

Conference Welcome

*all times in CST **events and times subject to change. Current as of Sept 16, 2026.

Tuesday, October 6 th		
9:00 AM	Organizational Meetings (by invite only) Exhibit Set-up: 1-4 at the E. W. Civic Center	TBD (rep from NSBA)
2:00 PM	Registration Opens	Southland Casino & Hotel
5:30 PM	Shuttle Service begins to Sultana Disaster Museum	From Southland Hotel
6:00 P.M.	Welcome Event hosted by Arkansas Great River Road and Arkansas Division of Tourism	Sultana Disaster Museum
8:30 P.M.	Welcome Event Ends & Return Shuttle resumes	Sultana Disaster Museum

Conference Agenda

Wednesday, October 7 th		
7:30 A.M.	Registration Opens	Eugene Woods Civic Center
7:30 A.M.	Shuttle Service Begins to Civic Center	From Southland Hotel
8:00 A.M.	<u>Pre-Sessions:</u> MRPC – Orientation by Invite – Barnet Byway First-Timers Orientation – Strouse	Eugene Woods CC Breakout Rooms – tbd
8:30 A.M.	Story Clark – TravelStorys	Eugene Woods Main Hall
9:00 A.M.	Session 1: Opening & Welcome Arkansas Welcome – Kim Williams & William Reynolds MRPC Welcome: John Anfinson, MRPC Pilot NSBA Welcome: Lenore Bates, NSBA President Session sponsor: American Road Magazine	Eugene Woods Main Hall Keynote: Jennifer Wilding – Community Engagement Advisor, Federal Reserve Bank of Kansas City - “The Byways Report”
10:15	BREAK and meet Exhibitors	Eugene Woods Civic Center
10:30 A.M.	Session 2: Elevating the Journey: Strategies for Unforgettable Byway Visitor Experiences Moderator: Wanda Maloney	Eugene Woods Main Hall Presenters: Rhys Martin George Ivey John Anfinson
12:00 P.M.	Lunch Moderator: Kim Foster, NSBA Board Blue Ridge Parkway – Story of the Hurricane Helene Recovery & Resiliency	Eugene Woods Main Hall Presenter: George Ivey for Superintendent Swartout, NPS
1:30 P.M.	Session 3: From Sea to Shining Sea, Best Practices in Byway Marketing: State Tourism Marketing Representatives Moderator: Greg Marshall	Eugene Woods Main Hall Presenters: Rosa Cavazos, Kansas Tourism Hannah Collins, Maine Tourism Sharon Calcote, Louisiana Tourism
2:45 P.M	Break & Meet with Exhibitors	Eugene Woods Civic Center

3:00 P.M.	Session 4: Rapid-Fire Byway Best Practice Ideas Meet with NSBA Award Winners Moderator, Sheila Scarborough Session Sponsor: Overlook Maps	Eugene Woods Main Hall – round table area All NSBA National Award Winners recognized from 2023-2026
4:45 P.M.	Closing Comments – Intro to Evening Event	Civic Center – round table area
4:50 P.M.	Shuttle Service Resumes to Southland	Eugene Woods Civic Center
6:00 P.M. – 8:30-ish	100th Anniversary US Route Hwy Celebration - Byways Across America: A Road Trip Rally BBQ dinner, Silent Auction, Networking & Activities! Hosted by: National Scenic Byway Association	Eugene Woods Civic Center – Outside Tent
Thursday, October 8th		
7:30 A.M.	Shuttle Service Begins to Civic Center	Southland Casino & Hotel
8:00 A.M.	Pre-Sessions: Byway First-Timers Orientation - Strouse	Eugene Woods CC Breakout Room
8:30 A.M.	Thomas Repp – American Road Magazine	Eugene Woods Main Hall
9:00 A.M.	Session 5: Unlocking Powerful Partnerships Moderator: Sharon Strouse Lenore Bates – Colorado’s Byway Design Guidelines & Introduction of State Byway Coordinators, State Tourism and DOT Staff Ideas – ranking – priorities – how to make it happen. Recommendations to be shared at the Oct. Byway Tourism Collaborative Session Sponsor: Colorado’s Scenic & Historic Byways	Civic Center – Round Tables Table Discussions and Documentation: Seat by Assigned State/Regional Tables, Led by State Byway Coordinators & State Tourism/DOT Representatives (Members of the NSBA State Byway Tourism Collaborative)
10:45 A.M	BREAK	Eugene Woods Civic Center
11:00 A.M.	Session 6: Byway Research Partners: Charting the Future – Gaps/Missing Pieces for Byways Moderator: Michael McClanahan, NSBA Vice President	Civic Center Main Hall Panelists* - see page 6 Jennifer Wilding, Fed Reserve Bank Tziporah Feldman, Scenic America Richard Record, TRB colleague Mark Kross, TRB colleague
12:00 P.M.	Recognition Lunch	Civic Center – Round Tables
1:15 P.M.	Session 7: Boost Byway Visibility: Emerging Tech Strategies for Byway Message Outreach Moderator: Glenda Ferguson, NSBA Board Member & Secretary Session Sponsor: Tourism Currents	Eugene Woods Main Hall Presenters: Stacy Brown – Foster Relations Leslie McLellan – NSBA Marketing Adam Riggs – Overlook Maps
2:15 P.M.	Break – Meet with Exhibitors	Eugene Woods Civic Center
2:30 P.M.	Session 8: National Byway Partnerships:	Eugene Woods Main Hall

	The Future of Byways Together Moderators: Anne Lewis, MRPC Past Pilot and Christopher Sieverdes, NSBA Past President	Panelists* - see page 6 Catherine Prather - NTA KC Craven - BLM Bayly Hassell – Brand USA Toby Bloom – USFS Rhys Martin - NTHP
3:45 P.M.	End of Day (Shuttle Service Resumes)	Eugene Woods Civic Center
	Post Session: NSBA & MRPC joint meeting (by invite)	Eugene Woods Civic Center
Until 4:30 P.M.	Meet with Exhibitors Exhibit Tear Down	Eugene Woods Civic Center