

The National Voice of Scenic Byways and Roads

Byway Leader Training Program Agenda

Date TBD

First Day of BLT Program – Convene at Specified Location

8:00 Breakfast

9:00 Session 1: Welcome, Introductions, Orientation – Host, Sponsor & NSBF Representatives

9:45 Session 2: Maintaining Intrinsic Quality Integrity and Authenticity –

Homework: Review Buzzword Byway Fact Sheet, Byway Beginnings Documents.

10:45 Break

11:00 Session 3: Wayshowing & First Impressions –

12:00 Lunch

1:00 Session 4: Creating a Useful Corridor Management Plan –

Homework: Find and review your byway designation documents and current CMP.

2:00 Session 5. The Visitor Experience –

3:00 Break

3:15 Session 6. Interpretation: Telling your Byway Story –

Homework: Review Byway Fact Sheets: Marketing Your Byway Webinar, Are you Ready for Visitors?

4:15 Session 7. Leveraging Byway Partnerships for Sustainability –

5:30 Social Time

6:00 Dinner

7:00 Casual Discussion: Sharing Success Stories, Best Practices (Total group engagement)

Second Day of BLT Program – Convene at Specific Location

7:30 Breakfast

8:00 Session 8. Conservation and Viewshed Protection: Case Studies –

Homework: Review Byway Fact Sheets: Byway Self Evaluation, Review Assessment Tools, Review the Viewshed Webinar (Oregon)

9:00 Session 9. About Federal Funding Grants –

10:00 Session 10. Byway Challenges & Resources –

11:15 Break

12:00 Lunch – Followed by Group Photo

1:30 Session 11. Marketing Your Byway Story: Enhancing Stories and Developing Itineraries

2:00 Session 12. Question and Answer: Addressing Loose Ends

2:20 Certificates: Recognition of Completion of Byway Leader Training Curriculum

2:30 Adjourn – Safe Travels!

Presenters: Sharon Strouse, NSBF Executive Director; Chris Sieverdes, President; Jan Gammon, Secretary/Treasurer and any additional persons to be determined.

Hosted by parties to be determined.