AMERICA'S BYWAYS®

VISTAS

JULY/AUGUST 2007

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2007 NATIONAL SCENIC BYWAYS CONFERENCE *Memories*

The Inner Harbor…Maryland's scenic byways...crab cakes…Tom Bodett…byway karaoke (AKA Byways Idol)…crab cakes…an Orioles game… crab cakes...

Another National Scenic Byways Conference is behind us, making this issue of Vistas an excellent opportunity to look back on the friends and fun (and food!) from Baltimore. ***If you weren't able to attend the 2007 conference, here's a snapshot of what you missed.***

Sell-out Attendance

Nearly 450 people convened in Baltimore to find new directions, ideas and best practices for byways through workshops, general sessions and networking. A surprising fact: first-time attendees comprised over one-third of the total attendance. "Our conference provides a great opportunity for those involved in byways to network and attend quality learning sessions," said America's Byways Resource Center Director Michelle Johnson. "There were many ways to meet new people and learn about new techniques. Plus, the energy generated at these conferences is a boost that lasts a long time!"

We also enjoyed record attendance from Federal land management agencies this year, since many byways run through Federal lands. "The National Scenic Byways Conference was an excellent opportunity for Federal Managers from the Forest Service, Bureau of Land Management, National Park Service and U.S. Fish and Wildlife Service to learn about managing byways and working with the byway community and other partners," said Floyd Thompson, National Tourism & Byways Program Leader for the USDA Forest Service.

Conference Event Highlights

The conference kicked off with a fabulous evening made possible by the generous sponsorship of the U.S. Fish and Wildlife Service. At the opening reception, attendees explored the exhibits at the National Aquarium in Baltimore —home to approximately 16,500 specimens and more than 660 species of animals. Attendees toured the Aquarium and an Australian exhibit at their leisure while enjoying food, drink and good conversation.

On Monday morning, keynote speaker Richard Louv spoke about the importance of direct contact with the outdoors for healthy child development and he discussed how we can save our children from nature-deficit disorder. Mr. Louv's book *Last Child in the Woods* inspired the USDA Forest Service's More Kids in the

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AMERICA'S BYWAYS ResourceCenter

Roadside Reflections by Michelle Johnson, Director, America's Byways Resource Center

Sharing the Good Stuff

Michelle Johnson
Director,
America's Byways
Resource Center

One of my favorite memories of camping was a special bedtime ritual. We would put out the fire, settle down in our camper, turn off the lights (or flashlights!) and snuggle in our sleeping bags in the dark and take turns sharing our favorite activity or event that had happened during the day. Some of the favorites included meals, wildlife sightings, vistas, games or simply arriving at camp after a long day of driving, biking or hiking. We never failed to end the day with this special family time. Even now, when I camp with my parents, I insist on this little ritual. I will never forget the fun of hearing other's favorite times—especially my parents'.

We have found a way for you to share your favorites with all of us, and it doesn't require a campsite, nighttime or a sleeping bag! When the America's Byways Resource Center launched our new website at the National Scenic Byways Conference in Baltimore, we promised to make our site dynamic, interactive and loaded with information. Your new tool is called the Byways Portfolio and you find it by clicking on Resources (on the tool bar) and then clicking "Byways Portfolio." Follow the simple step-by-step directions and soon the whole byway community can view your favorites. You can post maps, brochures and plans. Website developers and others in high-tech call this "user-generated content." I simply call it sharing.

So go gather your favorites and post them online. I look forward to viewing your uploads and I promise to take a look at all of them! ★

http://www.bywaysresourcecenter.org/resources/portfolio/

COMINGS/GOINGS

Scott Sufficool,
Tribal Liaison

Welcome, Scott Sufficool

After months of planning and searching, we are excited to announce that Scott Sufficool has recently filled the new Tribal Liaison position at the America's Byways Resource Center in Duluth, Minnesota.

In this new position, Scott will assist in strengthening the partnership between the America's Byways Resource Center and tribal governments participating in the National Scenic Byways Program and enhance coordination and communication between tribal governments and Federal land management agencies, State governments and community partners.

Scott was formerly the prosecuting attorney and administrator for the Quinault Indian Nation in Washington State. His experience and expertise includes intergovernmental relations, Federal Indian law and environmental/legislative policy. When he's not working, he enjoys spending time with his wife, Susan and son, Alex. He also enjoys participating in tribal cultural events and outdoor activities.

Welcome, Scott!

More than a year ago, byway interests from around the nation began serious discussions about how the National Scenic Byways Program should evolve. Even as we celebrate today's wonderful collection of 126 designated national routes and active byway programs in nearly every State, we need to remember that the Program is still in its early stages. In contrast, the Forest Service turned 100 in 2005 and the National Park Service is busy planning its 100th anniversary. None of us expect the byway program to look just as it does today when it hits its 100th anniversary, but what it looks like then will be shaped by our collective vision for accomplishments during its second 15 years—by 2016.

May 22, 2007, was a key date in shaping our collective vision.

The Byways 2021 Symposium was planned to capitalize on the assembly of byway leaders from across the country in Baltimore at the 2007 National Scenic Byways Conference and the proximity to Washington, D.C., and congressional and national policy leaders there who will be involved in surface transportation legislation due in 2009. After exploring the logistics of moving more than 400 people from Baltimore to Washington, or dozens of key national figures from Washington to Baltimore, the America's Byways Resource Center and the American Recreation Coalition took bold action to move the cities closer through a two-way video link. This technology joined the Baltimore hotel ballroom with the Washington hearing room of the U.S. House of Representatives Committee on Transportation and Infrastructure. Technological advances in the past 12 months made this link economically viable; it would have been cost-prohibitive before that.

The Symposium started at 9 a.m., with a welcome by America's Byways Resource Center Director Michelle Johnson and the introduction of our symposium co-anchor, the Honorable James L. Oberstar, the nation's top byways champion. In his usual high-energy and emotional manner, the Congressman recounted the origins and development of the National Scenic Byways Program. He touted the impact of the Program on communities in his northern Minnesota district. Then he encouraged the audiences to think big, by introducing a key government figure from Japan, Mr. Katsuya Abe of the Ministry of Land, Infrastructure and Transport. Congressman Oberstar noted that, like national parks, the American idea of scenic byways is now being exported to other nations, such as Japan. Mr. Abe offered an exciting glimpse at the work underway on byways in Japan. His report was greeted with special enthusiasm by a group of visiting Japanese government and business leaders who were at the Washington end of the Symposium and by the Honorable Norman Mineta, former Secretary of Transportation and former Member of Congress, who acted as the co-anchor of the Symposium in Washington.

For more than two hours, leading byway representatives in Baltimore and national figures such as FHWA Acting Deputy Administrator and Chief Counsel Jim Ray and Travel Industry Association of America President Roger Dow spoke. They described accomplishments and opportunities for the National Scenic Byways Program. Former U.S. Representative Jim Santini, now representing a key tourism organization, joined George Washington Memorial Parkway Superintendent David Vela to describe exciting advances in podcasting that will soon aid hundreds of thousands of visitors to that parkway (a unit of the National Park System and an All-American Road) and the C&O Canal (also a park unit) understand the history and natural resources of these heavily visited places.

We especially appreciated the enthusiasm of the byway managers and proponents who played an active role in the symposium. They made it clear that they had ideas for a better future for byways. Fortunately, all byway supporters will be able to join them: the Byways 2021 blog (www.byways2021.org) will continue to seek community input on topics such as periodic re-certification of byways;

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As much as everyone enjoyed the on-site opportunities at the conference, we all looked forward to getting out of the hotel and onto the byways on Wednesday. Ten buses departed for full-day and half-day field workshops led by local experts. Destinations included Maryland's Civil War

Applied learning workshop participants saw a demonstration of canon firing at the Civil War Correspondents Memorial. (Photo courtesy of Christina Lilienthal, Rogue-Umpqua Scenic Byway)

Trails, Historic National Road, Chesapeake Country Scenic Byway, Underground Railroad Trail, Catoctin Mountain Scenic Byway, Old Main Streets, Charles Street, and Baltimore City Heritage Area; Delaware's Brandywine Valley *Scenic Byway; and West Virginia's Harpers Ferry Center Interpretive Media Institute. Picture-perfect weather made for a superb day of learning and sightseeing.

Of course, the number-one reason people attend conferences is for networking, and there was plenty of it! The special events and the Exhibit Hall provided opportunities to meet new people to discuss experiences, projects, products and services. The "Grand Quest" networking activity (a successful follow-up to the 2005 conference's Byway Button Bingo craze) provided attendees with the unique opportunity to meet people, learn about byways and win great prizes, too. Generous donations from the Chesapeake Country Scenic Byway, Blue Ridge Parkway, Capital Region USA, Inc., National Geographic Books and TomTom provided lots of incentive to complete the quests. Attendees who completed all six quests were eligible for prize drawings at the closing reception Wednesday evening.

Monte Hurley was the first-ever recipient of the Scenic Byway Leadership Award, in recognition of his outstanding leadership and dedication to the Creole Nature Trail All-American Road.

Keep Up the Momentum

As with any conference, the National Scenic Byways Conference is designed to expose byway supporters to hot topics and people with similar interests. When you return home, don't forget the sessions that interested you or the people that inspired you.

"When the conference ended, I hope everyone left rejuvenated, with a deeper commitment to byways, and a greater understanding and respect for what so many people, communities and organizations do for byways," said Rob Draper, Director, National Scenic Byways Program. "I hope everyone left

AASHTO President Victor Mendez (pictured) along with FHWA Acting Deputy Administrator and Chief Counsel Jim Ray presented Scenic Byway awards.

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with a new partner to advance a byway initiative, a new mentor to help and advise them, and someone whom they can mentor as well."

National Scenic Byways Program Director Rob Draper said, "The best part of the conference is leaving rejuvenated and enriched."

Did you see or hear about something at the conference that you'd like to learn more about, but don't know where to start? Call your byways specialist at the Resource Center, staff at the Federal Highway Administration or National Scenic Byways Online—they want to hear from you! They can answer questions (or help you find the answers), and help you make connections with other byway representatives that are working through the same things you are. Now it's up to you. Take the energy from the conference and turn it into action.

Thank You, Maryland!

Hosting the conference is a great way to showcase local byways, but a lot of hard work goes along with it. "It has been an absolute pleasure to host the conference in Maryland," said Maryland State Scenic Byways Coordinator Terry Maxwell. "We are excited that the conference in Maryland created a huge groundswell of interest and activity focused on our byways."

"As the May 2007 date approached, local, State and Federal partnerships immensely improved to take on the challenge," Terry continued. "The best example is the partnership between the State Highway Administration, Office of Tourism Development, and the Maryland Department of Planning working with the America's Byways Resource Center, the Federal Highway Administration and byway communities. Together, our creativity and effort towards developing the new byways collection and products, the Maryland Welcome Luncheon, mobile workshops, award-winning CSS Guidelines, and more, forged outstanding results. These efforts, along with the excellent work presented by other byway leaders at the conference, will enrich the national community with new models and ideas that can be tried and tested nationwide."

Here's a thought we can all take away from the conference: Baltimore isn't called "Charm City" for nothing! Thank you to the Maryland Scenic Byways Program and all of the partnering organizations for your hospitality and the wonderful memories! ★

Take the 2007 NATIONAL SCENIC BYWAYS CONFERENCE CHALLENGE!

Attending the conference is just the beginning. Now take a moment to reflect on what you learned in Baltimore by completing this post-conference to-do list:

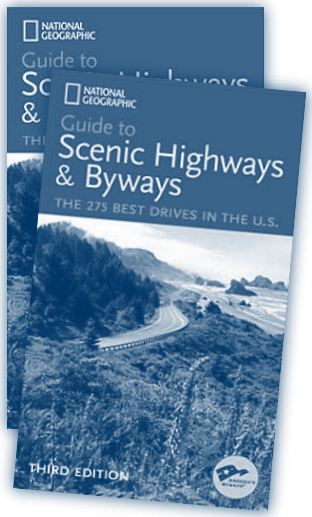
1) Call or email one of your new byway contacts *(and if you've already contacted one, contact one more!)*
2) Make a short list of things that inspired you at the conference.
3) Now, next to each of item in that list, write down how you can turn that inspiration into action on your byway.
4) Take a great idea that you learned from the conference to your next byway meeting. Is it something your byway could replicate?
5) Visit www.bywaysresourcecenter.org to download presentations and handouts from the conference workshops. Share these materials with others from your byway group who were unable to attend.
6) Make one of the byway websites your home page: www.byways.org, www.bywaysonline.org, www.bywaysresourcecenter.org.
7) ***Plan to attend the 2009 conference!***

NEXT STOP: DENVER!
August 23-26, 2009

"These efforts, along with the excellent work presented by other byway leaders at the conference, will enrich the national community with new models and ideas that can be tried and tested nationwide."

– Terry Maxwell, Maryland State Scenic Byways Coordinator

Cross-Merchandising Builds Revenue For Byway Visitor Centers & Route Gift Shops



Many specialty retailers offer diverse products to enhance their customer's experience—and their bottom line. This practice, called cross-merchandising, is the pairing of a store's core goods and a related and complementary item. When done correctly, such pairings can lead to impulse purchases.

Along your byway, any retail operation attracting tourists can maximize opportunities by cross-merchandising. Product selection should be governed by what speaks to the identity and location of your retail operation. This could mean regional foods and creations by local artisans, or appropriate guides and services.

Given their portability, low cost and immediate usefulness, books are an ideal first step to expanding your product collection. The National Geographic Society's recently published *The National Geographic Guide to Scenic Highways and Byways, 3rd Edition*, featuring America's Byways®, is one such title that would make a terrific addition to your byway's retail selection. This book provides relevant information and invites a return to your byway.

Whether you operate a visitor center, general store or roadside diner, consider this opportunity to increase your revenue. Effective cross-merchandising has unlimited possibilities.

For information on ordering *The National Geographic Guide to Scenic Highways and Byways, 3rd Edition*, please contact Greg Sutorius. He can be reached at 202-744-8304, fax 202-330-5511, or email Gsutoriu@NGS.org. ★

SEPT 7-11 2007

MARK YOUR CALENDAR!

11th NATIONAL SCENIC & HISTORIC TRAILS CONFERENCE

September 7-11, 2007
Duluth, Minnesota

The Partnership for the National Trails System will hold the 11th Conference on National Scenic & Historic Trails September 7-11 in Duluth, Minnesota. Join Federal managers, State and local agency partners, and trail organization leaders from throughout America to renew friendships, share information and enjoy the late summer beauty and history of the rugged north shore of Lake Superior.

Sponsored by:

Federal Highway Administration
America's Byways Resource Center
The Partnership for the National Trails System
National Park Service
USDA Forest Service
Bureau of Land Management
U.S. Fish and Wildlife Service
American Hiking Society

Hosted by:

North Country Trail Association

For workshop details and registration materials, please visit www.nationaltrailspartnership.org/07_conf.asp

Roadside Assistance

PART ONE:

FUNDRAISING WITH INDIVIDUAL DONORS

by Susan Koschak, Byways Specialist

ROADSIDE ASSISTANCE

is a regular column designed to provide working tools that byway groups can use to solve problems and be more effective. Send topic ideas to center@byways.org.

Our Byways Specialists are here to assist you. Find the Resource Center contact for your state on the Community website at **www.bywaysonline.org/contacts/rc_contacts.html**. Call us toll-free at **866-974-6403**, or contact your Byways Specialist directly:

Bonnie Hundrieser
bhundrieser@byways.org

Dennis Adams
dadams@byways.org

Susan Koschak
skoschak@byways.org

Curt Pianalto
cpianalto@byways.org

Programs and projects start with goals and plans to be implemented. An important element of an effective plan is to identify the resources needed to be successful. Some resources might be equipment, time, skills or knowledge. One of the most common needs is funds.

Knowing you need money is one thing. Being clear on why you need money and having a plan to raise the amount needed is equally important.

Why you raise money ought to be straightforward and clear-cut. It's about the mission of the organization. It is critical for fundraisers to know and communicate the purpose of the organization and why that purpose is important to the community, region or even the world. Donors give generously to organizations that have missions which match their own values. They don't give simply because someone needs money; they give to invest in work that supports a desired result in which they share an interest.

Sharing and giving have been going on in many forms as long as humans have been, well, human. Generosity (giving) is part of who we are if we want the world to function in a good way. Philanthropy is voluntary action for the public good. Voluntary service, association with organizations and giving of resources reflect the values of the donor. People give to add value to our lives together—to our common wealth.

When potential donors are approached, it's important to be clear on the institutional strategies:

Mission, goals, programs, strategies. Be sure the language is clear and all the parts fit together.

Populations served. For a byway project, this will often be a traveler or a segment of the traveling public.

Distinctiveness of services provided. This might relate to the significance of the intrinsic quality of a byway or a specific unmet need along the corridor.

Record of accomplishments. Numbers have value; know the data. Designation in itself may be an accomplishment early on. Measuring change toward your desired results will become more important as time goes on.

Values that guide and support accomplishments. For a byway, this will often be related to intrinsic qualities and supported by the corridor management plan.

Financial planning. Describe your expectations for the long and short term. This will demonstrate trustworthiness and responsibility, provided you are accurate and accountable.

Campaign for Individual Donors

The byway community is aware of the various sources of government funding available for projects. Some projects also benefit greatly by funds from individual donors. This tool won't help you identify specific donors but will help you to plan an organized and intensive fund-raising effort for your organization to obtain

REMEMBER THE "FIVE RIGHTS" OF SUCCESSFUL FUNDRAISING:

You need the ***right*** person to ask the ***right*** donor for the ***right*** amount at the ***right*** time for the ***right*** purpose.

voluntary pledges and contributions that will be used for a specific purpose . . . not just "to raise money." As you think about your campaign, avoid the premise that the primary goal of your fundraising is to eliminate a deficit in your operating budget. Donors will want to help you accomplish something, not just fill your bank account.

When you build a relationship with a potential donor and then ask for a contribution, don't just vaguely say, "We are raising money." However, there are times when your need for funds may be in the area of unrestricted support. In those cases, your written and verbal solicitations might say, "Your unrestricted gift helps us to accomplish the following activities…" Then provide three or four specific items that you have in the works that this donation will support. Explain why a prospective donor should give. You need to answer the question, "What's in it for me?" This is your opportunity to explain how the donor will benefit and how your mission relates to their personal values.

When you plan and implement an individual donor campaign for a significant amount of money, it can be especially effective to use the general guide that 60% of the money should come from 10% of the donors (major donors); 20% of the money should come from 20% of the donors (habitual donors giving through retention strategies); and 20% of the money should come from 70% of the donors (first-time donors giving through acquisition strategies).

Take a look at the sample gift range chart for a $100,000 fundraising campaign *(see above)*.

Many of your first-time donors (70%) will give relatively small amounts in relation to your total need. However, it's important to remember that for them this may be a large donation. These first-time donors may make additional contributions in the future, and your thanks to these donors is of high importance. These donors are also important because the total number of supporters your project has can be reported and this data may generate even more support from other sources.

SAMPLE GIFT RANGE CHART FOR $100,000

	GIFT RANGE	# GIFTS	# PROSPECTS	SUBTOTAL	CUMULATIVE TOTAL
A	$5,000	2	10	$10,000	$10,000
B	$2,500	6	30	$15,000	$25,000
C	$1,000	18	72	$18,000	$43,000
D	$500	34	136	$17,000	$60,000
E	$250	48	144	$12,000	$72,000
F	$100	80	240	$8,000	$100,000
	TOTALS	600	1456		$100,000
	LEVELS A to D	60 (10%)		$60,000 (60%)	
	LEVELS E & F	128 (20%)		$20,000 (20%)	
	LEVEL G	412 (70%)		$20,000 (20%)	

Your mid-range donors (20%) are often those who give in response to your retention strategies. Your sustained success and demonstrated integrity will keep these donors interested in your work beyond the three years that people typically commit to a cause.

Your major donors (10%) will require more of your effort in relationship building and ongoing attention as you report on your efforts. The organization and project will be best served when you are honest and authentic about your mission and results. Donors who know their trust is well placed will be more likely to continue their support both financially and in word.

Managing the Fundraising Plan

Fundraising management is managing a process that leads people to give. Remember that managing others (especially professionals but also volunteers) involves managing outcomes, not the individual tasks of achieving those outcomes. Your requests for support should focus on what you are working to accomplish and change, not the details about how you will proceed. If your mission is important and your organization has demonstrated integrity, donors will trust that you know how to get the work done.

One of the most important things about fundraising management is not to compare your organization to others. You can never make an accurate comparison. You must measure your own success over time.

As you proceed with your planning process and implementation, it may be helpful to keep in mind the "five rights": The right person to ask the right donor for the right amount at the right time for the right purpose.

With the needed resources in place, you can implement plans and achieve your goals. A fundraising plan is one part of the big picture. Your thoughtful attention to this element will have widespread positive impact on your overall mission.

★

THREE BYWAYS WEBSITES:

Enhanced And Coordinated E-Information For Byways

The National Scenic Byways Program and the America's Byways Resource Center are pleased to announce three websites serving the byway community: www.byways.org, www.bywaysonline.org, and the ***new*** www.bywaysresourcecenter.org.

A Family of Websites

These three websites all serve distinct audiences and purposes to provide users more direct access to information they need:

Byways.org is designed with the website traveler and interested media in mind. It's a one-stop shop to facilitate trip planning or spark the imagination of armchair travelers! Rich with photographs and information about the America's Byways® collection and the National Scenic Byways Program, visitors to the site will find maps and activity-specific information to help them plan their trip and share their experiences along the way.

Bywaysonline.org is the official website for the National Scenic Byways Program and supports the agency's core functions of grants, nominations and national marketing. Here practitioners can find information on how to nominate their byway for national designation, apply for grant funding, and learn more about the marketing of the America's Byways® collection. To promote

go to »

www.byways.org

www.bywaysonline.org

www.bywaysresourcecenter.org

Mariano Berrios (Florida State Scenic Byways Coordinator) tests the new www.bywaysresourcecenter.org at the National Scenic Byways Conference.

peer-to-peer exchange and information sharing, the website also hosts a lively discussion forum.

Bywaysresourcecenter.org, the new website from the America's Byways Resource Center, is designed to provide byway audiences with resources on topics they deal with every day. Articles, publications, tools, training opportunities and Web links to assist with byway management are filed under the core areas of *Corridor Management*, *Organizations*, *Fundraising* and *Visitor Experience*. The Byways Portfolio section functions as a "gallery" of documents, plans and collateral that byway representatives can submit to the Resource Center to upload and share with the greater byway community. Just follow the guidelines and complete the simple online form to submit an item.

Why Three Websites?

The answer is simple: to better serve your needs. The Federal Highway Administration National Scenic Byways Program maintains and operates www.byways.org and www.bywaysonline.org. The new www.bywaysresourcecenter.org is maintained and operated by the America's Byways Resource Center.

Until recently, the Resource Center's Web presence was limited, consisting of a tab on the www.bywaysonline.org site. The Resource Center staff realized, however, that the Resource Center houses a wealth of information in its library—information that the byway community should have access to without traveling to Duluth, Minnesota. The Resource Center's solution was to design a website that would function as a virtual byways specialist, offering information on topics of interest to byways and providing connections to even more relevant resources.

Here are just some of the highlights:

- Information organized by the four main topics: Corridor Management, Finances, Visitor Experience, and Byway Organization
- Electronic articles in an easy, print-and-go format
- The Byways Portfolio, a forum for sharing documents and examples of work, populated by you—the byway community
- Publications, websites and training opportunities sorted by topic
- Calendar of conferences, events and workshops of importance to byways
- A library of Resource Center publications available for download

The audiences for the websites are similar, but the purposes are distinctly different:

For travelers and media:
www.byways.org

For grants, nominations, forums and national marketing:
www.bywaysonline.org

For education and resources:
www.bywaysresourcecenter.org

Together, these websites offer you easy access to the information you need. ★

FOR TRAVELERS AND MEDIA:
www.byways.org

FOR GRANTS, NOMINATIONS, FORUMS AND NATIONAL MARKETING:
www.bywaysonline.org

FOR EDUCATION AND RESOURCES:
NEW www.bywaysresourcecenter.org

America's Byways Resource Center
394 Lake Avenue South, Suite 600
Duluth, MN 55802

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Calendar

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

AUGUST

August 8-10
International Trails and Greenways Conference
Portland, Oregon
Rails-to-Trails Conservancy
For more information, please visit
www.railtrails.org/index.html

August 15-18
ESTO: The Educational Seminar for Tourism Organizations
Phoenix, Arizona
TIA (Travel Industry Association of America)
For more information about ESTO, contact
TIA's National Councils Department or call
202-408-8422

SEPTEMBER

September 6
2007 Disability Access Conference
Honolulu, Hawaii
Disability and Communication Access Board
For more information, please visit
www.hawaii.gov/health/dcab/disabilityaccess
conference2007/index.htm

September 7-11
11th Conference of National Scenic & Historic Trails
Duluth, Minnesota
For more information, please visit
www.nationaltrailspartnership.org/
07_conf.asp

September 12-13
The Art of Interpretive Writing
Anchorage, Alaska
For more information, please contact
Alan Leftridge at 406-754-2940 or
leftridge@blackfoot.net

September 16-19
American Indian/Alaska Native Tourism Conference
Cherokee, North Carolina
For more information, please visit
www.aianta.org/

September 17-18
The Art of Interpretive Writing
Bloomington, Minnesota
For more information, please contact
Alan Leftridge at 406-754-2940 or
leftridge@blackfoot.net

September 26-27
Annual Travel Leadership Summit
Washington, D.C.
TIA (Travel Industry Association of America)
For more information, please contact
Patty Hubbard at 202-408-2147 or
phubbard@tia.org

September 27 – Oct 2
AASHTO Annual Meeting
Milwaukee, Wisconsin
American Association of State Highway and Transportation Officials
For more information, please visit
www.dot.wisconsin.gov/business/engrserv/
aashto-index.htm

OCTOBER

October 2-6
National Preservation Conference
Saint Paul, Minnesota
National Trust for Historic Preservation
For more information, please visit
www.nthpconference.org

October 3-6
Rally 2007: The National Land Conservation Conference
Denver, Colorado
Land Trust Alliance
For more information, please visit
www.lta.org/training/rally.htm

October 17-21
Intangible Cultural Heritage Conference
Montreal, Canada
The American Folklore Society (AFS) and the Folklore Studies Association of Canada (FSAC)
For more information, please visit
www.afsnet.org

October 18-19
How to Turn a Place Around: Creating Great Neighborhood Spaces
New York City, NY
Project for Public Spaces training course
For more information, please contact
Sandy Pan at span@pps.org or
call 212-620-5660

October 22-25
TIA Marketing Outlook Forum
Charlotte, North Carolina
TIA (Travel Industry Association of America)
For more information, please visit
www.tia.org.

October 25-28
2007 National Institute on Recreation Inclusion
Reston, Virginia
National Institute on Recreation Inclusion
For more information, please visit
www.nrpa.org/niri

NOVEMBER

November 2-6
National Tour Association (NTA) Annual Convention
Kansas City, Missouri
National Tour Association
For more information, please visit
www.ntaonline.com

November 6-9
National Tribal Transportation Conference
Denver, Colorado
Tribal Technical Assistance Program (TTAP)
For more information, please visit
http://ttap.colostate.edu/announcement.
cfm?Announcement ID=32

November 6-10
NAI National Workshop
Wichita, Kansas
National Association for Interpretation
For more information, please visit
www.interpnet.com/workshop/
index.shtml

November 11-16
64th Annual Convention of the National Congress of American Indians
Denver, Colorado
For more information, please call
202-466-7767 or visit
www.ncai.org/64th_Annual_
Convention.219.0.html

2008

FEBRUARY

February 2-7, 2008
American Bus Association (ABA) Marketplace 2008
Virginia Beach, Virginia
American Bus Association (ABA)
For more information, please visit
www.buses.org

MAY

May 11-15, 2008
NAI International Conference 2008
Sokcho, South Korea
For more information, please visit
www.interpnet.com/ic/

May 31-June 4, 2008
TIA International PowWow
Las Vegas, Nevada
Travel Industry Association of America (TIA)
For more information, please visit
www.tia.org

SEPTEMBER

September 11-14, 2008
Preserving the Historic Road 2008
Albuquerque, New Mexico
For more information, please visit
www.historicroads.org/

NOVEMBER

November 11–15, 2008
NAI National Workshop
Portland, Oregon
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