

# 2008 Florida Scenic Highways State Conference

Sarasota, Florida – Hyatt Regency Sarasota  
May 1-2, 2008



## DAY 1 – THURSDAY, MAY 1<sup>st</sup>

- 7:30 CONFERENCE REGISTRATION
- 8:30-9:45 OPENING SESSION  
Keynote Speaker: Debbie Hunt, Assistant Secretary for Intermodal Systems Development, FDOT  
Ballroom E/F
- 9:45-10:15 BREAK
- 10:20-11:05 MAKE YOURSELF KNOWN: BRANDING YOUR SCENIC HIGHWAY  
Presenters: Patty Hurd, Jonathan Mugmon, Glatting-Jackson and Arlene Kern, FDOT – Traffic Ops  
Ballroom C/D
- La FLORIDA: LAND OF FLOWERS  
Presenter: Jeff Caster, FDOT- Environmental Management Office  
Ballroom E/F
- 11:10-11:55 BENEFITS OF YOUR VISIT FLORIDA MEMBERSHIP  
Presenter: Beth Rice, VISIT FLORIDA  
Ballroom C/D
- THE GULF COAST HERITAGE TRAIL: FACILITATING PUBLIC ACCESS TO RESOURCES  
Presenter: Julia Burch, Sarasota Bay Estuary Program  
Ballroom E/F
- 12:00-1:30 LUNCH (ON YOUR OWN)
- 1:40-3:15 SCENIC HIGHWAYS ADVISORY COMMITTEE (SHAC) DISCUSSION PANEL  
Moderator: Mariano Berrios, FDOT, Andy Nicol and Lynne Marie Whately, TranSystems  
Ballroom E/F
- 3:15-3:45 BREAK
- 3:50-4:35 TOURISM DESTINATION MANAGEMENT: A NEW MODEL FOR SCENIC HIGHWAY DESIGNATION  
Presenter: Renee Tallevast, West Volusia Tourism Advertising Authority and River of Lakes Heritage Corridor  
Ballroom E/F
- 4:30-5:00 DAY 1 CLOSING DISCUSSION
- 6:30 EVENING TROLLEY TOUR & RECEPTION LEAVES FROM HYATT REGENCY
- 7:30 SUNSET CELEBRATION BEGINS AT THE BEACHHOUSE RESTAURANT

## DAY 2 – FRIDAY, MAY 2<sup>nd</sup>



- 7:30 CONFERENCE REGISTRATION
- 8:30-8:40 AWARD PRESENTATIONS & REVIEW OF DAY 1  
Ballroom E/F
- 8:45-9:30 BYWAY ORGANIZATIONS: AREAS CRITICAL TO SUSTAINABILITY  
Presenters: Wanda Maloney and Frances Kidd, Corridor Solutions  
Ballroom E/F
- FLORIDA SCENIC HIGHWAYS PROGRAM WEB SITE – NEWS AND OVERVIEW  
Presenter: Andy Nicol, TranSystems  
Ballroom C/D
- 9:35-10:20 CAG & CME DISCUSSION  
Moderator: Lynne Marie Whately and Andy Nicol, TranSystems  
Ballroom C/D
- HISTORY AND LEGACY OF THE RINGLING ESTATE  
Presenter: Lynn Hobeck, Ringling Estate  
Ballroom E/F
- 10:20-10:50 BREAK
- 11:00-11:45 NEWS FROM THE BYWAY LOST & FOUND- A VISITOR'S EYE PERSPECTIVE  
Presenter: Dennis Adams, America's Byways Resource Center  
Ballroom E/F
- 11:45-1:00 LUNCH (ON YOUR OWN)
- 1:05-1:45 FHWA's GRANT GUIDANCE DOs & DON'Ts  
Presenter: Mariano Berrios, FDOT  
Ballroom E/F
- 1:50-2:20 WORKING WITH THE MEDIA  
Presenter: Becky Repp, American Road Magazine  
Ballroom E/F
- 2:25-3:45 FLORIDA SCENIC HIGHWAYS PROGRAM GOAL SETTING FORUM  
Moderators: Andy Nicol and Lynne Marie Whately, TranSystems  
Ballroom E/F
- 3:45-4:00 2008 CONFERENCE CLOSING – PRIZE PRESENTATIONS  
Ballroom E/F