

PRESS RELEASE
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Local Byway Volunteer Wins National Scenic Byway Leadership Award

Roberta Cordova of the Santa Fe Trail Scenic and Historic Byway receives prestigious award at recent ceremony during the National Scenic Byways 2009 Conference in Denver, Colorado.

Denver, CO – Roberta Cordova, a longtime friend of the Santa Fe Trail Scenic and Historic Byway in Colorado, received the 2009 Scenic Byway Leadership Award at a ceremony held on August 24, during the National Scenic Byways 2009 Conference in Denver.

The award nomination noted that “Roberta has selflessly devoted over twenty years of her heart and soul to protect and promote Colorado’s Santa Fe Trail.” Her love for the trail’s history and her strong leadership skills have helped to create a strong visitor experience and set the stage for the byway’s sustainability. Her passion, perseverance and countless volunteer hours made her a deserving recipient of the 2009 Scenic Byway Leadership Award.

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Byway Leadership Award: Roberta Cordova
Santa Fe Trail Scenic and Historic Byway

Sponsored by the America’s Byways Resource Center, Federal Highway Administration (FHWA), and the American Association of State Highway Transportation Officials (AASHTO), the prestigious award recognizes one exceptional byway leader from nominations across the country. Selection by a panel of byway community experts is based on three criteria, including accomplishments, dedication and vision.

“The National Scenic Byways Program’s success is greatly due to the passion and commitment of our valued byway leaders,” said Michelle Johnson, Director of America’s Byways Resource Center. “We hope that recognizing leaders such as Roberta will help to inspire new efforts to preserve, protect, interpret, and promote the intrinsic qualities along America’s Byways, distinctive routes designated by the National Scenic Byways Program.”

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Byway Leadership Award: Roberta Cordova
Santa Fe Trail Scenic and Historic Byway



Caption: (Roberta Cordova, President of Santa Fe Trail Scenic and Historic Byway-
Mountain Branch)

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