



COLORADO BYWAYS SYMPOSIUM 2024

May 1-4, 2024

**San Luis Valley & Alamosa,
Colorado**

www.colorado-byways-symposium-2024.com



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WELCOME

Thank you for joining us to celebrate at the Colorado Byways Symposium 2024.

Colorado Byways Symposium 2024 is expecting patrons from across the State of Colorado, across the United States and a special delegation visiting from the Japan and Hokkaido Scenic Byways. The event is hosted by the Los Caminos Antiguos Scenic and Historic Byway, overseen by the Sangre de Cristo National Heritage Area. The National Scenic Byways Foundation (NSBF) has sponsored and promoted this event nationally. During the week, Symposium attendees will be visiting numerous sites throughout the San Luis Valley. Wednesday, attendees will be viewing our unique dark night skies, on Thursday, we will travel the Los Caminos Antiguos Scenic and Historic Byway, and Friday will be numerous breakout sessions throughout the day followed by the Sangre de Cristo National Heritage Area's Annual Cinco de Mayo Block Party! On Saturday, participants can learn and volunteer at the Rio Grande Farm Park.

Again, thank you for joining us at this event!

Colorado Scenic and Historic Byways Commission
Lenore Bates, Colorado Byways Program Manager
Julie Chacon, Host, Sangre de Cristo National Heritage Area
Alina Marquez, Events Coordinator, Sangre de Cristo National Heritage Area



REGISTRATION

In-Person Registration available during limited times at the Hampton Inn, 710 Mariposa St, Alamosa, CO 81101, and then at event locations. A poster board will be available in the Hampton Inn lobby providing the event agenda and locations.

AGENDA

WEDNESDAY, MAY 1, 2024 - EVENING KICK-OFF/WELCOME EVENT

- | | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4:30-5:45 PM | Registration - Hampton Inn Lobby |
| 6:00-8:00 PM | San Luis Valley Museum
401 Hunt Ave #2658, Alamosa, CO 81101
Tacos Martinez Food Truck (Dine-On-Your-Own) |
| 6:15 PM | Welcome Colorado Byways Symposium 2024 Attendees |
| 6:20 PM | Presentations: San Luis Valley Go Dark Skies, Dani Robben |
| 7:45 -800 PM | Caravan to Alamosa National Wildlife Refuge |
| 8:00-9:30 PM | Alamosa National Wildlife Refuge
9383 El Rancho Lane, Alamosa CO 81101
www.fws.gov/refuge/alamosa |
| 8:00 PM | Constellation Tours, Dani Robben & Matt Nehring |
| 8:20-9:30 PM | Telescope Viewing & Stargazing |

THURSDAY, MAY 2, 2024 - COMMUNITY TOURS

7:00-8:00 AM	Breakfast at Hotel
7:00-8:00 AM	Registration - Hampton Inn Lobby
8:00 AM	Leave Hampton Inn by Bus & Carpool Download/Play TravelStorys for roadtrip (<i>scan QR code</i>)
8:45 AM	Antonito, CO
9:15 AM	Locations: Warshauer Mansion, Cumbres and Toltec Train, History of Warshauer Mansion and SPMDTU, Barbara Darden
11:00 AM	Lunch: Parish, 6633 Co Rd 13, Antonito, CO Presentations: Joseph Torres-Slideshow, Tracks Across Borders Byway, John Porco, Continental Divide Trail, Jordan Williams, Labyrinth, Armondo Marquez
11:10 AM	Presentation Joseph Torres-Slideshow
11:15 AM	Tracks Across Borders Byway, John Porco Continental Divide Trail, Jordan Williams Labyrinth, Armondo Marquez
12:00 PM	Visit Our Lady of Guadalupe Church & prayer labyrinth
12:15 PM	Leave Antonito
1:00 PM	San Luis, CO - Sangre de Cristo Heritage Center, 401 S Church Pl, San Luis, CO 81152 Presentation: History of San Luis/La Vega/La Sierra/Acequias, Lawrence Pacheco
3:30 PM	Fort Garland, CO - Fort Garland Museum, 29477 CO-159, Fort Garland, CO 81133 Presentations: <ul style="list-style-type: none">• Buffalo Soldier, Johnny Valdez• Maestas Case, Katie Dokson & Martin Gonzales• Native Enslavement, Eric Carpio• TravelStorys, Alexandra Miller & Todd Bachmann
5:30 PM	Load Bus to Return to Hotel
5:30-7:30 PM	Dinner On Your Own
8:30 PM	Great Sand Dunes National Park, 11999 State Highway 150 Mosca, CO 81146 Presentation by Patrick Myers



Optional Trip Note: Great Sand Dunes NP entrance fee is not included. Dress warm and bring a jacket.

The program will include a couple of songs on guitar, a presentation with images and video clips, a time for participants to view and touch little pieces of the Moon and Mars, and then weather permitting I'll point out some constellations with a laser pointer. The total time for the program is 1 hour or less.

FRIDAY, MAY 3, 2024 - MAY 3 SYMPOSIUM SESSIONS & CINCO DE MAYO BLOCK PARTY

- Parking:** Adams State University, McDaniel Hall Parking Lot,
1500 First St, Alamosa, CO 81101 (see map for parking)
- Buildings:** McDaniel Hall (MCD) & Student Union Building (SUB) (directly across street)
- Event WIFI:** Username: CDOT2024 | Password: 2024CDOT
- 7:00-7:45 AM Breakfast at Hotel
- 7:00 AM-Noon Registration - McDaniel Hall - Lobby
- 8:15 AM-4:15 PM Sessions at Adams State University
- 8:15 AM Scenic Byways Panel Session, SUB Carson Auditorium
“What lies ahead for Scenic Byways?”
Panel Moderator: Mike McClanahan
Panel Members: Mark Falzone,
Wanda Maloney, William Keenen, Julianne Krogseng

Session Theme/Building & Room

- A. Promotion - Student Union Building - SUB Carson Auditorium
- B. Protection - Student Union Building (SUB 309 Room)
- C. Partnerships Sessions - McDaniel Hall (MCD 101 Room)
- D. Placemaking Sessions - McDaniel Hall (MCD 201 Room)

9:30 AM

1st Sessions:

- 1A. Honoring the Native American Footprint on Landscapes, Kelli Hepler
- 1B. Viewsheds Along Scenic Byways, Liia Koiv Haus
- 1C. Partners in Stewardship, Colorado Tourism Office & Leave No Trace, Barbara Bowman
- 1D. Placemaking Strategies for Preserving Community Character, Mark Falzone

10:45 AM

2nd Sessions:

- 2A. How to Achieve Great Interpretation, Kelli Ortiz
- 2B. More Than a Pretty View: Scenic Byways Along Conserved Lands, Linda Lidov, Adam Beh, Joel Nystrom, and Susan Pierce-Platais
- 2C. Cultural Landscape Training Path, Amanda Grace Santos
- 2D. Byway Interpretation: Top Ten, Paul Caputo and Sharon Strouse

12:00 PM Lunch, Student Union Building (SUB) Banquet Rooms

1:00 PM Colorado & National Awards (See Awards)
Japan Scenic Byways Presentation
Student Union Building (SUB) Banquet Rooms

2:00 PM

3rd Sessions:

- 3A. The Greatest Reasons to Know and Leverage National and Regional Tourism Associations, Heidi Pankow and Julianne Krogseng
- 3B. Great Sand Dunes National Park - Transportation/Visitor Use Management/NP Overview, Andrea Compton
- 3C. Beautifying Tennessee's Byways, Mike McClanahan
- 3D. The Alliance of National Heritage Areas, Sara Capen and Julie Chacon

3:15 PM

4th Sessions:

- 4A. Byway Visitor: It's Time to get Personal!, Wanda Maloney and Leslie McLellan
- 4B. Colorado EV-Friendly Scenic Byways: Past, Present, & Future, Michael King
- 4C. Outdoor Partnerships Synergies: Alpine Loop & Silver Thread, Kristie Borchers and Jim Lovelace
- 4D. Beyond the viewshed - the Byway as a force for conservation, David Miller

5:00-8:00 PM Downtown Alamosa Cinco de Mayo Block Party
Dinner On Your Own (See Dining Map)

Caminos del Valle-Youth-led Walking Tour:

- **Tour 1 (meets at 6p.m. at Friars Fork)**
Jamie and Bristol will talk about Friars Fork and Courthouse
- **Tour 2 (meets at 7p.m. at Baptist Church)**
Gus and Anaya will talk about the Church and Emperius Building Building/Milagros
- **Tour 3 (meets at 8p.m. at the Brewery)**
Graham and Kyra will talk about the Brewery/Old Bank and Rialto Theater

SATURDAY, MAY 4, 2024 - RIO GRANDE FARM PARK CLEANUP & PLANTING

10:00 AM - Noon Rio Grande Farm Park, 6935 CO-17, Alamosa, CO 81101

At the core of Rio Grande Farm Park lies the synergy of Preservation and Creation, embracing the preservation of the San Luis Valley's agricultural heritage, precious water resources, and open public spaces, while cultivating economic development, healthy living practices, and educational opportunities. Our thriving space encompasses family and commercial farming plots, inspiring educational programs, and rewarding volunteer opportunities.

AWARDS

Colorado Byways & National Scenic Byway Foundation

Colorado Scenic & Historic Byways Awards

- Protection Award - Conserving Colorado: A 10-year Roadmap for the Future of Private Land Conservation, Keep It Colorado
- Partnerships Award - Colorado Electric Byways, Colorado Department of Transportation, Colorado Energy Office, Colorado Tourism Office
- Promotion Award - ColoradoByways.com, Colorado Tourism Office & History Colorado
- Placemaking Award - Restored Byway Organization, Leadership, and Efforts, Pawnee Pioneer Trails

National Scenic Byway Foundation Awards

- Amish Country Byway - Heritage Partnership, Leveraging Resources
- Cayuga Lake Scenic Byway - Cayuga Blueway Trail, Byway Enhancement
- Colorado Byways Collection - Traveling Photo Exhibit, Communications
- Kentucky Great River Road - Kentucky Great River Road Solar Eclipse, Communications
- Lakes to Locks Passage - War of 1812 Turning Point, Visitor Experience
- TN & NC Byway Collections - Mountain Byways of TN & NC E-Guide, Interpretation
- Upper Delaware Scenic Byway - Upper Delaware Shad Fest, Festival of the Founding Fish, Partnership

SPEAKERS & PLANNING COMMITTEE



Adam Beh

Experienced conservation and development professional with significant programmatic and executive leadership capacity. Consistently raising funds from a diverse set of public and private sources. Comfortable building a diverse team of scientist-community mobilizers to implement land stewardship and applied research programs that realize tangible conservation and development outcomes across large landscapes. Skilled human dimensions researcher providing guidance to regional policy and management in multiple countries (USA, South Sudan, Kenya, Tanzania, Niger).

Always open to leading multi-day backpacking trips throughout the Rocky Mountains and Colorado Plateau to support good people in having meaningful and direct experiences in natural and sacred places.



Alexandra Miller

Alexandra is the Account Manager with TravelStorysGPS. Based in Denver, Colorado, she has a deep-rooted passion for travel and a keen interest in uncovering the hidden histories and untold stories of the places she visits. Alexandra understands the profound impact these narratives can have and is committed to enriching the traveler's experience by expanding the diverse array of stories available on TravelStorys™.



Amanda Grace Santos

Amanda Grace Santos was born and raised in Connecticut to Portuguese immigrants. She studied Archaeology at Boston University and has worked in the private, academic, and federal sectors. Her research interests include landscape formation processes, as well as tracking manifestations of community and the fluidity of public space during the transitional periods at the beginning and end of the Roman Empire, specifically in the Illyrian and Hispania communities in present day Montenegro and Portugal. Her archaeological work runs in tandem with her passion for justice and community, a passion which was cultivated by her Portuguese roots.

Climate justice and being an ally for Indigenous communities and others who have been silenced is a priority she brings to every endeavor both professional and personal.



Andrea Compton

Andrea Compton joins us from Great Sand Dunes National Park & Preserve, with the National Park Service, where she has served as the Superintendent since July 2023 (with a temporary assignment in early 2023 which was a wonderful introduction to the park). Prior to that, she worked at Cabrillo National Monument, where she served as the Superintendent for about seven years. Her experience also includes working at Joshua Tree National Park, where she served as the Chief of Resources Management (for both cultural and natural resources). She started her career with the National Park Service at Cabrillo National Monument as the Chief of

Natural Resources Management.

Prior to becoming a federal employee, she worked in various positions in academia in southern California, and worked as an environmental consultant in the Pacific Northwest. She holds a Master's Degree in Wildlife Biology from Colorado State University, and a Bachelor's Degree in Animal Ecology from Iowa State University.

www.nps.gov/grsa - We invite you to Discover America's Story: The National Parks



Barbara Bowman, Colorado Transportation Commission, District 7

Barbara was born and raised in Denver, Colorado and graduated from the University of Colorado with a B.S. in Recreation. She lived and worked in Germany for 8 years and has traveled extensively in the U.S., Europe, the Middle East, and East Africa. Her work experience includes management and sales in the travel agency, hotel, and destination marketing industry segments.

Barbara retired from Visit Grand Junction after 27 years and then took a position as Interim Executive Director for Visit Durango. She currently contracts with the Colorado Tourism Office working on the Care for Colorado program and International Inbound Travel.

Past honors include an appointment by the Governor to serve on the Colorado Tourism Office Board, being elected to the National Tour Association and Tour Colorado Board of Directors and President of the Rotary Club of Grand Junction. Some of her awards include the Colorado Individual Contribution to Tourism, Chairman's Award from the Colorado Tourism Office, Supplier of the Year for Colorado Meetings and Conventions Magazine, National Tourism Association Volunteer of the Year, and the Service Above Self award from the Rotary Club of Grand Junction.



Barbara Darden

My love for small vernacular buildings really developed growing up in Germany and small rural Texas towns. After graduating from high school, I enrolled at Texas A&M University to study Architecture, receiving my bachelor's degree in Environmental Design and another bachelor's degree in Building Construction. I went onto to graduate school and majored in Historic Preservation and Interior Architecture, receiving my master's degree in 1986.

After graduation, I worked in Fort Worth, restoring a WPA Coliseum, along with several small vernacular buildings dating from the early 1900s. Moving to Boston, I gained additional experience rehabilitating buildings from the 1770s, expanding my knowledge of older buildings, their historic characteristics and construction details.

In 1991, my husband and I moved to Colorado where I worked at several architectural firms, opening my own firm with one of my closest friends, Rick Scheuber, in 1999. Since 1999, I have driven millions of miles all over the State of Colorado. The special historic places in Colorado have touched my soul and driven me to seek out the important history and its impact on the local citizens of every building I have restored. My hope is that my work will take on a special meaning for its citizens and provide an opportunity for their children to experience its history and to reflect their cultural heritage.

Many of these small communities have buildings and sites that are important on a National Level such as the Amache Japanese Internment Site in Granada and the Ludlow Tent Site near Trinidad. These sites hold a very special place in my heart as their influence has a wide-reaching audience and impacted millions of people at the time, but have slowly slipped from people's knowledge, minimizing their importance.

I will continue to restore historic buildings, getting excited about each new project, as each new client infuses their excitement and passion into the process and we work as a team to implement their vision.



Dani Robben

Dani Robben works for San Luis Valley Great Outdoors, a collective impact nonprofit in the San Luis Valley. As Community Outreach Manager, Dani provides leadership, support, facilitation, and project management to several community collaboratives, including the SLV GO! Coalition, a Colorado Outdoor Regional Partnership. Dani also serves as Chair of DarkSky Colorado and is spearheading dark sky preservation efforts in Southern Colorado and working to establish the Sangre de Cristo International Dark Sky Reserve.

Prior to joining SLV GO! in 2021, Dani worked on trail crews with the Southwest Conservation Corps and Rocky Mountain Field Institute. Finding her passion for outdoor stewardship, she attended graduate school at Colorado State University and got her Master's in Conservation Leadership. She is thrilled to be living full-time in the Alamosa and enjoys spending her time running, mountain biking, and fly-fishing!



David Miller

David is the Executive Director of the Rangeley Lakes Heritage Trust (RLHT), a conservation organization and land trust in Rangeley, ME. His career path includes time as a woodworker, directing a wilderness program for young people internationally, and consulting with large organizations on leadership and change.

David is committed to “community conservation” by including peoples’ voices, interests, and concerns in their conservation work. RLHT is a conservation catalyst, and partners with others to conserve, restore and steward landscape-scale conservation in the one-million-acre Rangeley Lakes Region.

David is married to a poet, has two children and two grandchildren (who live in New Zealand) and loves people, mountains, rivers, and wildlife.



Eric J. Carpio

Eric J. Carpio is the Chief Community Museum Officer for History Colorado and the Director of the Fort Garland Museum & Cultural Center. At Fort Garland, he’s leading the museum toward a renewed vision centered on co-creating and elevating diverse voices through community engagement and collaboration.

Fort Garland was selected as a finalist for the 2023 National Medal, the nation’s highest honor for museums and libraries, by the Institute of Museum & Library Services. Recent exhibitions Unsilenced: Indigenous Enslavement in Southern, Merciless Indian Savages, and buffalo soldiers: reVision, have gained local, state,

and national recognition.

In 2019, Eric was selected as one of ten Senior Fellows for Diversity, Equity, Accessibility, and Inclusion (DEAI) for the American Association of Museums Facing Change initiative, to provide DEAI training, support, and leadership to museum boards across the country. Eric has a B.S. from Colorado State

University and a M.A. from Adams State University. He is an alumnus of the University of Denver’s Latino Leadership Institute (LLI) and the University of Pennsylvania’s Center for Social Impact Strategy (CSIS).



Fumi Kimura

Hello. My name is Fumi, formally Fumiko Gilger. (My English name is Nancy). I am a Japanese interpreter. I’ve lived in Colorado since 2012. I’ve been a translator and interpreter for 14 years.

I love nature in Colorado. I enjoy hiking in summer time. I also do Yoga, Pilates, swimming, running, etc.

I am a mother of two daughters.

Best regards, Fumi Kimura



Heidi Pankow,

**Tourism Project Manager, Visit Glenwood Springs
Colorado Scenic and Historic Byway Commission Chair**

Heidi Pankow has worked in tourism and marketing roles for over 30 years, with 12 years of specific experience in destination marketing and management organizations. She has been with Visit Glenwood Springs for 3 years. She sits on several industry boards and commissions, including the Colorado Scenic and Historic Byways Commission, Tour Colorado Board of Directors, and the Colorado

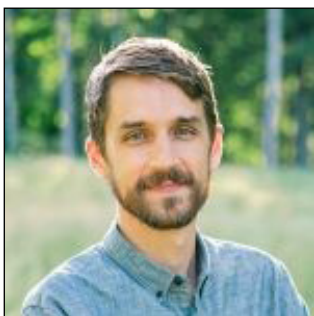
Tourism Office Inclusivity in Tourism Coalition. Heidi is a Colorado Tourism Leadership Journey Class of 2019 Alum and serves as a CTLJ Ambassador and Mentor. Heidi has been directly involved in the formation of several ground-breaking collaborations and tourism initiatives, including the Colorado Historic Hot Springs Loop and the Roaring Fork Valley Destination Alliance.

Heidi is a vital member of the small-but-mighty, two-person team that manages destination marketing and management for Visit Glenwood Springs. Her current duties include marketing, public relations and media relations, international marketing, content creation and management, social media management, tourism partner engagement, destination stewardship and DEIA initiatives and much more. She loves to travel, hiking and bicycling, and catching live music shows.



Jim Lovelace

Jim Lovelace has lived in the Gunnison Valley and worked for the Bureau of Land Management managing recreation on public lands since 2005. He is an avid runner, mountain biker, and wilderness lover who loves exploring the world with his wife and two daughters.



Joel Nystrom

Joel is a Conservation Project Manager for Colorado Open Lands where he focuses on the acequia communities in the San Luis Valley, and on expanding public recreation opportunities for Valley residents and visitors. Joel has worked for the Nature Conservancy and Colorado Parks & Wildlife and holds a Master of Environmental Management from Duke University and a B.A. in Sociology from Texas A&M University. After 10 years on the front range, Joel and his family made their escape and moved to the SLV in 2022. When he isn't running after his two young children, you can find Joel mountain biking, backpacking and fly fishing.



John Porco

John Porco is the Executive Director of the Tracks Across Borders Scenic and Historic Byway. He and his wife Becky Herman have lived in Pagosa Springs for 22 years, having moved there from Baltimore. Now retired, he worked for the US Department of Transportation for 32 years and then as an emergency

management consultant in private industry for another 16 years. In addition to volunteering for the Byway, he is active as a docent on the Cumbres and Toltec Scenic Railroad in Chama, NM, fulfilling his dream as a lifelong railroad fan and history buff.



Johnny Valdez

Johnny T. Valdez, is the CEO (founding member and principal partner) of AAGM, LLC (All Assets Global Management) an international administrative and investment company. A part owner of Tava Wu Cuttum, a landscape and irrigation contracting company who's administrative division (Native Executive Services) provides international administrative consulting with expertise in: Tribal / Native / Sovereign affairs, comprehensive reviews (admin., contract, legal and financial) and public speaking.

Keynote speaker: the First Nations Summit Prince George, BC, Canada, 2013, the Assembly of First Nations (AFN) Forum on Energy Vancouver, BC, Canada 2015 and 2016, Native American Financial Officer's Association (NAFOA) 34th Annual Conference Phoenix, Arizona, April 2016, the Governor's School Project - the Univ. of Colorado - Denver; Denver, Colorado, 2016-19 and the Colorado Student Leaders Institute (COSLI) Summer Program, 2016-19. Guest Lecturer: Willamette University-Indigenous Studies 2020-21

Mr. Valdez has recently helped Fort Lewis College establish an excellent N7 Games Program to provide Native culture and community participation to sporting events. He has also worked with multiple Museums and Schools providing local historical knowledge of the Ute Tribal Nations and the Buffalo Soldiers of the Southwest.

Mr. Valdez graduated as a valedictorian from Ignacio High School and pursued an education at the University of Arizona, Northern Arizona University and Fort Lewis College but did not get a degree. He spent his youth fighting wildfires with the Flagstaff Hotshots, the Southern Ute Interagency team and was the Crew Superintendent of the Ute Mountain Ute Type 1 team.

In April of 2018, he was hired by Tribal Foundation of Papua New Guinea as the Dir. of Resource Admin. He has consulted in building a sovereign trust fund for the Native people of PNG.



Jordan Williams CDTC

Jordan calls the Pacific Northwest home, but the sunshine and mountains have kept him in Colorado for over ten years now. After graduating from Gonzaga University in Spokane, WA, Jordan received his Master's degree from the University of Northern Colorado and currently lives in Fort Collins, CO with his wife and their Australian Cattle Dog. Jordan's professional background includes stints in college athletics, community recreation, and natural resources. While working for the Poudre Heritage Alliance (the nonprofit partner of the Cache la Poudre River National Heritage Area), his wife had the crazy idea to hike the Colorado Trail from

Denver to Durango with their dog. After 31 days of backpacking, Jordan had officially fallen in love with the Continental Divide. Now he looks forward to promoting and protecting that landscape throughout Colorado with Continental Divide Trail Coalition (CDTC). Jordan spends his free time volunteering in the Northern Colorado community, trail running with his dog, trying to become a better skier, and supporting his wife's love of rock climbing.



Julianne Krogseng

Julianne has a passion for the travel industry and a dedication to Colorado and all of the Western US states. She started her career in tourism working for the Tourism Office in Interlaken Switzerland and after moving to Colorado in 1997 continued her career being involved in various aspects of the hospitality and tourism industry. As the Director of Tour Colorado, she works with statewide industry partners prompting packaged and group travel to Colorado. The Grand Circle Association is where she focuses on the promotion of the Grand Circle states, Colorado, Utah, New Mexico, Arizona, and Nevada to domestic and international consumers. She

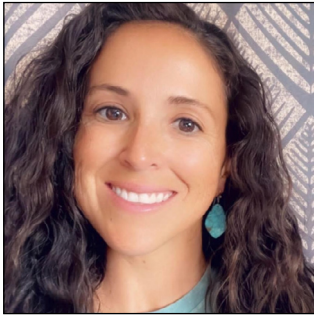
is the Executive Director of The Grand Circle Association. Having spent 11 years in Switzerland she is fluent in the French and German languages. These languages serve her well in her role of International Marketing Manager for ITM where she works at bringing in international tour operators to participate in the Go West Summit. Julianne loves to travel, enjoys the outdoors and spending time with her family.



Julie Chacon

I was raised between La Jara and Capulin, Colorado on my family homestead. I have family still in San Francisco, San Luis, Romeo and Capulin, all small communities in Colorado. We have traced our roots to Embudo, Las Tusas and El Rito, all small communities in New Mexico. I graduated from Centauri High School and attended Adams State University. I was previously the Financial Director at Sangre de Cristo National Heritage Area and have been the Executive Director for the past four years. We also oversee Los Caminos Antiguos Scenic & Historic Byway. I am also the Treasurer for the Alliance of National Heritage Areas in which

I also serve on their Finance, DEI, and the Heritage Development Partnership Committees. I also serve on the History Colorado Preservation Program Committee.



Kaite Dokson

Katie Dokson, a 7th generation resident of the San Luis Valley, holds a BFA in Sculpture from Penn State University and is a Bunton-Waller Fellow. She wears many hats as an artist, author, film producer, web and graphic designer, mother of four sons, and a small business owner in Alamosa, CO.

Her art piece commemorating the Maestas Case, which was America's first successful educational desegregation lawsuit won in Alamosa in 1914, was a top 10 finalist in the Friends of the American Latino Museum design competition. A modified version of her work was commissioned by History Colorado for the cover of 'The Colorado Magazine'. A third collage is on display in 'El Movimiento' exhibit and the permanent collection of the History Colorado Museum in Denver. She also serves on the Maestas Case Commemoration Committee.



Kelli Hepler

Kelli Hepler, a Colorado-based agritourism developer and marketing consultant, brings 35 years of experience in tourism. She has run her own business, crafting and promoting tourism products for clients and organizations. For two decades, Kelli has been a driving force in agritourism, creating award-winning programs for businesses in this field. In her two years with AIANTA, she has focused on developing Native Agritourism programs. These initiatives aim to connect guests with the land and its food through educational tours. Kelli's focus also includes linking culinary experiences with culture and promoting food sovereignty for Tribal Enterprises.



Kelly Ortiz

Kelly Ortiz received her Bachelors from Syracuse University in Arts and Sciences, a minor in Architectural Design, and a Masters Degree of Landscape Architecture from the State University of New York College of Environmental Science and Forestry.

She has lived in the San Luis Valley for over 30 years working for the U.S Forest Service, Bureau of Land Management, USAID in Malawi Africa, and Nationwide Enterprise Teams from Alaska and throughout the Continental US.

She has completed interpretive signing and educational programs for an elephant sanctuary in Africa, trail building projects in Savu Savu Fiji, project management for ecosystem and recreation planning in Northern and Southeast Alaska, and landscape designs for an expanding orphanage in China.

Kelly is a watercolor artist and has been nationally recognized for contributions as a Landscape Architect. She built partnerships with CDOT and other organizations by providing guidance on standards for highway construction. She has secured over 5 million dollars in grants for Scenic Byways, local municipalities, and provided downtown planning for pedestrian use.

Kelly is married with two sons and is a worldwide traveler. She is an avid outdoors enthusiast who enjoys skiing, backpacking, rock climbing and biking.



Kristie Borchers

Kristie Borchers is a Colorado native from the San Luis Valley. She graduated from Oregon State University. Kristie spent a decade working for the Rio Grande and San Juan national forests as a Conservation Education Specialist before relocating to Lake City where she runs the Main Street program and serves as a County Commissioner.



Lawrence Pacheco

Lawrence Pacheco is a lifelong resident of Costilla County, with family dating back to the original settlers in San Luis. He can trace my ancestors back to the 1700's in Espanola, New Mexico. He is a graduate of Adams State University and after 30 years retired from the Blanca Ft. Garland Community Center. He served as Costilla County Commissioner for 8 years before being term-limited and served on numerous boards including the Sangre de Cristo Natural Heritage Area.



Lenore Bates

Lenore Bates is the Colorado Byways Program Manager for the Colorado Department of Transportation. As the Colorado Byways Program Manager since 2010, she works with 26 Colorado Byways, a 17-member governor-appointed Colorado Scenic and Historic Byways Commission, as well as various agencies and organizations to provide integrative support, guidance, and training. She is a veteran of the U.S. Army and Colorado Army National Guard and holds a BS and an MBA. She and her husband have been successful small business owners for over 30 years. She has a 17-year-old daughter that loves National Parks. A fifth-generation Colorado native, Lenore enjoys travel near and far, many outdoor activities, reading, cooking, and Colorado history.



Leslie Saint McLellan

Leslie Saint McLellan is a tourism marketing professional living in Whitefish, Montana with a few decades of experience in destination marketing (mostly in Southern California).

Leslie has built two award winning destination marketing organizations in California, worked for Hilton Hotels and several hotel management companies. She currently is a marketing consultant for 2 resort hotels, as well as Lake Arrowhead Village, CA. Leslie retired as a partner in Tourism Currents, the training partner for the National Scenic Byway Foundation (NSBF), after 12 years at the end of 2023. She is a member of the NSBF's Communication Committee as well as a new member of their Board of Directors.

Leslie has a BA in English/Creative Writing, has been in the travel and tourism industry since 1981, and is still learning every single day.



Liia Koiv-Haus

Liia Koiv-Haus is a Landscape Specialist in the Environmental Programs Branch at the Colorado Department of Transportation. She has an undergraduate degree in Environmental Policy from Middlebury College and a dual masters degree in Landscape Architecture and Planning from the University of Colorado - Denver. Liia currently serves as an Alternate Member on the Denver Board of Adjustment for Zoning and as an Officer for the American Society of Landscape Architects (ASLA) Landscape and Land Use Planning Professional Practice Network, where she writes blog posts related to balancing technological developments with

conservation and innovation in planning. In her free time Liia enjoys rock climbing, skiing, cooking and gardening with native plants.



Linda Lidov

Keep It Colorado

Director of Membership and Communications

Linda's background is in building strategic communications initiatives, managing programs and developing partnerships within the nonprofit, philanthropy, government and private sectors. Her work has advanced initiatives in land, water and energy conservation; outdoor stewardship; workforce development; and social and economic justice.

At Keep It Colorado, a membership of 56 land trusts, public agencies, and conservation professionals and nonprofits focused on land, water and wildlife conservation, Linda leads communications, membership, and diversity, equity, inclusion and justice (DEIJ) initiatives. Her robust communications program supports all functions of coalition work, from community outreach and fundraising to policy advocacy and partnership-building. With a special affinity for storytelling, Linda's work elevates the work of conservation organizations and the public benefits this work provides.

Linda was instrumental in developing "Conserving Colorado: A 10-year Roadmap for the Future of Private Land Conservation" in collaboration with the conservation community. She also played a central role in designing Keep It Colorado's Transaction Cost Assistance Program, which has given more than \$1.2 million in grants to land trusts since 2021, thanks to Great Outdoors Colorado (GOCO) investments. In partnership with the Land Trust Alliance, Linda helps to build and deliver a DEIJ program to support land trusts, including grant awards, learning sessions and a leadership cohort, under a 3-year grant from GOCO.

A lifelong Coloradan, Linda loves the diversity of Colorado in all its forms. She earned a Bachelor of Arts in French from the University of Colorado; speaks fluent French; and enjoys gardening, hiking, traveling, and time with family and friends.



Mark Falzone

President

Mark Falzone was selected to serve as President of Scenic America in April 2017.

Since his arrival, Scenic America has increased its investment in lobbying, research, communications, and additional tools to further the organization's mission. As a result, for the first time in its history, in 2019 Scenic America authored and passed a bill through Congress to revive the National Scenic Byways Program. Scenic America also led the way to ensure that the byways program received its first dedicated funding in nearly a decade, and has helped secure a total of nearly \$50 million in program funding altogether.

Additional successes followed these byways victories, as Scenic America defeated a billboard industry-sponsored amendment that would have gutted the Highway Beautification Act. In 2021, Scenic America also played a leading role in the development of an amici curiae brief in *City of Austin v. Reagan National Advertising*, in which the U.S. Supreme Court sided with the city of Austin to affirm the constitutionality of its ban on digital billboards.

Under Mark's leadership, Scenic America also made additional progress in its campaigns for the undergrounding of utility infrastructure. The Infrastructure Investment and Jobs Act, signed into law in November 2021, includes support for three undergrounding-related provisions championed by Scenic America. The legislation also includes flexible funding for programs in gateway communities, another of Scenic America's key priorities.

For its significant accomplishments in the revival of the scenic byways program, Scenic America was recognized by the America Society of Association Executives (ASAE) with the 2020 "Power of A" Gold Award. Scenic America won a second "Power of A" Gold Award in 2021 for its work to secure byways funding. ASAE awarded Scenic America a 2022 Gold Circle Award for its media and public relations campaign promoting scenic byways. Mark was also appointed to the Route 66 Centennial Commission by President Joe Biden.

Prior to his arrival at Scenic America, Mark served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures, he was twice elected to the Executive Committee.

Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government. He resides in Prince George's County, Maryland, where he recently launched a new chapter of Scenic America.



Judge Martin A. Gonzales

Judge Gonzales is a fourth-generation resident of the San Luis Valley. He obtained his JD from the University of Colorado Law School in 1978. He engaged in an extensive private civil practice until his appointment to the bench. He was the first Hispanic County Judge for Alamosa County, Colorado. Appointed in 2007 He became the first Hispanic District Court Judge for the 12th Judicial District which encompasses the whole of the San Luis Valley. His position as District Court judge makes him a successor judge to Judge Holbrook, who issued the order in the Maestas Case. He is now retired and with the Senior Judge program for the Judicial Branch. He is the chairperson of the Maestas Case Commemoration Committee and a member of the Colorado Council on Restorative justice.



Matt Nehring, Ph.D.

Adam State University Faculty, Aug 1998 - Present

Department Chair of Engineering and Computer Science, Program Chair of Computer Science/Mathematics, Program Chair of Geoscience, Professor of Physics.



Michael King

Michael King is the Assistant Director of Electrification & Energy for the Colorado Department of Transportation's Office of Innovative Mobility. In this role he specializes in program and policy development for vehicle electrification, alternative fuels, and other emerging transportation technologies.

During his decade with CDOT, Michael has worked on a variety of projects ranging from the development of the 2040 Statewide Transportation Plan, management of Colorado's allocation of the Volkswagen Settlement, and the creation of the Mobility Choice Blueprint for the Denver Metro. His current focus areas include the expansion of the statewide DC fast-charging network via the National EV Infrastructure (NEVI) program, the integration of zero-emission vehicles into transit agency fleets through the state's Clean Transit Enterprise, and support for the transition of medium- and heavy-duty vehicle fleets to zero emission options under the Colorado Clean Truck Strategy.

Prior to joining CDOT, he studied International Development with a focus on Sustainable Urban Development at the University of Denver's Josef Korbel School of International Studies and spent three years working for nonprofit and government agencies in Latin America.



Michael McClanahan

Michael McClanahan serves as the Tennessee Scenic Roadways Coordinator and has been with TDOT's Highway Beautification Office since November 2016. Previously, Michael served as the City Manager for both the Town of Kingston Springs, Tennessee and the City of Clifton, Tennessee. He holds a Master of Public Administration from George Mason University and is both a Tennessee Certified Economic Developer and a Certified Municipal Finance Officer. Michael is a volunteer firefighter with the Williamson County Rescue Squad and lives in rural Williamson County, Tennessee with his wife and 2 children.



Patrick Farmer Myers NPS

Park Ranger, Interpretation and Visitor Services

Great Sand Dunes National Park and Preserve 11999 State Highway 150 Mosca, Colorado 81146

Extensive experience in all aspects of National Park Service interpretation, education, visitor services, events, web/social media, publications, museum management, and supervision of seasonal rangers and volunteers. Five years of volunteer experience at a nearby state historic site doing living history of

the Civil War/Indian Wars era, dressed in either traditional Cherokee clothing or US cavalry uniform. Registered citizen of the Cherokee Nation, a federally recognized tribe. Original paintings and music: <https://patrickmyerscornassel.myportfolio.com/>



Paul Caputo

Paul Caputo has been a member of the National Association for Interpretation's staff since 2002. Currently serving as Executive Director, his tenure with NAI has included such positions as Art Director, Communications Director, and Deputy Director. In addition to his role with NAI, Paul serves on the Board of Directors for the Colorado Society of Association Executives (CSAE) and hosts a podcast about minor league baseball logos.



Robyn Bardmesser

Robyn Bardmesser is an intern with the Multimodal Planning Branch of CDOT. She moved from New York City to Colorado to study Urban Resilience and Sustainability at CU Boulder after a two years working in financial research. She is excited to spend time in the San Luis Valley and learn more about the community and Scenic Byways



Sara Beilein Capen

Sara Beilein Capen is a visionary, collaborative, and results-focused national executive leader with a proven success record in identifying challenges and providing large-scale infrastructure solutions on a city, regional and national level that drive economic development. In addition, she has skillfully designed and implemented tourism heritage products that have improved inclusivity and driven substantial economic advancement for over a decade in Niagara Falls. These transformative initiatives have been accomplished through overcoming complex hurdles and navigating a bi-partisan political environment, along with advocating

for culture-centric solutions to protect, connect, and promote people and places that bring America's stories to life across the United States..



Sharon Strouse

Sharon Strouse has been involved with the National Scenic Byway program since 1997. As Executive Director of NSBF, she leads our member driven nonprofit organization to be the ‘National Voice of Scenic Byways and Roads,’ along with our national partners. Supporting byway leaders to protect and enhance their byway resources has been her aspiration. Through planning, fund-raising and education, she has gained experience at the local, state and national levels working with byways and byway leaders. After 30 years, Sharon is an Emeritus Professor with Ohio State University Extension, Community Development and owns a small business,

Design Impressions, in Millersburg Ohio.



Susan Pierce-Platais

Rio Grande Headwaters Land Trust
Executive Director

Coming back to the San Luis Valley as the Executive Director of the Rio Grande Headwaters Land Trust is full circle for Susan. Along with Cathy McNeil, Christine Canaly, and Karen Henderson, Susan is one of the original founders and first Conservation Director of RiGHT. The vision the four founders had back in 1997 of keeping The Valley’s working lands working, protecting our water quality and biodiversity with river/stream corridor and wetlands conservation, and preserving

our unique historical and cultural heritage, still serves today. Having spent 22 years in The Valley, Susan knows the SLV’s challenges, cultures, history, and ecosystems. Her favorite job title ever held is that of, “Mom”, and her three children, now in their 20s, are among the fifth generation of a Del Norte ranching family.

Susan herself is a multi-generational Coloradoan, originally from Greeley, who has been passionate about nature, her horses, and the out-of-doors since her earliest memories. Her time outside of work is spent hiking, backpacking, camping, biking and just being in nature alone or with loved ones.

Susan holds an M.S. in Natural Resource Management and a B.S. in Conservation Education & Biology with a secondary science teaching certification from Colorado State University. She has been an active Associate with CSU’s Center for Protected Area Management for nearly 10 years where she has been designing and instructing online and in the field capacity training courses. Susan’s career in nature and land conservation, field biology, community outreach and education spans over 30 years, 6 of which were in Africa and Latin America. This enabled Susan to learn French, Spanish, and Portuguese.

Susan is excited to be working with the team at RiGHT, current and future easement holders, and all the amazing partner organizations and people in the San Luis Valley once again. She and her husband, Gunars, are looking forward to being among their friends, family, and community in Del Norte.



Todd Bachmann

Extensive experience in all aspects of National Park Service interpretation, Todd comes from many years of producing audio for public radio, podcasts, and a tech-based startup. He loves the immersive opportunity TravelStorys provides for audio storytelling - the marriage of audio and technology to deepen our connection to the physical world around us.



Wanda Maloney

Wanda Maloney is the owner and founder of Corridor Solutions. She provides professional consulting services including policy, planning, and organizational development support for scenic byway organizations and state byway programs. She has been a leader in the industry since 1996 and a member of the Board of Directors of the National Scenic Byway Foundation. Ms. Maloney's experience includes work at the national as well as state and local program levels. Her areas of expertise include the byway visitor experience and corridor management planning. Wanda has served as a Byways Specialist for the America's Byways Resource Center and Program Coordinator for the Florida Scenic Highways Program. Through extensive field observation and research, she developed a three-stage model of the byway visitor experience that helps byway stakeholders understand and deliver high-quality experiences to travelers. Wanda holds an MA in Public Administration and a BA in History. She is a native of Baton Rouge, Louisiana, and lives in Winston-Salem, North Carolina.



Will Keenan,

FHWA Colorado Division, Air Quality/Climate/Research Program Manager

In this role, he works with the State DOT and Energy Office on the NEVI, CFI, and EVC-RAA IJJA Programs, serves as the Division's Research Coordinator, and works on program/project level air quality conformity. Prior to this role, Will was a Pathways Intern and Professional Development Program participant with the Wisconsin and Colorado Division Offices, respectively. Will received both his BA (Political Science) and MPA from the University of Wisconsin-Madison."

SCENIC BYWAY HOKKAIDO PRESENTERS



Ishida Haruo,
Chairman
Scenic Byway Hokkaido
Advisory Board



Kara Fumihiko,
Executive Director
Scenic Byway Resource
Center, JAPAN

Director General
Hokkaido Development
Engineering Center



Hashimoto Reina,
Route Coordinator
Hidaka Scenic Byway

Researcher
Hokkaido Development
Engineering Center



Ito Norihiro,
Member
Scenic Byway Hokkaido
Promotion Council

Senior Researcher
Hokkaido Regional
Development Bureau



Nakamura Koji,
Route Coordinator
Hakodate-Onuma-
Funkawan Scenic Byway

Deputy Director
Hokkaido Development
Engineering Center



Tomita Mami,
Route Coordinator
Teshio River Scenic Byway

Senior Researcher
Hokkaido Development
Engineering Center



Nagata Yasuhiro,
Route Coordinator
Kushiro Shitsugen-Akan-
Mashu Scenic Byway

Deputy Director
Hokkaido Development
Engineering Center

PRESENTATION DESCRIPTIONS

BEAUTIFYING TENNESSEE'S BYWAYS

A snapshot at how the Tennessee collection of Scenic Byways is using litter prevention, landscaping, pollinator habitat, and other programming to beautify their routes and enhance the visitor experience.

BEYOND THE VIEWSHED - THE BYWAY AS A FORCE FOR CONSERVATION

An interactive presentation and dialogue on the potential of the Byway as an opportunity to engage the community in conservation.

BYWAY INTERPRETATION: TOP TEN

Whether you are writing content for a byway brochure or choosing photography for an overlook kiosk, you are engaging in 'Byway Interpretation.' From Tangibles to Intangibles, Design Guidelines to Interpretive Techniques; join Paul and Sharon to learn about the Top Ten things that byway leaders need to know about Byway Interpretation. The National Association for Interpretation will share their opportunities to learn more about Interpretation and Interpretation Planning to meet your needs.

BYWAY VISITOR: IT'S TIME TO GET PERSONAL!

From URL to IRL, this session will help you get personal with your byway visitors. You'll learn who byway travelers are and what they like to do, but also how to discover who's behind the wheel on your byway and how to engage with them on a personal level. It's all about "stopping the scroll" online and connecting with your byway visitor - this session will help you be successful in doing just that.

COLORADO EV-FRIENDLY SCENIC BYWAYS: PAST, PRESENT, & FUTURE

The State of Colorado has been working since 2020 on a unique effort to ensure that all 26 of the state's Scenic and Historic Byways are accessible and supportive of visitors who use electric vehicles (EVs). The presence of EV charging along byways and at visitor destinations will allow more Coloradans to experience the state's byway network and bring economic benefits to the communities that host charging. Since 2020, 17 byways have earned the status of EV-Friendly based on the Colorado Tourism Office's definition, and new resources and partnerships are available to help address the remaining areas of the state. This presentation will explore the history, present status, and future opportunities provided by this program.

CONTINENTAL DIVIDE TRAIL

The Intersection of National Scenic Trails and Scenic Byways in Colorado: Learn about the Continental Divide National Scenic Trail as it relates to Colorado's Scenic Byways, which will provide opportunities to engage the public and protect our natural resources.

CULTURAL LANDSCAPE TRAINING PATH

The Cultural Landscape Training Path is a free and public tool created for professionals in land management, more importantly, those who wish to encourage larger involvement of Indigenous partners in projects on Ancestral lands. This tool consists of a collection of story maps hosted on ESRI that are organized as the introduction, the project and partnership building guide, the policy reference chart, and the accomplishments road map. This session will walk you through the training resource and begin a discussion about Indigenous led projects and how to build reciprocal partnerships for long lasting community impacts.

GREAT SAND DUNES NATIONAL PARK - TRANSPORTATION/VISITOR USE MANAGEMENT/NP OVERVIEW

Providing an overview to improve the quality of the visitor experiences and protect resources at Great Sand Dunes National Park & Preserve, through the use of Visitor Use Management tools and subsequent planning efforts. Eventual product will be a Transportation Plan, providing an informed decision for future access and transportation at the parks.

HONORING THE NATIVE AMERICAN FOOTPRINT ON LANDSCAPES

Discover 15 Cultural Protocols for visiting Native Homelands. Tribes balance tradition with visitor enjoyment. Follow conduct guidelines to respect sacred areas and artifacts. When creating Byway interpretive materials, prioritize accurate, respectful representation. Obtain tribal permission for any use of names or stories. Collaborate with tribes for authentic portrayal.

HOW TO ACHIEVE GREAT INTERPRETATION

Ways to Improve Presentation and Communication to Your Audience on Your Scenic Byways and Public Lands.

MORE THAN A PRETTY VIEW: SCENIC BYWAYS ALONG CONSERVED LANDS

Colorado's 26 Scenic Byways are designated as protected - however, designation doesn't control or influence what's happening on the lands adjacent to those byways. Many of the landscapes these roads pass through include private lands that are cherished for their wide-open views and natural beauty - from the quintessential farm and ranch lands, to crystal-clear rivers and streams, to steep mountain peaks, to expansive valleys and grasslands, to cultural and historic treasures. Many of these landscapes have been protected through partnerships amongst land trusts, open space agencies and landowners, often with support from Scenic and Historic Byways. Together, their work contributes to strong rural economies thanks to tourism that takes visitors through these scenic routes, while also delivering high ecological values to the public and to wildlife. This session will feature examples from land trusts and a public agency, and the role partnerships played in their success.

OUTDOOR PARTNERSHIP SYNERGIES: ALPINE LOOP & SILVER THREAD

Regional partnerships improve infrastructure on 2 scenic byways

PARTNERS IN STEWARDSHIP, THE COLORADO TOURISM OFFICE AND LEAVE NO TRACE

Come learn about the successful partnership between the Colorado Tourism Office and Leave No Trace, that has resulted in the development of the Care for Colorado Leave No Trace Principles, and the formation of the Care for Colorado Coalition, which is now over 170 organizations. The Coalition is dedicated to promoting responsible recreation by sharing pre packaged assets to visitors and residents developed, by the Colorado Tourism Office around the Care for Colorado Leave No Trace Principles. Learn about how you can become involved with the Care for Colorado Coalition, if you are from Colorado, and Leave No Trace, with members in Colorado, throughout the US and in 29 countries.

PLACEMAKING STRATEGIES FOR PRESERVING COMMUNITY CHARACTER

As towns and cities grapple with the effects of urban sprawl, unchecked development, and the advancement of outdoor advertising, communities are at risk of losing their visual character and the very things that make them unique. Luckily, there are methods and strategies that communities can employ to ensure they remain beautiful and thriving places to live, work, and play. Mark Falzone, president of Scenic America, will present 'Placemaking Strategies for Preserving Community Character' and provide actual examples of tactics that really work to prevent your town from turning into 'Anyplace, USA' and keep your communities attractive destinations for tourism and future economic development.

THE ALLIANCE OF NATIONAL HERITAGE AREAS

National Heritage Areas are a proven model of shared responsibility resulting in a cost-effective approach for the National Park Service to preserve, protect, and share the significant stories of America. We accomplish this through grass-roots coordination with local jurisdictions, non-profits and other private partners to invest in nationally significant sites that in turn spur regional economic development.

THE GREATEST REASONS TO KNOW AND LEVERAGE NATIONAL AND REGIONAL TOURISM ASSOCIATIONS

In this session you will learn about multiple tourism industry associations who offer opportunities and resources to reach visitors. Hear from industry experts about Tour Colorado, Brand USA, ABA, NTA, NTTA, and more! Find out where to access FREE visitor data and trends to help your byway secure grants, local governmental support, and show the value of your byway to stakeholders. Learn how to partner with your state's byways to attend or have representation at national and international trade and consumer shows.

THE INTERSECTION OF NATIONAL SCENIC TRAILS AND SCENIC BYWAYS IN COLORADO

Learn about the Continental Divide National Scenic Trail as it relates to Colorado's Scenic Byways, which will provide opportunities to engage the public and protect our natural resources.

THE TAYLOR FAMILY - A LOCAL HISTORY

PowerPoint and Lecture (Fireside discussion)

TRACKS ACROSS BORDERS

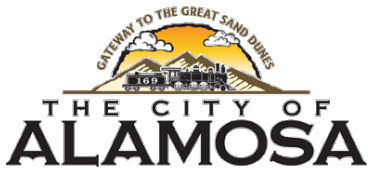
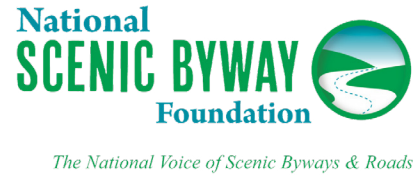
Discussion of the history, route, and cultural and historic attributes of our Byway.

VIEWSHEDS ALONG SCENIC BYWAYS

This presentation will provide an overview of a joint CDOT and consultant led effort to run viewshed analyses in GIS along all Colorado scenic byways. The resulting viewsheds will be integrated into an interactive online Visual Resource Repository. This repository will serve as a tool for scoping CDOT projects and as a local agency planning tool for byway conservation.

SPONSORS

Diamond Sponsors:



Gold Sponsors:



Silver Sponsors:



Copper Sponsors:



Special Sponsors:



SPECIAL ACKNOWLEDGEMENTS VOLUNTEERS

Thank you to those that have helped with the conference, including but not limited to these volunteers:

Talia Siens | Marty Hackett | Bonnie Davis | Tim Sandsmark
Maggie R Ferrendelli | Mahmoud Alarab

PRE-CONFERENCE MEETINGS

Location: Hampton Inn Conference Room

- May 1, 2024, 9:30 a.m. to Noon
Colorado Scenic and Historic Byways Commission Meeting (hybrid)
- May 1, 2024, 2 p.m. to 5:30 p.m. (approximately)
National Scenic Byway Foundation Board Meeting

HOTELS: FOR RATES, STATE COLORADO BYWAYS

- Comfort Inn \$99/night
Address: 6301 Hwy 160, Alamosa, CO
Phone: (719) 480-6023
- Fairfield Inn \$119/night
Address: 721 Mariposa St, Alamosa, CO
Phone: (719) 587-4000
- Hampton Inn \$119/night
Address: 710 Mariposa St, Alamosa, CO
Phone: (719) 480-6023

TIPS WHEN VISITING COLORADO



Drink Water - Before your trip to Colorado, and while you are here, drinking plenty of water is the best way to help your body adjust easily to our higher altitude.



Monitor Your Alcohol & Caffeine Intake - Alcohol and caffeine can increase dehydration.



Eat Foods High in Potassium - Foods such as broccoli, bananas, avocado, chocolate, granola, dates, dried fruit, potatoes, and tomatoes will help you replenish electrolytes by balancing salt intake.



Watch Your Physical Activity - The effects of exercise are more intense here. Get up and walk but limit strenuous exercise.



Pack for Sun - Bring sunglasses, sunscreen, lip balm, and/or hats.



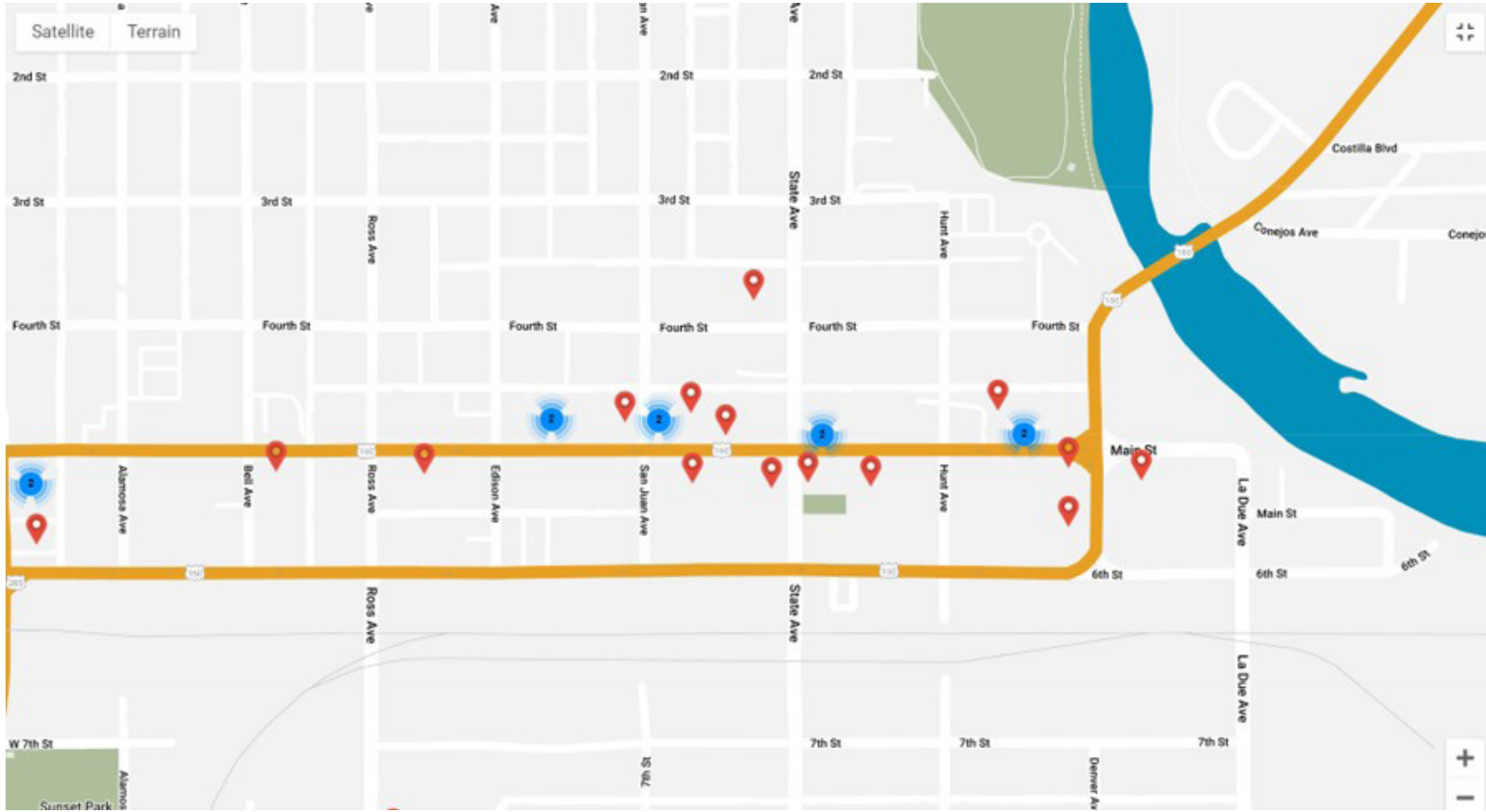
Dress in Layers - Check the weather in advance and pack appropriately. Daytime temperatures can be warm and hot, but then become very chilly and cold after sundown, particularly in the spring and fall. It is best to layer your clothing.

Enjoy Yourself!

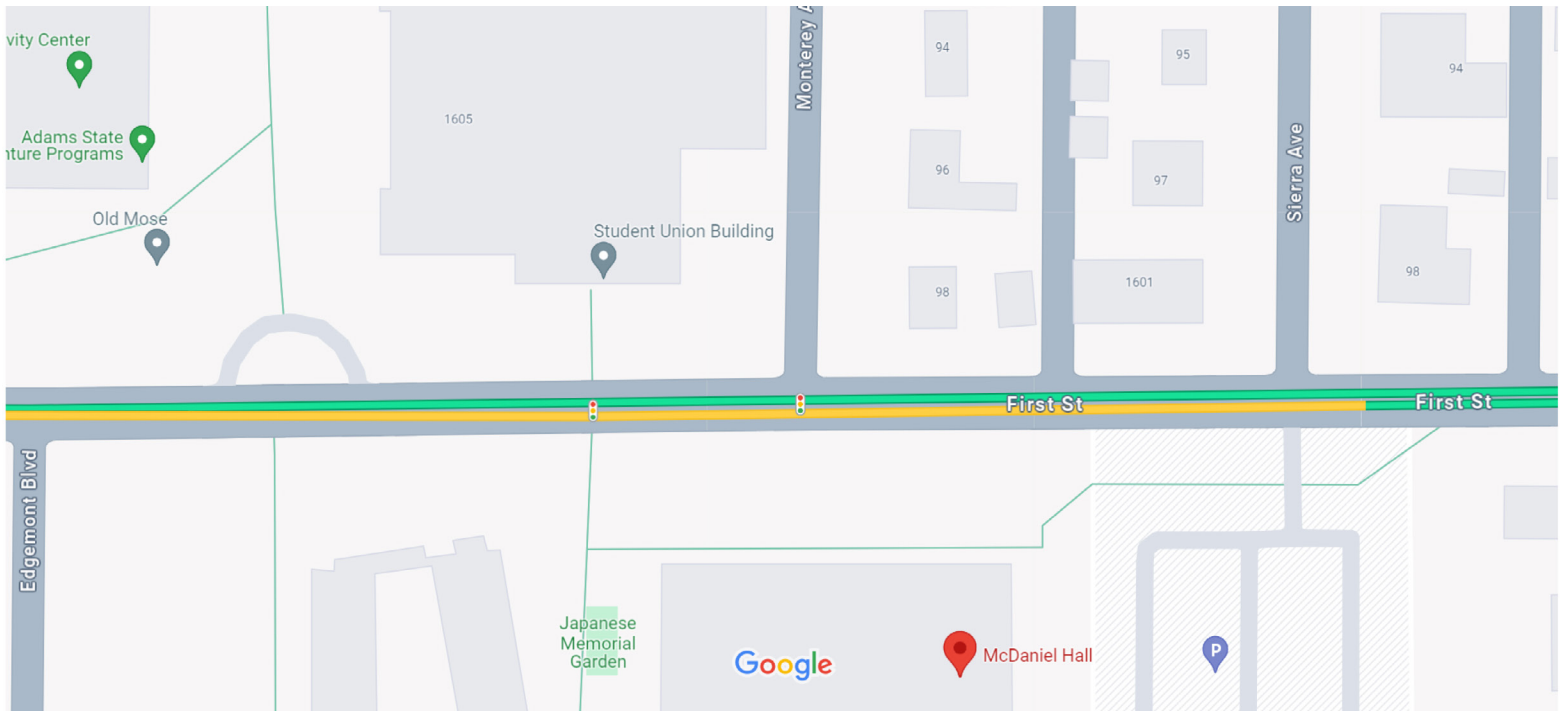
Los Caminos Antiguos



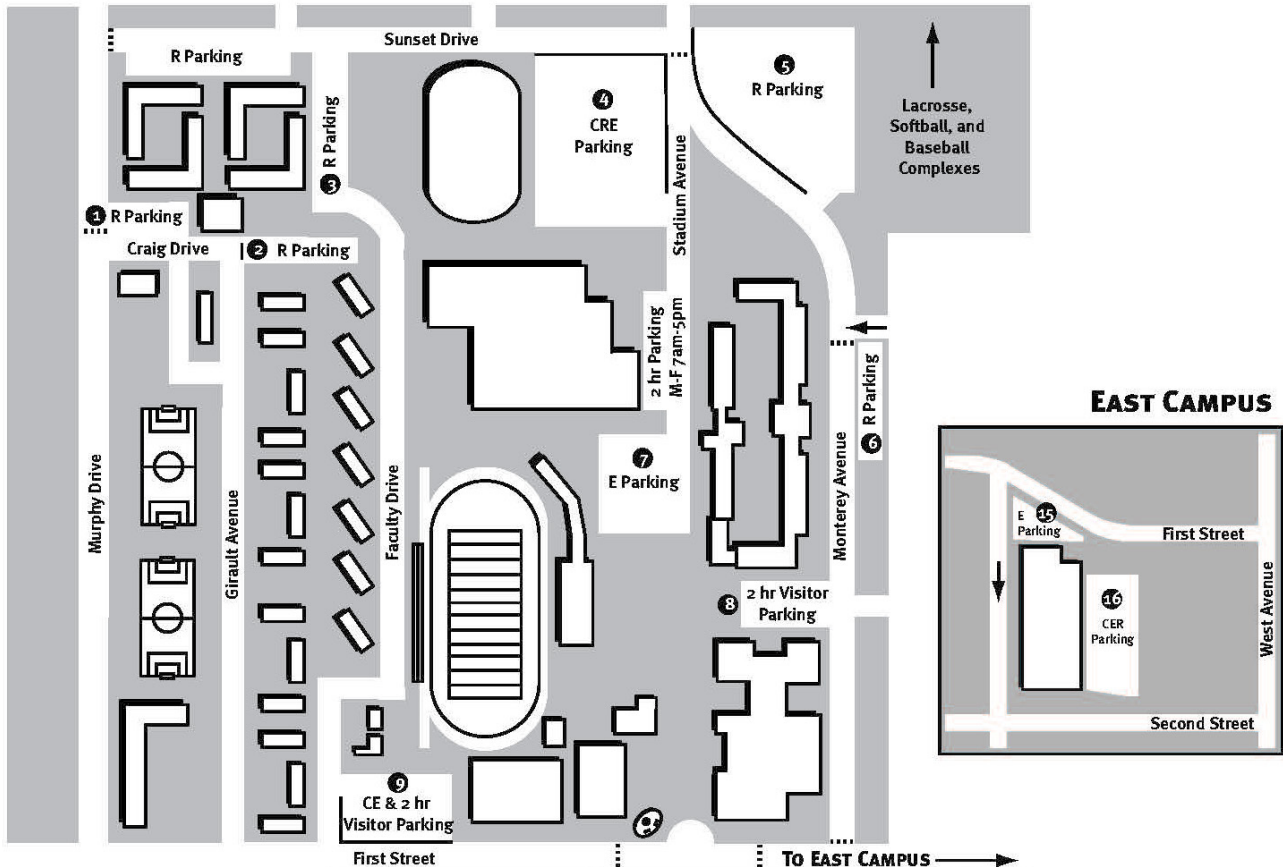
Alamosa Dining Map



Adams State University Map (Student Union Building & McDaniel Hall)

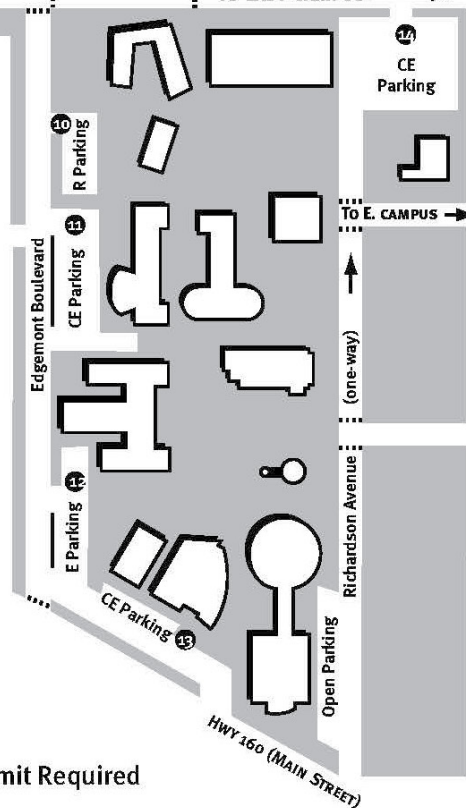


Adams State University Parking Map - please park in the McDaniels parking lot (#14 on map) ONLY. Any other parking lots require a parking pass or you will receive a ticket. Campus security is being notified to not ticket cars in the McDaniels parking lot during our symposium.



PARKING LOTS

Coronado Lot East.....	6
Coronado Lot North.....	5
East Campus Lot East.....	16
East Campus Lot North.....	15
Faculty Drive Lot.....	2
Houtchens Lot.....	3
Library Lot.....	9
McDaniel Lot.....	14
Petteys Lot.....	10
Plachy Lot.....	4
Porter Lot.....	11
Rex Lot.....	7
Richardson Lot South.....	12
Savage Lot.....	1
SUB Lot.....	8
Theatre Lot.....	13



CE – Commuter and Employee Lot, Parking Permit Required
 R – Resident Lot, Parking Permit Required



COLORADO SCENIC AND HISTORIC BYWAYS COMMISSION

Barbara Bowman, Colorado Transportation Commission Rep

Chris Bowles, Vice Chair, Greeley Museum

Andrew Grossmann, Colorado Tourism Office

Jeff Christenson, BLM Rep, Bureau of Land Management

Christy Costello, Colorado Creative Industries

Talia Siens, Secretary, Eastern Byways Rep, Pawnee Pioneer Trails

Kelli Hepler, Member at Large, AIANTA

Ilana Moir, Colorado West Land Trust

Nicole Hill, USFS Rep, US Forest Service

Rep. Matt Soper, Colorado State Legislature

Heidi Pankow, Chair, Western Byways Rep

Darius Pakbaz, Colorado Department of Transportation

Patrick Eidman, History Colorado

Traci Stoffel, Colorado Main Street, Department of Local Affairs

Debbie Lininger, Colorado Parks & Wildlife

Sami Powers, Member at Large

Imogen Ainsworth, Member at Large



COLORADO BYWAYS

Benefit local communities and the state economy.



VISION STATEMENT

35 Years of Scenic Vistas & History, One Mile at a Time.

THE BYWAYS

ROUTES	26
MILES	2,565
CDOT SYSTEM MILES	2,061
OFF-SYSTEM MILES (COUNTY/LOCAL ROADS)	504
DRIVING HOURS	142
COUNTIES	48
DESIGNATED AS AMERICA'S BYWAYS	13
US NATIONAL FOREST BYWAYS	10
BUREAU OF LAND MANAGEMENT BACK COUNTRY BYWAYS	3

WWW.COLORADO.COM FOR 2022

# OF PAGE VIEWS	20,800,000
PAGE VIEWS OF BYWAYS-RELATED ARTICLES	518,000

FACEBOOK INSIGHTS FOR 2023

FACEBOOK REACH	1,400,000
FACEBOOK VISITS	25,900
TOTAL LIKES DECEMBER 2023	10,000
TOTAL FOLLOWERS DECEMBER 2023	11,300

GOOGLE ANALYTICS

TOP SEARCH QUERIES

#1 ATTRACTIONS #2 SCENIC DRIVES NEAR ME

Nationally, 63% of the U.S. domestic trips are for leisure purposes. 37% - 48% include scenic drives or road trips as part of their travel plans. (U.S. Travel Assoc.)

VISITORS

In 2022, 68% of out-of-town visitors came to Colorado in their own car or truck.**

"Interest in sightseeing

was second on the list of specific draws among Colorado visitors in 2022

followed closely by an interest in cultural activities and attractions."***



\$27.7 BILLION

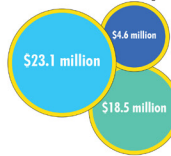
Total spending by domestic visitors to Colorado *

** Statistics from: Longwoods International, Colorado Travel Year 2022 Report
* Dean Ruryan, Colorado Travel Impacts 2022



Colorado Scenic Byways Economic data analysis report 2016

National Scenic Byways Discretionary Grants Program



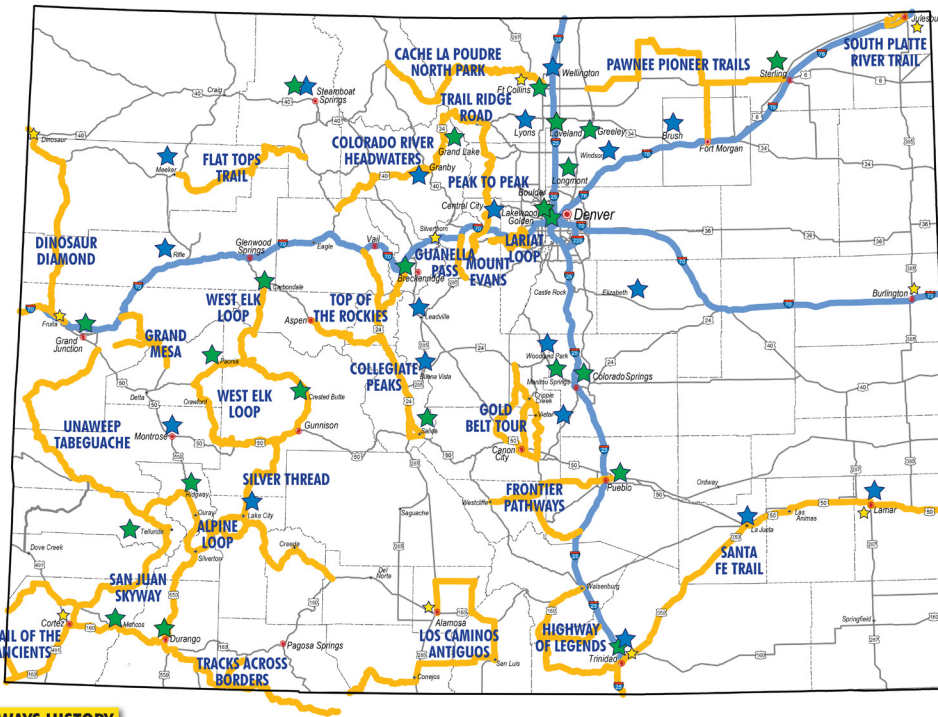
GRANT FUNDING

Total Grants Awarded to CO Byways 1992 - 2023

20% Matched Contributions

Total Investment = Grant Funds + Matched Contributions

PARTNERS ACROSS COLORADO



PROJECTS & GOALS

BYWAY-RELATED PROJECTS

CDOT CoTrip App
Colorado Byways Layer added to the CDOT travel app, which gives road and weather conditions.

Colorado Byways and Japan/Hokkaido Scenic Byways
A sister-byway program, cultivating a peer-to-peer relationship.

Colorado Electric Byways
State's goal of electrifying all 26 scenic byways through a partnership.

Traveling Photo Exhibit 2018-2024
Displayed at DIA, Colorado State Capitol, History Colorado, State Fair, Grand Junction, Sterling, Julesburg, and more to come.

BYWAY GOALS MOVING FORWARD

- GOAL 1**
Maintain the Colorado Byways system that is second to none.
- GOAL 2**
Elevate the Colorado Byways system to become an important state asset for economic development and livability.
- GOAL 3**
Ensure that each local byway is a fully functioning part of an excellent statewide system.

LEGEND

- Scenic Byways
- ★ Creative Districts
- ★ Main Street Programs
- ★ Colorado Welcome Centers

BYWAYS HISTORY

1989 Colorado Scenic & Historic Byways Commission established

'91 First 5 Byways designated: Alpine Loop, Gold Belt Tour, Highway of Legends, Peak to Peak and San Juan Skyway

'92 National Scenic Byways program established

'93 National Scenic Byways grants authorized

'95 Byway technical assistance program initiated

'96 Colorado Preservation Honor Award - Colorado Scenic and Historic Byway Commission

'97 National Scenic Byways grants reauthorized

'98 American Recreation Coalition Best State Guidebook

'99 The Colorado Historical Society Stephen H. Hart Award

'00 Governor's Award Western Colorado Scenic and Historic Byways Smart Growth and Development

'01 AASHTO Award: San Juan Skyway Historic Preservation Project and Multimedia Package

'02 AASHTO Award: Colorado Grassroots Training Program

'03 AASHTO Award: Santa Fe Trail Scenic and Historic Byway Marketing

'04 Southern Colorado Conservation Friends of Open Space Award: Gold Belt Tour and San Juan Skyway National Scenic Byways

'05 Colorado Scenic & Historic Byways grants final reauthorized until further modification

'06 Colorado Byways 25th Anniversary

'07 Inaugural awards for '89 Byways Designated

'08 Mary Kiser Award

'09 Tracks Across Borders Designation

'10 Colorado Byways 30th Anniversary

'11 Reviving America's Scenic Byways Act '19

'12 NSBF Award Trail of the Ancients

'13 Two National designations Symposium

'14 NSBF Award Los Caminos

'15 NSBF Award Los Caminos

'16 NSBF Award Los Caminos

'17 NSBF Award Los Caminos

'18 NSBF Award Los Caminos

'19 NSBF Award Los Caminos

'20 NSBF Award Los Caminos

'21 NSBF Award Los Caminos

'22 NSBF Award Los Caminos

'23 NSBF Award Los Caminos

2024 35th Anniversary Symposium 2024 & Awards

NSBF Award Los Caminos & Gold Belt

COLORADO



PHOTO BY JAMIE BROWN

Colorado Scenic and Historic Byways Photo Exhibit

This exhibit showcases Colorado's 26 Scenic and Historic Byways with breathtaking color photography of unique Colorado locations. Colorado's Scenic Byways unite communities and the stories of their collective past. These photos capture beautifully the scenery experienced by travelers along these historic Colorado roadways. They represent a small portion of the wide diversity offered in the state, which has the most designated byways in the nation. Come experience for yourself this taste of our one-of-a-kind state!

2015

Hokkaido Scenic Byway Conference - Photos were exhibited at the Sapporo Airport when our delegates traveled there to attend the Hokkaido Byway Resource Center 10th Anniversary Conference in Sapporo. Our representatives brought back the exhibit idea and presented it to the Colorado Scenic and Historic Byways Commission on January 27, 2017.

2018

May 2018 to October 2018 Denver International Airport (DEN) was proud to show off Colorado's 26 Scenic and Historic Byways in an art exhibit featuring breathtaking color photography of several unique, majestic and rare Colorado locations. The exhibit was located at the 'Y-Juncture Gallery' past the A-security checkpoint. May through October 2018.

2019

February 2019 to April 2019 Colorado Creative Industries (CCI) was proud to show off Colorado's 26 Scenic and Historic Byways in the newest art exhibit featuring breathtaking color photography of several unique, majestic and rare Colorado locations. The photos were displayed on the main floor of the Colorado State Capitol for legislators, decision-makers, students, and visitors. February 6 through the end of April 2019.

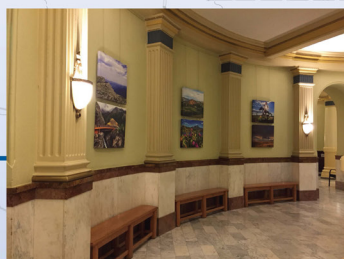
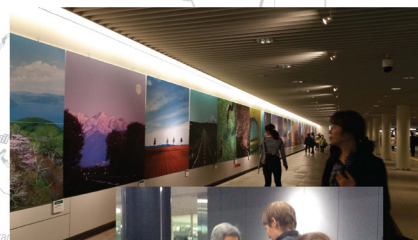
May 2019 to December 2019 The History Colorado Center showcased 52 photos of the 26 Colorado Scenic and Historic Byways. The Commission hosted the Colorado Byways 30th Anniversary & Photo Exhibition Reception on Thursday, June 27, 2019. The Executive Director of the Colorado Department of Transportation and the History Colorado Executive Director provided opening remarks for this special occasion attended by byway members, Colorado Byways Commissioners, photographers and media to mingle and view this exhibit.

2020

Future Plans - The photo exhibit is tentatively scheduled to move to another venue or airport in 2020.

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#ColoradoByways
www.coloradobyways.org



THANK YOU!

We want to thank you for attending the Colorado Byways Symposium 2024.
We will send out an evaluation soon!

Safe travel home and please share your experiences and information with others
in your byway communities and regions.

Your Colorado Byways Symposium 2024 Planning Committee:

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Colorado Byways Program Manager

Julie Chacon,
Symposium Host, Executive Director, SdCNHA

Alina Marquez,
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Heidi Pankow,
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