

## ***SPECIAL March 2022 Byway News***

Link to the front page of our website:

[nsbfoundation.com](https://nsbfoundation.com) to link to the FHWA \$22 million Byway Program funding opportunity information.

Also, a link is provided to the Letter of Intent information.

One last reminder, after March 18, the early bird registration price for the Heartland Byways Conference increases from \$125 for the entire conference, to one day prices of \$50/\$80/\$65. Join Byway Leaders and Partners from across the country:

**FHWA announces March 16, their \$22 million Byways program Notification of Funding Opportunity. (Link here to the 24 page document)**

**FHWA Letter of Intent for Funding strongly encouraged - Deadline April 4, 2022.**

**Early Registration Deadline - March 18**

**Heartland Byways Conference, May 3-5, 2022**



We especially welcome our National Panel to reflect on "Byways: the Next 30 Years," emceed by Sharon Strouse, National Scenic Byway Foundation Executive Director:

*FHWA, National Scenic Byway Program, Danielle Blackshear*  
*Bureau of Land Management, Amala Posey-Monk*  
*National Park Service, Jennifer Miller*  
*US Forest Service, Alison Koopman*  
*American Motorcyclist Association, Mike Sayre*  
*Scenic America, Mark Falzone*

<https://nsbfoundation.com/training-events-advocacy/conferences/>

## **Heartland Byways Conference\* Leavenworth, Kansas** **EARLY BIRD REGISTRATION DEADLINE MARCH 18**



**Hosted by the Kansas Byway Program and Kansas Tourism,  
the National Scenic Byway Foundation**

**Co-sponsored by**

Join Byway leaders **May 3-5, 2022** from across the country for the **Heartland Byways Conference in Kansas**. This will be the only multi-state conference of Byway Leaders to take place this year.

A full program of keynote presentations and break-out sessions on a wide variety of topics are designed to strengthen Byways and provide up-to-date information. An Awards Dinner honoring the awardees of the National Scenic Byway Foundation Awards, 2020-2021-2022, will take place on May 4th.

**For more information about the conference:**

Agenda: <https://www.travelks.com/travel-industry/events/heartland-byways-conference/>

Registration: <https://www.travelks.com/travel-industry/events/heartland-byways-conference/registration/>

Exhibitor and Sponsorship Form: <https://www.travelks.com/travel-industry/events/heartland-byways-conference/sponsorship-form/>

**\* The Heartland Byways Conference is a biannual conference hosted between 3 states for the national byway community: Iowa, Kansas and Nebraska**

The nearest major airport is **Kansas City International Airport (MCI / KMCI)**. This airport has international and domestic flights from Kansas City, Missouri and is 17 miles from the center of Leavenworth, KS.

For additional information contact Lisa Hecker, Kansas state byway coordinator at [Lisa.Hecker@ks.gov](mailto:Lisa.Hecker@ks.gov) or Sharon Strouse, NSBF Executive Director, [sharon.strouse@nsbfoundation.com](mailto:sharon.strouse@nsbfoundation.com), 330-231-3468.

WE'LL SEE YOU IN  
LEAVENWORTH!



**Next NSBF Webinar:**

## **Elements of a Good Byway Website**

**April 13, 3:00pm Eastern Time**

Sign up at [nsbfoundation.com](https://www.nsbfoundation.com). Registrants will receive the link to the recording and a copy of the materials following the webinar. First 100 registrants accepted.

**Cost – \$35 for non-NSBF members; free for NSBF members**

# ELEMENTS OF A GOOD BYWAY WEBSITE

April 13, 2022  
3pm EDT



Leslie McLellan  
Tourism Currents



Stephanie Liskey  
Sailforth Productions

In today's challenging digital environment, a solid byway website is a must-have. It means that YOU control your byway's most important online presence and source of information, not some other entity like Facebook (no, a Facebook Page should not act as your website) or Google.

What goes into making and maintaining this "solid" website? What are the essential components and content needs for a basic site that meets modern standards, and what are a few extra bells and whistles that are good to have when you're ready?

Join us as a professional website designer, and a tourism pro who has helped build and run several destination marketing websites, step you through the various elements of a byway website that will work best for you.

A webinar recording and handouts will be available for all registrants.

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[Read our March Newsletter for more current byway news](https://nsbfoundation.com/about/newsletter/) and information about IPW participation for byways (<https://nsbfoundation.com/about/newsletter/>)

[Sign up for our email Newsletters and Byway News Special Editions](https://nsbfoundation.com/about/newsletter/) (<https://nsbfoundation.com/about/newsletter/>)



# Join NSBF in 2022!

At the NSBF office, we are valiantly trying to focus on Annual Memberships rather than rolling memberships through the year. If you or your organization has not paid a membership since October 2021, then we don't have you as a 2022 member. Please contact me if you have any questions about your membership, need an Invoice, or anything else. Thank you, [sharon.strouse@nsbfoundation.com](mailto:sharon.strouse@nsbfoundation.com)

The Byway Community can be stronger with your support and input. Your membership is a quantifiable measure of the broad support across America for the [vision and mission](#) of the National Scenic Byway Foundation as the *The National Voice of Scenic Byways and Roads*.

By becoming a member or a sponsor of NSBF you are supporting the collective "Byway Community" by:

- Advocating for on-going federal funding support for the National Scenic Byway Program
- Providing expert advice and mentoring for Byway Leaders
- Providing education, webinars and training to the Byway Community

To Join: Click on [www.nsbfoundation.com](http://www.nsbfoundation.com), go to the '[Become A Member](#)' page, select your preferred membership category and either pay online by PayPal or send a check to the National Scenic Byway Foundation Office with your completed [Membership Form](#), PO Box 212, Millersburg, OH 44654-0212.

Contact [sharon.strouse@nsbfoundation.com](mailto:sharon.strouse@nsbfoundation.com) to inquire about sponsor or donor opportunities.



*Sharon*

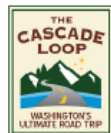
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The National Voice  
of Scenic Byways  
& Roads



NSBF office Log Cabin

## Thank You! To Our Generous NSBF Newsletter Sponsors!





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**Our mailing address is:**

PO Box 212, Millersburg, OH 44654-0212

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