

New Mission and Vision

The National Scenic Byway Foundation, a 501(c)3 non-profit organization originally formed in 2003, has a new mission and vision, as well as a renewed effort to be an active voice in the byway community. As chair of the Foundation, Anaise Berry will be working closely with Co-Directors Sally Pearce and Deb Divine, board members, FHWA and the Resource Center to ensure the Foundation is a strong voice for the Byway community with legislators, national partners and byway stakeholders.

The **mission** of the National Scenic Byway Foundation is to foster cooperative opportunities that will grow and sustain byways for future generations. The **vision** of the Foundation is that Byways will be recognized and valued worldwide for their distinctive experiences, stories and treasured places. In order to achieve the mission and vision of the organization, the Foundation has the following goals:

- Educate the public about byways
- Conduct research to benefit byway programs and organizations
- Develop partnerships with units of government, not-for-profit and for-profit sectors
- Communicate with byway stakeholders
- Celebrate byway achievements
- Ensure fiscal and programmatic accountability of the organization

The Foundation's Co-Directors, Sally Pearce and Deb Divine (both consultants for Byways and formerly of the Colorado and Kansas State Scenic Byways Programs, respectively) manage operations for the Foundation, and work with a diverse board that includes the following members:

Executive Committee

Chair - Anaise Berry (Illinois River Road NSB)

Vice Chair - Bobby Koepplin (Sheyenne River Valley Scenic Byway)

Treasurer - Charlotte Bumgarner (Gold Belt Tour NSB)

Immediate Past Chair - Teresa Mitchell (Seaway Trail)

Executive Committee Member - Laurie Frantz (New Mexico State Scenic Byways)

Board

Sande Balch (Strait of Juan de Fuca NSB)

Stacy Brown (Shreveport-Bossier CVB)

Bonnie Heimbach (Illinois Lincoln Highway NSB)

Corinne Isaak (Coulee Corridor NSB)

Janet Kennedy (Lakes to Locks Passage)

Jill Michaels (Vermont Scenic Preservation Council)

Deb Rinckney (Glenn Highway NSB)

David White (Great Lakes Program/New York Sea Grant)

Ex-Officio - Gary Jensen (FHWA)

Ex-Officio – Michelle Johnson (America's Byways Resource Center)

Now, more than ever, it's important that our legislators and stakeholders know the value of the National Scenic Byway Program. We at the National Scenic Byway Foundation look forward to your support and invite you to visit www.nsbfoundation.com for regularly updated information and resources. We're just getting started!