

REGISTER BY JULY 15 FOR EARLY BIRD SAVINGS!

# CONFERENCE REGISTRATION FORM

## INSTRUCTIONS

For your convenience, register online with your credit card at [www.bywaysresourcecenter.org](http://www.bywaysresourcecenter.org). If completing a hard copy, remember to complete and fax or mail both sides. Fax to: 218-625-3333.

**REGISTRATION DATES**

**MAY 1 – JULY 15**  
EARLY BIRD REGISTRATION

**JULY 15 – AUGUST 14**  
GENERAL REGISTRATION

**AUGUST 23**  
ON-SITE REGISTRATION ONLY

## AFFILIATION

- State Scenic Byways Program Coordinator
- America's Byways® Byway Leader
- America's Byways® Byway Member
- State Scenic Byway Member
- Tribal Byway Program Coordinator
- Tribal Byway Leader
- Tribal Byway Member
- Federal Lands Byway Coordinator
- FHWA Division
- Consultant
- Tourism Professional
- Federal Agency Representative
- State Employee

## SPECIAL NEEDS

- Vegetarian
- Other dietary needs: \_\_\_\_\_
- Special physical needs: \_\_\_\_\_

## PLEASE PRINT OR TYPE

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Badge First Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Byway (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Hotel: \_\_\_\_\_

### Please check one:

- I am attending my first National Scenic Byways Conference.  I have attended a previous National Scenic Byways Conference.

## CONFERENCE FEES

**SAVE! EARLY BIRD FEE** (Deadline: July 15) ..... \$350 = \_\_\_\_\_

**CONFERENCE REGISTRATION FEE** (After July 16 and until August 14) ..... \$450 = \_\_\_\_\_

**PRE-CONFERENCE WORKSHOP TOUR FEE** (optional event; some lodging costs paid directly) Deadline: July 15  
If your tour is cancelled, you will receive a full refund.

★ **Colorado Canyon Floors To Alpine Heights** ..... \$400 = \_\_\_\_\_

★ **Award-Winning Interpretation And Preservation Planning** ..... \$100 = \_\_\_\_\_

★ **Crisscross The Divide On The Top Of The Rockies Byway Tour** ..... \$100 = \_\_\_\_\_

**SPECIAL BREAKFAST MEETINGS** (Tuesday, August 25) ..... **PLEASE RSVP BELOW**

★ **Federal Land Managers:** .....  Yes, I will attend

★ **State/Tribal Byway Coordinators And FHWA Divisions:** .....  Yes, I will attend

★ **Byway Leaders:** .....  Yes, I will attend

**FINAL TOTAL** = \_\_\_\_\_

## PAYMENT

Check #: \_\_\_\_\_ Please make check payable to: Arrowhead Regional Development Commission

Charge card:  Visa  MasterCard

Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing address for credit card: \_\_\_\_\_

Total above will be charged to your card by: America's Byways Resource Center

Authorized signature (required): \_\_\_\_\_

### COLORADO BYWAY EXPERIENCE PRE-CONFERENCE WORKSHOP TOURS

You may provide a separate form of payment for the pre-conference workshop tours. We will accept and process the payments.

Other details, please contact your host directly.

Yes, use the same payment type as above.

No, I'm using a different form of payment. Please enter it here:

Check #: \_\_\_\_\_ Please make check payable to: Arrowhead Regional Development Commission

Charge card:  Visa  MasterCard

Expiration date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing address for credit card: \_\_\_\_\_

Total above will be charged to your card by: America's Byways Resource Center

Authorized signature (required): \_\_\_\_\_

If paying by credit card, you may register online at [www.bywaysresourcecenter.org](http://www.bywaysresourcecenter.org) or fax both sides of this form to America's Byways Resource Center at 218-625-3333.

CONFERENCE REGISTRATION FORM – SIDE ONE



# CHOOSE YOUR LEARNING ADVENTURE

Choose one learning experience for each time slot. Select only one field workshop per participant, please.

## COLORADO BYWAY EXPERIENCE – PRE-CONFERENCE WORKSHOP TOURS

Hosted by the Colorado Scenic and Historic Byways Program. Please contact your host directly.  
*Optional; additional costs.*

- Colorado Canyon Floors To Alpine Heights (August 21-23)
- Award-Winning Interpretation And Preservation Planning (August 22-23)
- Crisscross The Divide On The Top Of The Rockies (August 22-23)

## MONDAY, AUGUST 24, 2009

### 8:30 – 9:30 A.M. CLASSROOM WORKSHOPS

- 1A: Engaging Youth With Byway Initiatives
- 2A: How To Revitalize A Brand
- 4A: Context-Sensitive Solutions For Byways
- 5A: Sign Design Elements: Sparking Your Imagination

### BEST PRACTICES SESSIONS

- 3A: Showcase Of Interpretive Planning For The Kansas Wetlands & Wildlife National Scenic Byway
- 6A: Effective Strategic Planning Implementation

### 10:00 A.M. – 11:00 A.M. CLASSROOM WORKSHOPS

- 1B: Developing Audio Tours
- 2B: Improving Visitor Experiences Through Wayshowing
- 6B: Marketing Lessons From Mother Goose

### BEST PRACTICES SESSIONS

- 3B: The Road From An Informal Organization To A 501(c)(3)
- 4B: Planning For Non-linear Byway Corridors
- 5B: Working With DOTs To Showcase Natural Beauty On Your Byway

### FIELD WORKSHOPS - 8:00 A.M. – 12:30 P.M.

*Please note: Due to space limitations, each conference attendee may select only one field workshop during the conference. Please include your top three choices in order of preference. If a tour fills, we'll assign an alternative accordingly.*

- 1MM: Open Space And Multiple Partners - Lariat Loop Scenic & Historic Byway
- 2MM: Linking Interpretation In Multiple Locations - Lariat Loop Scenic & Historic Byway
- 3MM: Historic Road Preservation - Lariat Loop Scenic & Historic Byway
- 4MM: Community Involvement And Byway Projects - Lariat Loop Scenic & Historic Byway
- 5MM: Historic District Designation Process - Guanella Pass Scenic Byway (Georgetown)

### 11:30 A.M. – 12:30 P.M. RESEARCH SESSIONS (No registration required.)

### 4:00 P.M. – 5:00 P.M. CLASSROOM WORKSHOPS

- 1C: Grants, Grants, Grants!
- 2C: Organizational Toolkit For Byways
- 7C: Geo-Tourism

### BEST PRACTICES SESSIONS

- 3C: Authenticity
- 4C: Project Development For Interpretation And The Built Environment
- 5C: Regional Byway Marketing
- 6C: The Wayside Exhibit Guide

## TUESDAY, AUGUST 25, 2009

### 8:30 A.M. – 9:30 A.M. CLASSROOM WORKSHOPS

- 1D: Interpretive Writing Workshop
- 6D: Organizational Health Provides Foundations For Fundraising

### BEST PRACTICES SESSIONS

- 2D: Colorado's Wildest Dreams: Past, Present And Future
- 3D: Formalized Marketing Collaborations
- 4D: Meeting The Needs Of Both The Active And The Passive Visitor
- 5D: Development Of Historic Evaluation Criteria

### 10:00 A.M. – 11:00 A.M. CLASSROOM WORKSHOPS

- 6E: Native American Involvement In The National Scenic Byways Program

### BEST PRACTICES SESSIONS

- 1E: Showcase Of Interpretation On The Alaska Marine Highway
- 2E: Demonstrating Post-Scenic Conservation Workshop Initiatives
- 3E: Three R's Of Marketing: Reuse, Recycle, Repackage
- 4E: Walkable Streets Program
- 5E: "Secret Ingredients" Of An Effective Byway Organization

### 11:30 A.M. – 12:30 P.M. ROUNDTABLE SESSIONS (No registration required.)

### 2:00 P.M. – 3:00 P.M. CLASSROOM WORKSHOPS

- 5F: Grants, Grants, Grants! **REPEAT SESSION!**
- 6F: Branding Your Byway

### BEST PRACTICES SESSIONS

- 1F: De-designation Of Tamiami Trail
- 2F: Partnership Building With CMPs
- 3F: Developing A Comprehensive Signage And Interpretive Master Plan
- 4F: Combining Transportation Enhancement Projects With Scenic Byways

### 3:30 P.M. – 4:30 P.M. CLASSROOM WORKSHOPS

- 4G: How To's For Good Photography
- 5G: Creating A Charismatic Brand For Your Byway
- 6G: Marketing The America's Byways® Collection

### BEST PRACTICES SESSIONS

- 1G: Showcase Of Long-Range Transportation Plans
- 2G: Creating "Birding Friendly" Sites Along A Byway
- 3G: Panel Presentation Of Four Federal Funding Opportunities
- 7G: Aspects Of Sustainability

### FIELD WORKSHOPS - MORNING & ALL DAY

*Check departure and arrival times carefully. Please note: Due to space limitations, each conference attendee may select only one field workshop. Please include your top three choices in order of preference. If a tour fills, we'll assign an alternative accordingly.*

- 7:30 A.M. – 1:30 P.M. 1MT: Centennial Celebrations - Mount Evans Scenic Byway (Idaho Springs)
- 7:30 A.M. – 3:00 P.M. 2MT: Interpretation And Visitor Capacity - Mount Evans Scenic Byway
- 8:00 A.M. – 3:00 P.M. 3MT: Context-Sensitive Solutions In Remote Settings - Guanella Pass Scenic Byway
- 9:30 A.M. – 3:30 P.M. 4MT: Historic District Designation Process - Guanella Pass Scenic Byway (Georgetown)
- 10:00 A.M. – 5:00 P.M. 5MT: Visual Assessment And Route Modification - Peak To Peak Scenic & Historic Byway