

CONFERENCE AGENDA

*all times in CDT **events and times subject to change. Current as of Oct. 1, 2026.

TUESDAY, OCTOBER 6TH

TIME	TITLE	LOCATION
9am-4pm	NSBA Board Meeting & Lunch <i>*Registration for NSBA Board will be at the Civic Center</i>	Eugene Woods Civic Center – East Room
Noon-1:15pm	MRPC Board Meeting & Lunch	Eugene Woods Civic Center – West Room
1-4pm	Exhibitor Set-up	Eugene Woods Civic Center
1:30-4:30pm	MRPC/GRR General Session <i>*Registration for MRPC/GRR attendees will be at the Civic Center</i>	Eugene Woods Civic Center
2-5pm	Registration	Southland Casino Hotel lobby
5:45 & 6:15pm	Shuttle Service departs Southland Casino Hotel to Sultana Disaster Museum	
6-8pm	WELCOME RECEPTION <i>(Hosted by Arkansas Great River Road & Arkansas Department of Parks, Heritage & Tourism)</i>	Sultana Disaster Museum <i>Thank you to the Sultana Museum for hosting us!</i>
7:30 & 8pm	Shuttle Service departs Sultana Disaster Museum to Southland Casino Hotel	

WEDNESDAY, OCTOBER 7TH

TIME	TITLE	LOCATION
7:30am	Registration Opens	Eugene Woods Civic Center
7:30am-8pm	Shuttle Service begins to Civic Center from Southland Casino Hotel <i>From Southland Casino Hotel departures on the hour and half-hour (:00 and :30)</i> <i>From Eugene Woods Civic Center departures at quarter past and quarter to the hour (:15 and :45)</i>	
8am	Pre-Sessions: MRPC – New Member Orientation Byway First-Timers Orientation	Eugene Woods Civic Center MRPC (West Room) NSBA (East Room)
8:30am	Story Clark – TravelStorys	Eugene Woods Civic Center
9am	SESSION 1 <i>(Sponsored by American Road Magazine)</i> Opening & Welcome NSBA Welcome: Lenore Bates, NSBA President MRPC Welcome: John Anfinson, MRPC/GRR Pilot Keynote: “The Byways Report” Presenter: Jennifer Wilding	Eugene Woods Civic Center
10:15am	Networking break - Visit our Exhibitors	Eugene Woods Civic Center
10:30am	SESSION 2 <i>(Sponsored by TN DOT & TN Tourism)</i> Elevating the Journey: Strategies for Unforgettable Byway Visitor Experiences Moderator: Wanda Maloney Presenters: Rhys Martin, George Ivey & John Anfinson	Eugene Woods Civic Center
Noon	LUNCH Blue Ridge Parkway – Story of the Hurricane Helene Recovery & Resiliency Moderator: Kim Foster Presenter: George Ivey	Eugene Woods Civic Center – Round Table Area
1:30pm	SESSION 3 From Sea to Shining Sea, Best Practices in Byway Marketing: State Tourism Marketing Moderator: Greg Marshall Presenters: Rosa Cavazos, Hannah Collins & Sharon Calcote	Eugene Woods Civic Center

TIME	TITLE	LOCATION
2:45pm	Networking break - Visit our Exhibitors	Eugene Woods Civic Center
3pm	SESSION 4 (<i>Sponsored by Overlook Maps</i>) Rapid-Fire Byway Best Practice Ideas Moderator: Sheila Scarborough Award Winners Roundtables: Learn & Connect <i>(See pages 6-7 for additional information on award winners)</i>	Eugene Woods Civic Center - Round Table Area
5-6pm	Shuttle service will pause from 5-6pm and resume at 6pm	
6-8pm	100TH ANNIVERSARY US ROUTE HWY CELEBRATION <i>(Hosted by National Scenic Byway Association)</i> Byways Across America: A Road Trip Rally Show your support at our silent auction & enjoy food trucks, networking, and outdoor activities. <i>Casual attire welcome</i>	Eugene Woods Civic Center
8:15pm	Last Shuttle Service departs Civic Center to Southland Casino Hotel	

THURSDAY, OCTOBER 8TH

TIME	TITLE	LOCATION
7:30am	Shuttle Service begins to Civic Center from Southland Casino Hotel	
8am	Pre-Session: Byway First-Timers Orientation	Eugene Woods Civic Center – East Room
9am	SESSION 5 (<i>Sponsored by Colorado's Scenic & Historic Byways</i>) 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. <i>Recommendations to be shared at the Oct. Byway Tourism Collaborative</i>	Eugene Woods Civic Center - Round Table Area <i>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)</i>
10:45am	Networking break - Visit our Exhibitors	Eugene Woods Civic Center
11am	SESSION 6 Byway Research Partners: Charting the Future – Gaps/Missing Pieces for Byways Moderator: Michael McClanahan Panelists: Jennifer Wilding, Tziporah Feldman, Richard Record & Mark Kross	Eugene Woods Civic Center
Noon	RECOGNITION LUNCH	Eugene Woods Civic Center - Round Table Area
1:15pm	SESSION 7 (<i>Sponsored by Tourism Currents</i>) Boost Byway Visibility: Emerging Tech Strategies for Byway Message Outreach Moderator: Glenda Ferguson Presenters: Stacy Brown, Leslie McLellan & Adam Riggs	Eugene Woods Main Hall
2:15pm	Networking break - Visit our Exhibitors	Eugene Woods Civic Center
2:30pm	SESSION 8 National Byway Partnerships: The Future of Byways Together Moderator: Anne Lewis & Christopher Sieverdes Panelists: Catherine Prather, KC Craven, Bayly Hassell & Rhys Martin	Eugene Woods Main Hall
4:15pm	Last Shuttle Service departs Civic Center to Southland Casino Hotel	