Good Day, Byway Community. We want to first provide some critical updates about events National Scenic Byway Foundation is involved in to allow you to update your calendars as soon as we heard the news.

Heartland Byway Conference: As of today, March 17, the Heartland Byway Conference, originally scheduled for April 14-16, has been postponed. The plan is to reschedule for late summer or early fall. We will keep you posted as the new date is available. If you already registered, Sue Stringer of the Kansas Tourism Office indicated that your registration will be held until the new date can be determined and transferred at that time. A reminder – don't forget to cancel your hotel reservations!

IPW: International Travel Trade Show: Information about the date for US Travel's inbound travel trade show, originally scheduled for May 30-June 3 will be determined on or before April 3. For those members who have signed up to participate in this Member Opportunity, we will keep you informed as we receive updates.

Byway Leader Training, New Hampshire: The deadline for signing up for Byway Leader Training to be held in the New Hampshire White Mountains May 20-21, was May 1. We will update you as the weeks progress. Watch for the April newsletter or contact Sharon Strouse, sharon.strouse@nsbfoundation.com for more details.

Upcoming Webinar - April 2, 3PM EST

Make plans to participate in National Scenic Byway Foundation's next Webinar "Advocating for Your Byway" presented by Mark Falzone, President, Scenic America. Falzone will share his tips and techniques from years of experience advocating at the national, state and local levels.

NSBF Webinars are a member benefit and members register free. If you do not remember your member code to log in, email sharon.strouse@nsbfoundation.com. If you're not a member, you
Message from the Director

Advocating for Byways: Just last week, on March 9 and 10, I had the privilege to accompany National Scenic Byway representatives in Washington, DC to advocate for the return of federal support for our national, state and local byways programs. What a difference a week makes with the buildings in the US Capitol complex now closed to visitors! Our communications were very well received as we noted the importance of protecting and enhancing the irreplaceable resources and authentic stories that Byways throughout America represent and promote the components that will make the program function most effectively in the future.

National Scenic Byway Foundation Nomination Conference Calls: The Education Committee of NSBF is sponsoring a series of conference calls designed to support Byways completing the National Scenic Byway nomination process. We have designed the calls to benefit Byway leaders and others assisting Byways with the application process. To register to participate in one of the calls to be held:

- Wednesday, March 25, 4PM ET
- Friday, March 27, 11AM ET
- Tuesday, March 31, 8PM ET

contact sharon.strouse@nsbfoundation.com, to obtain the call in number and code to participate. In addition, please forward your questions which will be answered during the calls. Registration for the calls is limited, please indicate your interest as soon as possible.

Sharon Strouse, Executive Director

Participate in Social Media Outreach

On March 1, National Scenic Byway Foundation implemented the member benefit to greatly expand the exposure of members Byways on social media. Check out the blog on new NSBF website where member Byways are being beautifully featured, one per quarter and extended on America’s Byways on Facebook, Twitter, Instagram, Pinterest and LinkedIn.
We welcome the participation of all Member Byways in our social media activities so that we can expand our reach as quickly as possible. We are considering a member byways Facebook group, would like to network all members Byways into a community and work with members to push posts, tweets, pins and images in as many directions as possible. We are also looking for more team members to work social media to achieve our goals. If you’re interested in participating, even if only on a very limited basis, please contact: maree.forbes@nsbfoundation.com. Any and all social media posting will help the cause.

**This Month’s Byway Feature**

What comes to mind when you think of the Pacific Northwest? Sonorous waves smashing an ancient shoreline? Mist-cloaked conifers backed by sporadic views of mile-high peaks? Straight-out-of-a-fairytale place names such as Elwha River, Pysht, and Shipwreck Point?

If these are your northwestern fantasies, you’ll find all of them on the Strait of Juan de Fuca Scenic Byway, which, incidentally, is as far northwest as you can travel in the continental United States. While scenery alone is enough to lure many to this stunning route, the history and culture of the 61-mile byway are just as compelling.

Starting in the 19th century, the route now known as the byway served as a collection of trails between fishing and logging settlements. Inter-community activities like baseball games provided a reason to formalize these unofficial ways, supplementing rail and water paths between Northwest Washington’s peoples. Clallam County Road 9A consolidated these disparate routes in the late 1920s. In 1964 the road was renamed WA State Route 112; it became a state scenic byway in 1967 and was nationally designated in 2000.

Before reaching Cape Flattery at the byway’s western terminus, the Makah Cultural and Research Center appears on your left. This Native American hub is a fascinating look at 300-500-year-old artifacts, full-sized replicas of a longhouse and canoe, and an ethnobotanical garden containing culturally significant flora.
While many US byways captivate travelers on their way somewhere else, this exquisite historical, scenic, and cultural gem is both a journey and a destination. When at last you face the vast Pacific – salty breezes caressing the skin and an entire continent at your back – you may recognize that both are equally meaningful.

Want to become a member?
Click on www.nsbfoundation.com, go to the Become a Member page, select your membership category and either pay by Pay Pal online, or forward a check to the National Scenic Byway Foundation Office, PO Box 212, Millersburg, OH 44654-0212. For questions about membership, please feel free to contact Sharon Strouse, Executive Director at sharon.strouse@nsbfoundation.com
Our mailing address is:
PO Box 212, Millersburg, OH 44654-0212

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