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You may [unsubscribe](#) if you no longer wish to receive our emails.



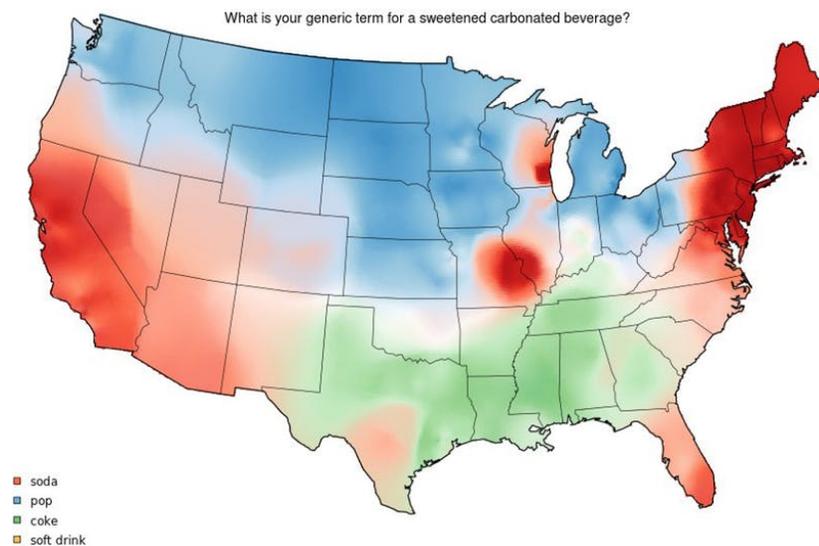
December 2017 Issue

Food along our Byways

Everything is better with food, including the winter holidays! With such an amazing diversity of foods in our country, and along our Byways, this is a perfect time to celebrate these rich traditions. Share your favorite regional food traditions with us on our [Facebook page](#). Here are some to get you thinking!

However you celebrate this winter, we hope you take time to enjoy good food with good friends in beautiful locations!

- **Buckeye candies** for Ohioians (a chocolate and peanut butter dessert named after the Buckeye Tree).
- **Biscochito** (a butter cookie, flavored with cinnamon and anise and cut into the shape of stars or crescent moons) in New Mexico.
- **Black-eyed peas** in the south to bring luck and prosperity on New Year's Day.
- Plus the regional debate of **pop, soda, or Coke** (and [other regional preferences](#)).
- Read more about regional food traditions in these articles by [USA Today](#) and [The Kitchn](#).



*What is your generic term for a sweetened carbonated beverage?
Soda (red), pop (blue), Coke (green), and soft drink (yellow). Image
from The Atlantic*

Save the dates for three Byway Leader Trainings

If you're a new or emerging Byway Program Leader, mark your calendar for an informative, 2-day workshop hosted by the National Scenic Byway Foundation. The Byway Leader Training will be held before three other Byway Regional Conferences, so it's easier for you to learn more ways to help your Byway.

This is a great opportunity to get assistance with Corridor Management Plans (CMP), clarifying and enhancing intrinsic qualities, improving visitor experiences, plus related topics in a compact and effective program. It's an amazing price (\$50) for the value you'll bring back to your Byway community.

Register for the Regional Byway Conference nearest you (or plan a trip to visit some of the great Byways around the US). *Each Conference will cover different topics and Conference costs are separate from the Training fees. The three Byway Leader Training Courses cover the same material.*



The Great Plains of Nebraska. Photo from Wikipedia.

- **Heartland Byway Conference**, Kearney, NE

National and international keynote speakers will provide a diversity of insights about agri/ecotourism and the future of the Great Plains. Business leaders, ranchers, community partners and Byway volunteers will come together to discuss ways to preserve the stunning bounty of Great Plains ecology. Learn more about speakers, workshops and tours, as well as register at www.unl.edu/plains/2018-ecotourism-symposium.

- April 17-18 (Byway Leader Training)
- April 18-20 (Heartland Conference)

- **Northeast Regional Byway Conference: Story Telling Summit**, Schenectady, NY

- June 6-7 (Byway Leader Training)
- June 8 (Northeast Conference)

- **Midwest Regional Byway Conference**, Richmond, IN

- August 21-22 (Byway Leader Training)
- August 22-24 (Midwest Conference)

January Webinar: Build a Better Byway Facebook Page

Please join us on Wednesday, January 31, 2018 at 3 p.m. (EST) as we dive into the basics of getting more engagement with your Facebook page followers and building a more effective page for your Byway.

We'll talk about the key parts of a page that need to be completed, tips for effective posts, a simple posting schedule, post examples, and ways to gather more followers. There will be plenty of time for Q&A and we can even live-review a page or two if you'd like.



Your webinar hosts are Sheila Scarborough and Leslie McLellan from [Tourism Currents](#).

A session recording will be available for those who register, including anyone who can't attend the live event. [Register today!](#)



Fast facts!

Easy SEO (Search Engine Optimization) Tip

How do people across the country (or internationally) know where to find you? More often than not, we see Byway websites and social media bio information that only lists the name of the Byway. You **MUST** list your city and state, as well as the states your Byway runs through. Spell out exactly where you are. Start with the big picture and drill down...In the U.S., in the Midwest, the state of Ohio, the city of Cleveland, etc.

Do this on your website, in your social account bio's, and anywhere else you can think of. Remember, while you have a wonderful name, most people have no idea where you are located. By doing this you also help search engines find you, and show you, to potential visitors who are searching for places or things to do using names of states, regions, and cities.

Tip brought to you by Tourism Currents - www.tourismcurrents.com



By the numbers!

Here's a recap of some of the major events from 2017 that you can share with your Byway visitors (add in local information to make it more meaningful).

- In 2017 there were **4 major hurricanes** that caused over \$200 billion in damages ([Times](#)).
- On August 21 the **solar eclipse traveled through 12 states** and there were huge increases to tourism ([USA Today](#)).
- Vacationers might be visiting your Byway, but they're still interested in staying connected to work. About **78% of people on vacation like to check in with work** to make sure everything is ok; so wifi can be a big draw for tourist attractions! ([US Travel Association](#)).
- Self-driving cars are now on roads around the country! They include **100 autonomous cars** owned by Waymo (a division of Google) plus those owned by 3 other car companies; with more added to the road each day.

Reminder: Shop AmazonSmile and Support Byways!

You can support the National Scenic Byway Foundation by shopping at AmazonSmile. It's the same Amazon website but Amazon will donate 0.5% of your purchase to the Foundation.

Support the National Scenic Byway Foundation today - [shop AmazonSmile anytime of year!](#)

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On your first visit to AmazonSmile, you will select a charitable organization to receive donations from eligible purchases before you begin shopping. They will remember your selection, and then every eligible purchase you make at smile.amazon.com will result in a donation.

Know the joys of exchanging ideas with like minded Byway communities.

JOIN THE

National Scenic Byway Foundation

Gain a voice; access tools and training; and spread your Byway message.

Visit our website and learn more about membership benefits: www.nsbfoundation.com

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