



“The Trailblazer”

Byway 136

Volume I, Issue 2

May 2016

Newsletter for Byway 136—Heritage Highway

From the President

Thank you to those of you who responded to this newsletter. The response was good so I will plan to continue with this publication.

I am willing to do a newsletter but I need to have information to include in it. Any ideas????

I had started trying to do two articles about businesses along the Byway. So far, gathering the information to include does not happen very fast which causes the newsletter to not be current.

At this point I am going to update you all on the happenings at our meetings (for those of you that cannot or do not attend) and other actions of the Executive Board.

Bobbie, Julie Bates and myself have met with Chris of Enterprise Publishing Co. in regards to our Shopper Guide for the Trail of Treasures event for 2016.

Chris has sent us a draft to look at which has our **full page maps (an important part of the event) for each town. The vendors will be numbered and have the corresponding number located at their appropriate place on the map.** We are very excited to be planning the event for this year (which is at least four months ahead of what we could do last year).

Our Alma representative, Joseph Torrey and his wife Dusti, are designing a rack card for us to use to promote the Trail of Treasures event. We will be including Red Willow County on it as we have interest as far west as McCook. Thanks Joseph and Dusti!!!

We also are planning to send post cards to the past vendors, thanking them for their past participation and inviting them to reserve their space in the Shopper Guide for this year.



APRIL AND MAY MEETINGS

Our last physical meeting was held in Hebron at the Courtyard Terrace Assisted Living. We would like to thank them for the use of their meeting room and serving us a delicious lunch each time.

We now have a Thayer County representative, Jan Tietjen, attending and participating in the Byway. Thank you Jan.

Also, we were happy to welcome Laureen Riedesel, the Beatrice Librarian, who came to the meeting with Abby Schademann, our Secretary and Gage County Representative. Laureen was one of the original people who worked to get the Byway named way back in 1999. Thank you for that Laureen.

Others in attendance were Joseph Torrey, Jay Hall, Sonia Kistner, Micheal Collins, Bobbie Meints, Julie Bates and myself.

Melissa Nelson, our Treasurer, has been given heavy duty activities with her Health Care Job and was not home for three weeks. I received an email from her this past week saying she felt she needed to resign as Treasurer since she does not get home very often. **So we need a Treasurer for the Byway.** If anyone is interested, I will help them as much as they need until they become familiar with the duties.

We had a really good brainstorming session at the meeting in Hebron and a lot of ideas were shared. Hopefully, sometime in the near future we can plan a brainstorming session separate from our regular meetings. The May meeting was a Conference Call on May 13.

Our grant to have a new Byway Book printed (the first one was done in 2011) was sent in to Nebraska State Tourism. We should know by May 18 whether we will be awarded the money to have the Book printed.

We are working on getting our Facebook page up to date.

Also, we are offering a Facebook class to anyone who is interested. It may be a Webinar first and possibly a physical class after that. If you are interested, please let me know. Call 402-335-0745 or email me at judyjeancoe@gmail.com. We need at least 10 participants!!

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Promoting Tourism in Southern
Nebraska



Website:
heritagehighway136.com

FACEBOOK

Our facebook is www.facebook.com/Byway136HeritageHighway.

Feel free to post events and activities to share with everyone.

We are looking for ideas for our Trail of Authors and Trail of Photos events. If you have any ideas, please share with the organization.

Our mission statement is:

“To promote the Heritage Highway corridor by preserving and enhancing its cultural, historic and scenic resources, resulting in tourism and economic development opportunities and a better informed public.”

TRAIL OF TREASURES—2016

Save the Dates—

[Sep. 30, Oct 1 & 2](#)

Our fifth (5th) Trail of Treasures event will be on September 30, October 1 and 2 this year.

This year the Shopper Guide can be reserved in advance from our website.

Many terrific purchases can be found at this event plus enjoying the scenery along the way.

We encourage shoppers to visit only those vendors with the official Trail of Treasures signs. They are the ones that make the event possible.

