

Celebrating America's Byways Together



NATIONAL SCENIC BYWAYS CONFERENCE 2026

October 6-8

West Memphis, Arkansas

CONFERENCE INFORMATION

Agenda and Exhibitor Information

Presenters, Panelists and Sponsors

Venue Details and Transportation

Hosted by



SHUTTLE INFO

Complimentary conference shuttle service will be provided between Southland Casino Hotel and designated conference venues.

Tuesday, October 6 — Welcome Reception

Shuttles will depart Southland Casino Hotel for the Sultana Disaster Museum at 5:45pm and 6:15pm.

Return shuttles will depart the museum at 7:30pm and 8pm.

Wednesday, October 7 — Eugene Woods Civic Center

Shuttle service will operate from 7:30am-8pm.

From Southland Casino Hotel:
Departures on the hour and half-hour (:00 and :30).

From Eugene Woods Civic Center:
Departures at quarter past and quarter to the hour (:15 and :45).

PLEASE NOTE: Shuttle service will pause from 5–6pm as we prepare for the evening Celebration event. The last shuttle from Southland Casino Hotel before the break will depart at 5pm, with service resuming at 6pm.

Thursday, October 8 — Eugene Woods Civic Center

Shuttle service will operate from 7:30am-4pm.

From Southland Casino Hotel:
Departures on the hour and half-hour (:00 and :30).

From Eugene Woods Civic Center:
Departures at quarter past and quarter to the hour (:15 and :45).

PREFER TO DRIVE?

You're welcome to drive yourself to conference events. Complimentary parking is available at the conference venues.

WELCOME TO WEST MEMPHIS, AR

Welcome to West Memphis, Arkansas! Located along the Mississippi River and the Arkansas Great River Road, one of America's Byways®. The 10-state Great River Road All-American Road, connects communities, cultures and landscapes along the Mississippi River from its headwaters to the Gulf and this week, it brings all of us together.

We hope you enjoy your time in West Memphis, reconnect with colleagues, make new connections and leave inspired by the ideas and experiences shared throughout the conference.

National Scenic Byway Association nsbfoundation.com

The National Scenic Byway Association is the national voice for scenic byways, dedicated to empowering, strengthening and sustaining designated byways across America. Through advocacy, education, promotion and collaboration, NSBA supports the people and organizations working to advance the byways of America.

Mississippi River Parkway Commission/Great River Road experiencemississippiriver.com

The Mississippi River Parkway Commission works across 10 states along the Mississippi River to preserve, promote and enhance the Great River Road All-American Road.

FROM NSBA & MRPC

For the first time, the National Scenic Byway Conference brings together the National Scenic Byway Association and the Mississippi River Parkway Commission/Great River Road for one national gathering. With 29 states represented, this week is a remarkable opportunity to connect with colleagues from across the country, learn from one another and share the ideas and experiences shaping the future of designated byways in America.

Our gathering is especially meaningful as we celebrate the 100th anniversary of the U.S. Numbered Highway System, a milestone that reminds us how roads have connected communities, travelers and destinations for generations.

Over the next few days, we invite you to exchange ideas, share successes and challenges and explore how we can continue strengthening America's Byways and the communities and destinations they connect.

We're glad you're here and look forward to a great conference together.

Warmly,

Lenore Bates

Lenore Bates
National Scenic Byway
Association President

Sharon Strouse

Sharon Strouse
National Scenic Byway
Association Executive
Director

John Anfinson

John Anfinson
Mississippi River Parkway
Commission/ Great River
Road Pilot

CONFERENCE VENUES

- Southland Casino Hotel, 1550 Ingram Boulevard, West Memphis, AR
- Eugene Woods Civic Center, 212 W. Polk Avenue, West Memphis, AR
- Sultana Disaster Museum, 114 E. Military Road, Marion, AR

SPEAKER BIOS

John Anfinson

Currently Pilot for the Mississippi River Parkway Commission, Dr. John O. Anfinson has been researching, writing and speaking about the Mississippi River for over 40 years, spending much of his career with the U.S. Army Corps of Engineers and the National Park Service.

Lenore Bates

Lenore is the National Scenic Byways Association President, a U.S. Army and Colorado National Guard veteran and the Colorado Byways Program Manager for the Colorado Department of Transportation, working with 26 Colorado Byways and the 15-member governor-appointed Colorado Scenic & Historic Byways Commission.

Stacy Brown

Past President of the National Scenic Byways, Stacy has served as president of the Shreveport-Bossier Convention and Tourist Bureau for 20 years with more than 35 years of experience in the travel and tourism industry and is also a CDM Executive from Destinations International.

Sharon Calcote

Sharon is First Assistant at the Louisiana Office of Tourism, also serving as the Pilot Pro-Tem for the Mississippi River Parkway Commission. She is passionate about marketing the Great River Road to residents and travelers.

Rosa Cavazos

Rosa is a tourism professional serving as a Special Projects Manager with the Kansas Department of Tourism, managing several statewide initiatives, including Kansas Byways, Kansas 250, and the Love-Kansas initiative.

Story Clark

Story founded TravelStorysGPS, a mission-driven company that developed and patented the hands-free mobile audio tour platform TravelStorys™.

Hannah Collins

Hannah serves as Deputy Director of the Maine Office of Tourism, bringing a lifelong connection to Maine's people, places, and traditions to her role. She is also passionate about strengthening the ties between communities and the tourism economy.

KC Craven

KC is the National Lead for Recreation and Tourism Benefits for the Bureau of Land Management and the BLM Back Country Byways Program and works to strengthen the connection between public lands, recreation access, and local tourism economies.

Tziporah Feldman

Tziporah joined Scenic America in May 2023 as policy and research director. She has an expansive cross-disciplinary background in ecology and evolution, science communication and public policy, geographic informatics, and participatory action research.

Bayly Hassell

Bayly is the Manager of Public Affairs for Brand USA, the nation's destination marketing organization with the mission of inspiring international travel to the United States, driving economic growth in communities across the country, and strengthening the nation's image worldwide.

George Ivey

George serves as the Director of Blue Ridge Rising, the Blue Ridge Parkway Foundation's initiative to unite and serve the gateway communities of the Parkway's 29 counties in Virginia and North Carolina.

Mark Kross

Mark began his involvement with the Transportation Research Board (TRB) and the Mississippi Parkway Commission (MRPC) in 1989 while employed with the Missouri DOT for 29 years. He continues his volunteer involvement with MRPC and TRB as a member of the Standing Committee on Roadside Landscape and Environmental Design, Operations, and Maintenance.

Rhys Martin

Rhys is the Preserve Route 66 Manager for the National Trust for Historic Preservation, the President of the Oklahoma Route 66 Association and a travel writer and photographer from Tulsa, Oklahoma.

Leslie McLellan

Leslie Saint McLellan has spent 35 years proving that tourism marketing is fun—and that “tiny budget” is not a death sentence. From California to Arizona to Montana, she specializes in stretching marketing dollars until they squeak and building programs that actually get people out the door.

Catherine Prather

Catherine is the president of the National Tour Association, a welcoming community of professionals focused on tour operator-packaged travel.

Richard Record

Richard “Rick” Record is an award-winning transportation and environmental planner and engineer and founder of Ohio-based RL RECORD Consultants.

Adam Riggs

Adam is the CEO of Frameable and an experienced executive and investor in e-commerce, finance, and media companies. He has served as a Presidential Innovation Fellow at the Treasury Department and advisor at the State Department and also noted as the first President and CFO of Shutterstock.

Sharon Strouse

Sharon, the Executive Director of the National Scenic Byways Association, is a Professor Emeritus at Ohio State University, and loves reading, alpine skiing and exploring byways.

Tracy Swartout

Tracy serves as the National Park Service Superintendent of the Blue Ridge Parkway.

Jennifer Wilding

The celebrated author of “The Byway Report”, Jennifer serves as a Community Engagement Advisor with the Federal Reserve Bank of Kansas City.

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	

NSBA AWARDS FROM YEARS 2023-2026

Wednesday, October 7, Session 4 at 3pm - Roundtables: Learn & Connect

TABLE 1

2026 Cayuga Lake Scenic Byway, NY, Interpretation Award ** 2024 Byway Enhancement Award

2026: The Kids Cayuga Lake Program has been inviting families and groups to explore the glacially carved landscape of Cayuga Lake through a scavenger-hunt-style adventure supported by a colorful puzzle book. Participants visit sites around the lake, following riddles and answering questions to discover each location's unique natural, historical, or cultural significance.

2024: The Cayuga Lake Blueway Trail is an enhancement to encourage engagement with the recreational, scenic, natural, historic, and cultural resources of the lake's environment through on-the-water experiences. The Blueway Trail currently consists of 12 public-access sites where paddle craft recreationalists can access Cayuga Lake.

TABLE 2

2026 Colorado Scenic & Historic Byways, Viewshed Improvement Award ** 2024 Communications Award

2026: Colorado's Byway Program developed the state's first comprehensive design guidelines to protect and enhance the character of Colorado's 26 designated scenic corridors. These Byway Design Guidelines address highway and driver safety and mobility while allowing the traveler to appreciate the byway's intrinsic qualities and infrastructure.

2024: The Colorado Scenic and Historic Byways Program is being honored for its Traveling Colorado Byways Photo Exhibit. Unveiled in 2018 at the Denver International Airport, this traveling photo exhibit has been on display at the Colorado State Capitol, the History Colorado Center, and the Colorado State Fair among other locations.

TABLE 3

2026 Indiana's Historic Pathways, IN, Partnership Award

This award celebrates a collaborative workshop series and interactive story map that connected communities to the ancient history of Indiana's Buffalo Trace. This education workshop brought together more than 60 educators, history professionals, and citizens to study the history of the Buffalo Trace, one of the continent's oldest travel corridors.

TABLE 4

2026 Mohawk Towpath National Scenic Byway, NY, Visitor Experience Award ** 2025 Partnership Award ** 2024 Viewshed Improvement Award

2026: The byway celebrated Bicentennial festivities bringing history to life for thousands of visitors from throughout upstate New York. At the Canal Day Festival held in Clifton Park, hundreds of attendees enjoyed historic craft demonstrations, wagon rides, and walking tours led by costumed re-enactors. It was the 200th anniversary of the Erie Canal.

2025: The Byway played host to a Road Rally — a unique partnership between the Mohawk Towpath Scenic Byway Coalition, the Friends of the Mohawk Towpath Byway, the Mohawk Hudson Chapter of the Sports Car Club of

America, and local Community Emergency Response Team volunteers. Together, they created a one-of-a-kind driving experience that introduced participants to the byway's scenic beauty and rich history.

2024: The Friends of the Mohawk Towpath Scenic Byway initiated an aggressive Invasive Species Mitigation program at the first of four byway stops of a birdwatching tour in the Vischer Ferry Nature and Historic Preserve.

TABLE 5

2026 Schoodic National Scenic Byway, ME, Leveraging Resources Award ** 2023 Visitor Experience Award

2026: This award celebrates the 25th byway anniversary festival that turned a milestone into a meaningful community investment along Maine's working coast. The event brought together local artisans, food trucks, and regional musicians—and did something remarkable: all proceeds were donated directly back to the recreation center that hosted the event.

2023: The Schoodic Byway in Maine is being honored for developing a model Kids Quest program. Along the Byway, Kids Quest encourages people to get out of their cars and off their cycles to see, touch, listen, smell, and perhaps even taste the splendor of their surroundings. Kids Quest is a self-guided exploration of the scenic, natural, historic, and cultural aspects of living along Maine's eastern shore.

TABLE 6

2026 & 2025 Sequatchie Valley National Scenic Byway, TN, Communications Awards

2026: This award celebrates the year-long social media campaign that brought the valley's farms, businesses, and communities to life for audiences near and far. The campaign has grown into a compelling digital showcase for one of Tennessee's most picturesque regions.

2025: The Sequatchie Valley Byway marketing campaign embraced a multi-platform strategy across Facebook, Instagram, and TikTok to showcase the natural beauty, small-town charm, and unique attractions of the byway. Through quality photography, seasonal reels, short-form videos, and user-generated content, the campaign built a vibrant online presence that drove traffic to the byway's website and boosted local tourism.

TABLE 7

2025 Kentucky Great River Road All-American Road, KY, Byway Enhancement Award ** 2024 Communications Award

2025: Our Wayshowing plan added attractive signs that help travelers navigate the scenic route while highlighting important destinations. Wayshowing was improved and wayfinding was a point of enjoyment. "When people feel confident exploring, they stay longer, spend more, and come back again."

2024: The byway implemented a successful marketing campaign about the 2024 Solar Eclipse. Happening on April 8, the entire KY Great River Road was in the path of complete totality for the Eclipse. The Byway organization worked diligently with different marketing outlets to bring in visitors to our area to view the total solar eclipse.

TABLE 8
2025 Hocking Hills National Scenic Byway, OH, Visitor Experience Award

The Byway launched a GPS-enabled online tour and mobile app that brings the region’s natural beauty and rich history to life. Travelers now enjoy turn-by-turn navigation, narrated audio guides and interactive maps with their smartphones. The digital experience sharpens nature-based sights, waterfalls, and hiking trails through woodlands.

TABLE 9
2025 Louisiana Byways Collection, LA, Visitor Experience Award

The goal of the Louisiana Tourism Office was to make it easier and more exciting for people to explore Louisiana. New features include a user-friendly website, immersive video content, printed maps, and curated trip ideas. Travelers can experience unforgettable road trips across culturally diverse regions.

TABLE 10
2023 Natchez Trace Parkway MS, AL, TN, Communications Award

The Natchez Trace Compact (NTC) created a Marketing Plan for the Parkway across three states. The purpose is to attract visitors with aggressive advertising, marketing, a public relations program, an enhanced interactive map, and an itinerary builder on their website.

TABLE 11
2023 Los Caminos Antiguos Scenic & Historic Byway, CO, Interpretation Award

This Colorado Byway’s Interpretive Plan called for the design and installation of seven large Wayshowing structures made of wood, metal, and adobe. Nine low-profile metal signs were added. The Byway now has nineteen interpretive signs along the 129-mile corridor.

TABLE 12
2023 A1A Scenic & Historic Coastal Byway, FL, Partnership Award

The A1A Byway is being honored for hosting the “Building Better Byways Conference” which offered educational opportunities for byway leaders and managers to learn byway best practices to implement along their byways.

TABLE 13
2023 Blue Ridge Parkway, NC, VA, Viewshed Improvement Award

This award celebrates the conservation of more than 5,200 acres in the Waterrock Knob area (Milepost 451) on the Blue Ridge Parkway near Waynesville, Sylva, and Cherokee, North Carolina. The project partners celebrated lands that conserved rare, high-elevation species.

TABLE 14
2024 Amish Country National Byway, OH, Leveraging Resources Award

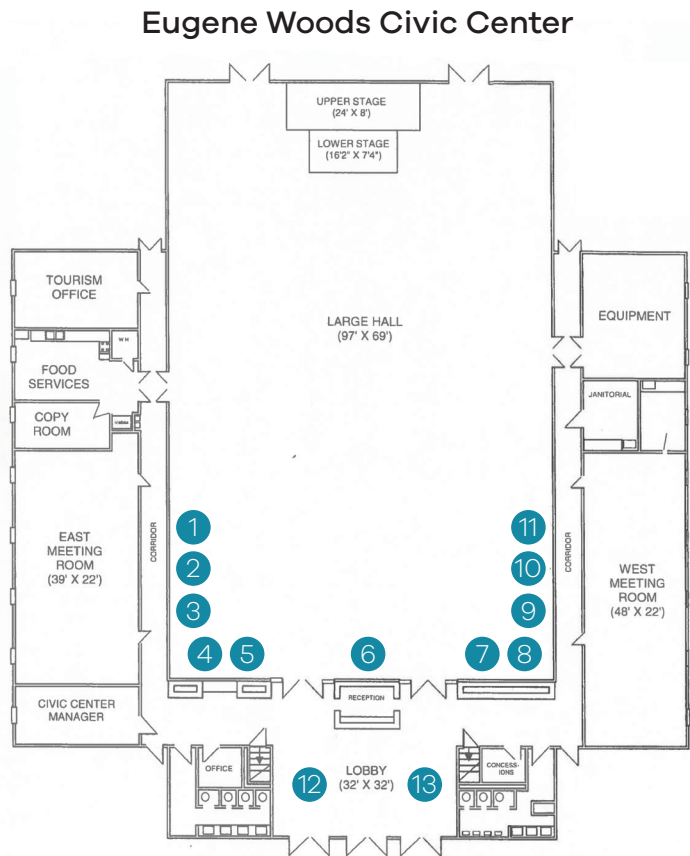
The Heritage Partnership created a county-wide collaborative with seven nonprofit organizations hosting resident and visitor destinations. The partnership consolidated the annual membership and donor campaign into one event. This efficient fundraising effort increased funding for all seven non-profits.

CONFERENCE EXHIBITORS

Thank you to our conference exhibitors for your time and participation!

Attendees, take time to visit with our exhibitors and learn more about their work.

BOOTH	EXHIBITOR
1	Sign Maven
2	Overlook Maps
3	Tourism Currents
4	Colorado Scenic & Historic Byways
5	Arkansas Delta Byways
6	Pape-Dawson Consultants
7	TravelStorys
8	TN DOT & TN Tourism
9	Corridor Solutions
10	American Road Magazine
11	NSBA & ND Tourism
12	Arkansas Department of Parks, Heritage and Tourism
13	The Great River Road



THANK YOU TO OUR CONFERENCE SPONSORS



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Additional Sponsors include: Scenic Ohio, Sally Pearce,
Christopher Sieverdes and Sharon Strouse

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