Heartland Byway Conference 2020 – Leavenworth Kansas

Tentative Agenda

Tuesday, April 14, 2020

11:00 – 4 pm Registration – Riverfront Community Center – Exhibits Open

1:00 pm Welcome – Riverview Room Leavenworth Official and Bridgette Jobe

1:15 – 2:30 pm Keynote – Striving, Thriving and Driving: Reviving Byways across America, Dr. Maree Forbes, Director of Development and Marketing, National Scenic Byway Foundation

2:30 – 2:45 pm Break – Visit Exhibitors

2:45 – 3:45 pm Breakout Sessions (4)

1) Developing Financial Byway Partnerships – Greg Marshall, former ‘Visit Rochester’ Exec Director – Riverview Room


3) Developing Bird Trails with Audubon Partnerships – Eric Hamilton, Mohawk Towpath National Scenic Byway, Executive Director – Women’s Waiting Room

4) Your Website, The Welcome Mat to your Byway – Stephanie Liskey, Sailforth Productions – South Wing

3:45 – 4:00 pm Visit Exhibitors

4:00 – 5:00 pm Reception – C.W. Parker Carousel Museum 320 S Esplanade St., Leavenworth

5:00 – 7:00 pm Downtown Leavenworth shops - 10 min walk from Carousel

6:30 – 9:30 pm Dinner on your own in Leavenworth

Wednesday, April 15, 2020

7:30 – 11:00 am Registration – Riverfront Community Center

   Breakfast at your hotel

7:30 – 8:00 am Meet with exhibitors

8:00 – 8:55 am General Session – Come with your best ideas for opportunity to win a prize

9:00 – 10:00 am Breakout Sessions

   1) Updating your CMP for $$$$ and Viewshed Protection - Chris Sieverdes, Ohio Byway Links, President – Riverview Room

   2) Byway Partnerships: Engaging Downtown Businesses – Penny Simonsen and Stacy Brown - Men’s Waiting Room
3) Active Bike/Ped Trails for your Byway – Matt Messina, Jenny Kramer – Women’s Waiting Room

4) RV Readiness on your Byway – Sharon Strouse and Kevin Broom – South Wing

10:00 – 10:15 am – Break – Visit Exhibitors

10:15 – 11:15 am

1) Identifying and protecting pollinator habitat/I-35 Monarch Highway – Mike McClanahan, TN DOT & Melissa Davidson, KDOT – Riverview Room

2) Itineraries for Emerging Audiences – Stacy Brown & Dr. Maree Forbes – Men’s Waiting Room

3) Active Bike/Ped Trails for your Byway – Jenny Kramer, KDOT – Women’s Waiting Room


11:30 am  Buses depart for Atchison & Exhibitors optional breakdown

12:00 pm  Lunch in Atchison

1:00 pm  Amelia Earhart hangar museum and bus tour of Glacial Hills Scenic Byway

6:00 pm  Schwinn Barn – Dinner & Entertainment

8:00 pm  Load buses back to hotels

Thursday, April 16, 2020

Breakfast at hotel

8:15 – 9:10 am  Mark Falzone, Scenic America, Executive Director and Bobby Koepplin, National Scenic Byway Foundation, President – Advocating for Byways: Steps to connecting with public officials; Local, State and Federal. – Riverview Room

9:20 – 10:15 am  Breakout Sessions

1) Session for byway representatives and state coordinators working with Byways submitting a National Byway Nomination in May - Panel: Danielle Blackshear, FHWA, Wanda Maloney, Corridor Solutions, and Sharon Strouse, NSBF Executive Director – South Wing

2) Telling your Byway Stories through Social Media – Sheila Scarborough – Men's Waiting Room

3) Scenic Conservation: Byway Best Practices and Examples - Nancy Brunswick, Forest Service with Sandra Hikari, Oregon DOT and Bob Haynes, Old Canada Road Byway Leader, Maine – Women’s Waiting Room

4) State Coordinator Roundtable – State Byway Programs – Mary Stulhut-IA, Sue Stringer-KS, Sandra Hikari, OR, and Beverly Kellison, NE – South Wing
10:15 – 10:30 Break

10:30– 11:30 Breakout Sessions

1) Motorcycle Readiness along your Byway—Wanda Maloney, Corridor Solutions, Consultant and Scooter Pursley, Content Development Specialist, ND Dept of Commerce, Tourism Division – Riverview Room
2) Telling your Byway Stories through Social Media – Sheila Scarborough, Tourism Currents – Men’s Waiting Room
3) Scenic Conservation: Byway Best Practices and Examples - Nancy Brunswick, Forest Service with Sandra Hikari, Oregon DOT and Bob Haynes, Old Canada Road Byway Leader, Maine – Women’s Waiting Room
4) Byways: Preparing for national attention and how to get it! - Sarah Focke, Kearney Tourism Bureau, Relationship Manager, Stacy Brown, Shreveport Tourism Bureau, Executive Director & Maree Forbes, NSBF Director of Development and Marketing – South Wing

11:30 Load Buses

11:45 Lunch at Fort Leavenworth ***Must have official ID on person – Welcome by military personnel

1:00 Tour Fort Leavenworth – oldest operating military fort west of the Mississippi

2:25 Load buses

2:30 Quick stop by Interpretive panels at Ray Miller Park

3:00 Mahaffie Stagecoach Stop & Farm, Olathe – Step back in time to the days of stagecoach travels

4:30 Load buses

5:00 – 6:00 Back at hotels

6:00 – 8:00 Awards Banquet and Closing – Harvey Girls Dinner

NSBF Awards program – with Danielle Blackshear, FHWA Bobby Koepplin, NSBF President and Sharon Strouse, NSBF Executive Director - Dinner at Riverview Community Center