resource Center  
For more information, please visit:  
[www.bywaysresourcecenter.org](http://www.bywaysresourcecenter.org)

**August 23-27**  
*National Rural ITS Conference*  
Seaside, Oregon  
Intelligent Transportation Systems (ITS)  
Oregon  
For more information, please visit:  
[www.nritsconference.org/](http://www.nritsconference.org/)

#### OCTOBER

**October 11-14**  
*Rally 2009: The National Land Conservation  
Conference*  
Portland, Oregon  
Land Trust Alliance  
For more information, please visit:  
[www.landtrustalliance.org/learning/rally](http://www.landtrustalliance.org/learning/rally)  
or email: [rally@lta.org](mailto:rally@lta.org).

**October 11-16**  
*NCAI 66th Annual Convention*  
Palm Springs, California  
National Congress of American Indians  
For more information, please visit:  
[www.ncai.org/Conferences\\_Events.7.0.html](http://www.ncai.org/Conferences_Events.7.0.html)

**October 13-17**  
*National Preservation Conference*  
Nashville, Tennessee  
National Trust for Historic Preservation  
For more information, call: (202) 588-6092  
or email: [conference@nthp.org](mailto:conference@nthp.org)

**October 25-28**  
*8th Annual Mid America Trails & Greenways  
Conference*  
Kalamazoo, Michigan  
For more information, please visit:  
<http://www.michigantrails.org/news/mid-america-trails-greenways-conference/>

### SHARE THE NEWS

Contact *Vistas* Editor:  
Leah Kohlts  
Direct: 218-625-3301  
[lkohlts@byways.org](mailto:lkohlts@byways.org)

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