Inaugural NSBF Byway Awards
Applications Due Feb 28

Every Byway with a success story in marketing, partnership, fundraising, interpretation, innovation, visitor experiences, viewshed improvement and more are encouraged to apply. Our Members National Award winners will be celebrated at the Heartland Byway Conference, April 16.

See our website, www.nsbfoundation.com for awards program details and application.

If you have questions about the NSBF Awards program, please contact NSBF Executive Director, sharon.strouse@nsbfoundation.com 330-231-3468 or NSBF Awards Chair, Jessica Oh at Jessica.oh@state.mn.us 651-366-4939.

Heartland Byway Conference
April 14-16 – Leavenworth Kansas

Join over 20 Byway presenters, experts leading the byway community, our Federal partners and byway educators. Questions? Contact Sue Stringer at Travel Kansas: Sue.Stringer@ks.gov

Presenters include: Sheila Scarborough – Tourism Currents, Maree Forbes Gaughan – The National Travel Center, Mark Falzone – Scenic America, Wanda Maloney – Corridor Solutions, Stephanie Liskey – Sailforth Productions, Sharon Strouse – National Scenic Byway Foundation and many, many more.

Register early and SAVE!
Before Feb 28 - $125
2020 National Nomination Process Update

Here is the link for the National Scenic Byway Nomination information. The official online application is expected to be available on this page on Feb 13, 2020. Deadline for applications remains May 15, 2020.

https://www.fhwa.dot.gov/hep/scenic_byways/nominations/

FHWA is offering a webinar training for those people involved in the nomination process. There is no cost, but you must register to attend. The webinar registration information is on the nomination site – and for a non-DOT user, the registration process will take up to two days to secure a code to complete the process – so, I encourage you to start the process early.

FHWA WEBINAR about the National Scenic Byway Nomination Process:

- **Wednesday, February 26, 2020**
- **2:00 - 3:30 p.m. Eastern Standard Time**
- **Registration link:**

For additional information, contact Danielle Blackshear at danielle.blackshear@dot.gov or (202) 366-2064.

Big Stage Byway Marketing Opportunity

The National Scenic Byway Foundation offers our members the chance to be represented on the prestigious “Federal Row” at IPW – the largest appointment-based travel trade show in the United States, being held May 30-June 4, 2020 in Las Vegas.

Since Byways tell the most authentic stories in America, your organization could benefit greatly from IPW and we can make that happen for a fraction of the cost. If Byways were to exhibit individually, the cost would be $5,305, not including travel and accommodations. Working through our Federal partners, the National Scenic Byway Foundation is able to offer this opportunity for $450 for an individual Byway and $650 for a Byway collection.

**Want to sign up for this exciting event?**

Email our NSBF Director of Marketing maree.forbes@nsbfoundation.com and she will immediately forward a Commitment Form.

**Please return the form by February 28 so we can plan ahead.**
Wednesday, February 19, 4PM, EST

RVing is big business in the United States and growing. The industry delivers $50B in economic impact in America annually, with 40 million/9 million families going RV camping each year. Households between 35-54 are most likely to own an RV, 38% of owners are Millennials. Learn how to create a Byway experience that is most attractive to RV'ers on Wednesday, February 19, 2020 at 4 PM EST.

For the past 13 years, Kevin Broom, director of media relations for the Recreational Vehicle Industry Association has led an award-winning media relations program positioning RVs and RV vacations, as a fun, cost effective way for families to escape the pressures of everyday life and enjoy seeing America and spending quality time together outdoors. He will tell us how Byways can plan to attract RV travelers and bring positive economic impact to their Byways.

Co-Sponsored by Travel Oregon.
Have you ever been fascinated by a new Byway? A new destination with which you are totally unfamiliar? To get acquainted, every month, we will feature a different Byway, one with qualities that are completely unique.
YOU SHALL NOT PASS.

Whether this terse command is uttered by Gandalf or the friendly folks at CalTrans, you listen. And while there may not be Balrogs lurking amongst the sequoias, the announcement of this twisty byway’s winter closure is equally legitimate.

Located an indirect 50 miles south of Lake Tahoe, the region’s mesmerizing bevy of valleys, volcanic peaks, and thick forests captivate wide-eyed travelers throughout the summer. However, come November the blankets of forests are topped with a snowy comforter measurable in feet, not inches. In fact, the teeny unincorporated community of Tamarack holds the record for deepest snowpack in North America – an astounding 37.5 feet – in March 1911. Thus, you can imagine the variety of winter playgrounds available along the corridor for the adventurous.

To keep byway visitors safe, communicating local weather conditions accurately is paramount. Officials excel at using live cameras, radio transmission, hotline, and social media updates to keep motorists informed. In 2019, the byway closed on November 26; it likely won’t reopen until the Friday before Memorial Day, conditions allowing.

The history of this vertiginous road is as nuanced as the bark patterns on its abundant conifers. First used by Natives, trappers, and traders, the route now known as the byway was more firmly established after the 1848 California gold discovery and subsequent silver mining boom in Nevada. The road’s namesake, “Major” J.A.N. Ebbetts, led miners and surveyors over the Sierra Nevada in the mid-nineteenth century before dying in an 1854 steamer explosion.

When the pass reopens in May or June, a contemplative modern traveler may wonder if those who crossed these peaks for resource extraction ever saw the irony in traversing paradise to seek fortune. As the evening sun gently gilds the byway’s ageless vistas, one may realize the world’s greatest treasures needn’t be mined, but rather preserved and enjoyed responsibly. No matter the season.
Awards, national nominations, new members and a new website – the daily calls and emails to NSBF are exciting! Keep them coming – we are here to support the byway community.

NSBF award nominations started to come in at the end of January – and we will continue to accept awards through the deadline, Friday, February 28. Get your award winning byway projects nominated! See the NSBF website for details and the nomination form. The winners will receive a free registration (or reimbursement) to the Heartland Conference as well as a one-of-a-kind artist pictorial award, suitable for display, as well as lots of national publicity for your byway!

Hope to see you at one of our Byway events this year – the Heartland Conference, a Byway Leader Training or at IPW at the end of May.

Contact us anytime – we welcome all questions! Call or email today.

Sharon
Sharon Strouse
Executive Director
Sharon.strouse@nsbfoundation.com
330.231.3468

BYWAY DATES & DEADLINES

February 19, 4pm ET – RV Readiness Webinar – sign up at nsbfoundation.com

February 28 – NSBF Awards application deadline, due to sharon.strouse@nsbfoundation.com

February 28 – Early Bird Deadline for the Heartland Byway Conference

April 14-16 – Heartland Byway Conference, Leavenworth Kansas

April 22 – Byway Leader Training, New Hampshire – applications due

May 20-21 – Byway Leader Training, New Hampshire in the White Mountains

Become a NSBF Member for 2020 now and apply for AWARDS.
Visit our member page to see our many member benefits:
https://nsbfoundation.com/index.php/member-byways/become-a-member