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October 2017 Issue

Agriculture History Exhibit along the Amish Country Byway

About 150 years ago, Amish and English farmers helped make Ohio #1 for wool production. This wool was hauled across old Native American and buffalo trails to connect farms to markets and eventually became the byway of today. Thus, Ohio supplied wool to make fabric, eventually uniforms for Union soldiers. It also took three days to 'drive' a herd of pigs along 'drover's trails' to a port along the Ohio-Erie canal for shipping to Cincinnati, universally known as 'Porkopolis' until the early 1900's. Farmers along the way would be paid, not much, for bedding pigs overnight in their gleaned fields.



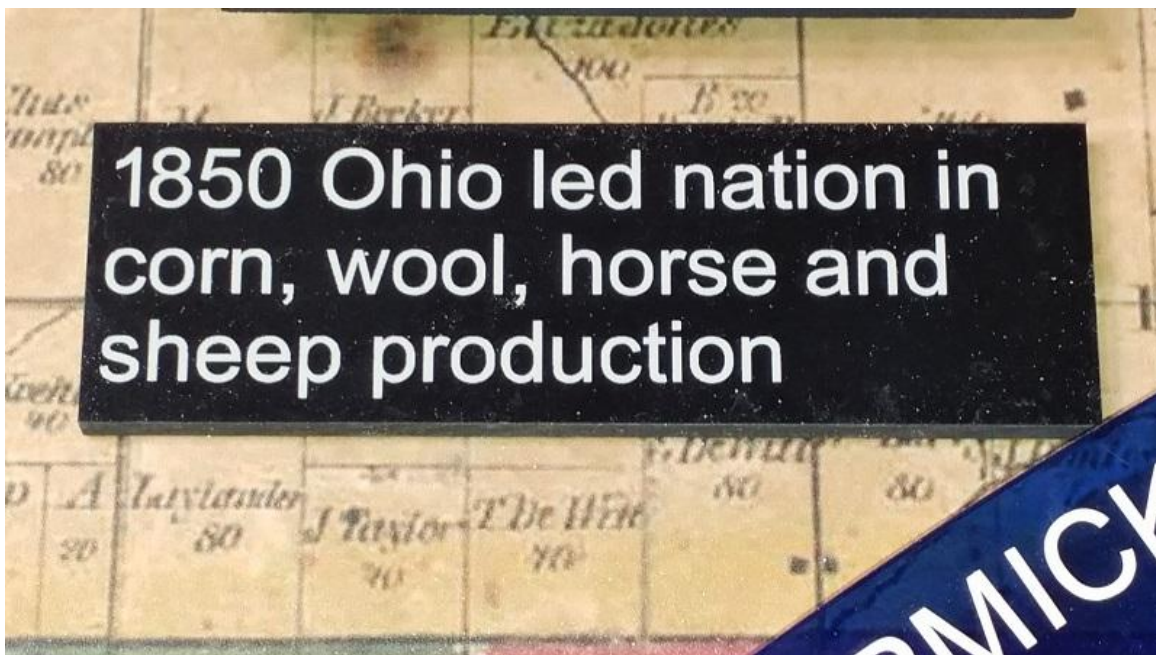
A photo of the 9' by 16' display of barns and agriculture history trend line (the banner) with US Congressman, Representative Bob Gibbs on the left.

Everyone has an agriculture history which makes interesting fodder for byway tales. The Holmes County Historical Society led the effort to complete a "History of Holmes County Agriculture" Exhibit at the new Harvest Ridge Fairgrounds along State Route 39 West, one of the main arteries of the Amish Country Byway.



A photo of vintage barns that had a historical link with each other, representing a style popular during the late 1880s (part of the larger exhibit).

This exhibit was recognized on October 7, 2017 at the Ohio Local History Alliance Annual Conference as an Outstanding Achievement - History Outreach Award, First Place Exhibit. The exhibit features pictures of over 20 area historic barns. Besides the exhibit, another byway tour was created with the barn pictures and descriptions on a local map, creating a local Historic Barn Tour.



A close-up photo of the exhibit highlights a fact about wool production.

Sharon Strouse is willing to share the exhibit concept, research suggestions and outline to support others looking to share their Byway Agriculture History story and timeline. This exhibit is open to the public by request. Contact Sharon at 330.231.3468 or the Holmes County Historical Society at 330.674.0022 for a request to view the exhibit.

Sharon Strouse, President of the National Scenic Byway Foundation, wrote this article. Want to highlight your Scenic Byway? Send us an email with your idea or article, at info@nsbfoundation.com.

Scenic Byways: connecting to history

The [National Endowment for the Humanities](https://www.neh.gov/) (NEH) website features the story of a United Parcel Service employee worked in Wabaunsee County, Kansas and on the Native Stone Scenic Byway

delivering packages and getting to know the people there during a 30 year career.

"There's not a road in this county, no matter how remote, that I haven't been down a hundred times," says Greg Hoots. "You see all these remnants from the past, old buildings and ruins. They're everywhere, right there for you to see."

Over those 30 years Greg connected with the residents along his route and collected photos and stories of the area's history. He later compiled a history book and undertook photo cataloging and restoration efforts for the Wabaunsee County Historical Society & Museum. Funding for this project was provided by Kansas Humanities Council.



One of Greg Hoots' photo preservation projects includes an early "selfie" using a tripod and timer from Otto Kratzer, circa 1915. Photo courtesy Karen Durso

"The biggest role of a museum like ours is not just the preservation but the presentation of local history," he says.

This is one of the many inspiring stories that highlights the qualities that make scenic byways so special. It's about connecting people to people and places.

Deb Divine, Co-Executive Director of the National Scenic Byway Foundation, submitted the information for this article. Want to highlight your Scenic Byway? Send us an email with your idea or article, at info@nsbfoundation.com.

Fast facts!

Benefits of a social media plan

Already have an elaborate editorial publishing calendar filled out with your social media posts for the next month? We salute you! If, however, you're only human and are muddling along without any real plan, then steal this from our Leslie McLellan - a content theme for each day of the week.

- **Monday** - General destination info, often with historical photos. What fits #MusicMonday or #MotivationMonday?
- **Tuesday** - Highlights from Byway partner event calendars (they're sharing them with you, right?)
- **Wednesday** - Outdoor recreation options along the Byway or #TBT (Throwback Thursday)
- **Thursday** - What's coming up for the weekend, maybe the weather forecast
- **Friday** - Highlight a local attraction
- **Add or swap out with:** arts & culture highlights, local dining & beverages, featured shopping/merchants, agritourism options in season, or a day for simply sharing Byway partner social posts.

An editorial calendar keeps you on track with content that supports your marketing goals. It's also a time-saver and stress-reliever!



By the numbers!

Want some facts to share with your visitors? Maybe you want to see how your Scenic Byway stacks up against general tourism facts? Here are some numbers from the [US Travel Association](http://www.usa.com):

- **1 out of 9** US jobs depend on travel and tourism.
- **84%** of travel companies are considered small businesses (2012).
- Nearly **4 out of 5** domestic trips taken are for leisure purposes (79%).
- Top leisure travel activities for US domestic travelers: (1) visiting relatives; (2) shopping; (3) visiting friends; (4) fine dining; and (5) rural sightseeing.

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

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