

VOL 29, No 5

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President's Message

Submitted by Mike Pearl, President

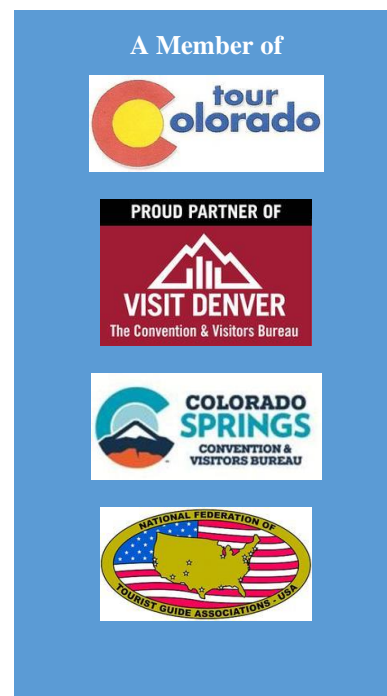
Under the newly revised Bylaws, the officer year runs from June 1 to the following May 31. This revision means that the RMGA calendar shifts. The Annual Meeting, where the officers for the following year are elected, now occurs as part of the April members meeting. There were enough members in attendance to elect Mike Pearl, President; J. Mark Blaising, Vice President; Wendy Pickering, Treasurer; David White, Director at Large. The office of Secretary remains unfilled. Members wanting to fill the office should contact any Board Member.

Thanks for attending the April RMGA meeting online. I appreciate your navigating the technology to join in. Carol Carder, RMGA member, gave a great presentation on Public Art in Denver. She was appreciative of RMGA Members' interest and questions. Tom Jensen's computer skills kept us all connected. (Thanks, Tom!) J. Mark Blaising's outreach is resulting in some wonderful programs from around the state (Thanks, Mark!)

Like many businesses and organizations, the COVID-19 Pandemic has caused Rocky Mountain Guides Association to alter its means of operations. We are now gathering virtually via ZOOM for our monthly meetings. The Board of Directors has agreed to add "Meet and Greet" get-togethers during the summer months, a time when RMGA doesn't usually meet, for the opportunity for members to "check-in." An invitation for each meeting will be sent to members for meetings on the evening of the second Mondays of June, July, August, and September.

RMGA members need to determine in what ways the organization is beneficial to them, then join to actualize that vision. Please email your ideas and thoughts about the future direction of the organization to rmgapresident@rockymountaintourguides.com.

-Mike Pearl, RMGA President



CONTENTS

President's Message	1
<u>From the Editor</u>	<u>2</u>
<u>Committee Updates</u>	<u>2-6</u>
<u>Upcoming Industry Events</u>	<u>7-11</u>
<u>Organization Activities</u>	<u>12</u>
<u>NFTGA Leadership</u>	<u>12</u>
<u>May Members Meeting</u>	<u>13,14</u>
<u>April Program Review</u>	<u>14,15</u>
<u>Board of Directors Meetings</u>	<u>16</u>
<u>Members Meetings</u>	<u>16</u>
<u>Purpose of RMGA</u>	<u>17</u>
<u>Officers and Chairpersons</u>	<u>17</u>

FROM THE EDITOR

Deadline for submissions for the June *Guide Line* is **Sunday, May 30**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at rmgaeditor@rockymountaintourguides.com. If anyone has photos to share, please send them along with either a short description and/or names.

COMMITTEE UPDATES

Membership Committee

Submitted by Mike Pearl, Membership Committee Chair

RMGA extends its condolences to the family of Member and *Guide Line* Editor Eileen Pearl on the death of her mother Patricia Jameson, April 9. A private memorial and interment with Veteran's honors will be held in August at the Gerald B.H. Solomon Saratoga National Cemetery in Schuylerville, NY.

Nominations Committee

No submission this month.

Program Committee

Next Membership Meeting Monday May 10. See May meeting information on pages 13 and 14.

April Meeting recap – see pages 14 and 15.

Public Relations Committee

Submitted by Tom Jensen.

Six in a Series on the history of RMGA written in preparation for the RMGA 20th Anniversary in 2013; originally published in March, 2013.

RMGA 20 YEARS AGO, Biography of 1993 Member

Bonnie Custer is an always smiling and helpful member of RMGA. What do you know beyond that friendly smile?

Bonnie is another native New Yorker in our midst. She spent growing years in upstate New York: Cobleskill. She enjoyed living near farming country as a child but discovered it affected her social life when she became a teen (“None of the boys I like had cars”). Bonnie took on a lot of adult responsibility when her mother left for nearly 3 years to enter Nurses Training. Caring for siblings, herself and her father, she learned her organizational skills. We laughed together about our similar farm life experiences in “the old days.” Going to town for groceries on Friday night was a big social event!

Bonnie knew her life would take her down a different road after graduating from Jr. College, Ag Tech School, and majoring in Business Management: she says, “Thank God I took typing!”

A loyal employee of Eastman Kodak for 30 years, she spent five years in Rochester, New York before being transferred to Denver. Little did she know how much working at Kodak as Regional Business & Travel Director would prepare her for her next career. She belonged to various travel associations, made travel arrangements for Kodak employees, and did some company travel herself.

She was originally disappointed in Colorado due to being hoarse and unable to talk the first month she lived here. The doctor said she was dehydrated; she had to learn to drink more water. In addition, Colorado just *wasn't* New York! There it was water and beaches; she had a boat and loved to water ski. Bonnie then traded boat weekends for mountains and a Jeep. She and husband got acquainted with the state traveling to sites on land, not water.

After living here a while, she decided to take advantage of Kodak's buyout program and use some money to attend International Guide Academy. She proceeded [sic] full-speed-ahead with both Tour Guide and Tour Manager classes in 1993 and 1994.

She well remembers her first tour. Joanne Fitch, Charter RMGA Member, was the first person to hire her to work, to do a City Tour. Does anyone believe this confident, seasoned, professional could ever have been scared to death? She says she was but immediately gained confidence, putting aside her beginner jitters. She was glad of her decision to strike out in a new career. She did over-the-road tours as well as step-on tours. Bonnie became a pro at Meet & Greet at Denver's airport and hotels. For 15 years, she has put together day trips for Aurora Medical Center volunteers, enjoying

the experience of being a mini-tour operator. And Joanne Fitch had told her about a new organization: RMGA. Bonnie began attending meetings right away and joined in December, 1993.

Bonnie, always full of ideas, doesn't show signs of changing careers again unless it's planning her own travels in her new RV, which looks more appealing each passing year. As an early RMGA member, Bonnie has contributed in many ways thru work on several committees. She has answered every call to help out. Her ideas have found their way to several committees: Education, Seminar, Certification, and more. She also served as Membership Chair for several years.

Bonnie says RMGA became her family through these many years. She said we see each other at Education FAMS, meetings, committees and at work—it has become a part of her life. She has mentored several people over the years and feels good that she has had something to offer them.

Many of us remember Bonnie's friendliness to new members. *Thank you* for your many and ongoing contributions to RMGA's success over the years, Bonnie Custer!

Mary Thompson, 20th Anniversary Chair, RMGA President [Mary passed away in 2014]

Travel Trends



Visit Denver released latest travel trends compiled by Destination Analysts, a global research firm serving the travel industry. Key takeaways the week of March 29th:

- Despite a bit of softening in the past week, sentiment remains headed in a positive direction that has been matched by a corresponding uptick in actual planning behavior.
- More than 64% of people are in a “travel state of mind”, a slight drop from the previous week, but part of a steady, rapid climb since January.
- Only 18% of people expect the situation to get worse in the next month, a slight increase, while more than 52% expect it to get better, just off the record peak.
- Excitement to travel continues its upward climb, hitting 60% this week.
- Nearly 75% of people have engaged in some form of travel planning behavior in the past week, with a sharp increase in online travel research.

Other firms reported similar optimism about people showing an interest for future travel.

RMGA Facebook Group



The RMGA Facebook group at <https://www.facebook.com/groups/RMGAssoc> is active once again. Members can post an item of interest to share with the other members. Perhaps it is a photo from your last tour, fall colors in the Rockies, a shot of you quarantining at your kitchen table, or a pet that has become part of your family. This will be a quicker way to communicate among members.

Be sure to subscribe to our Facebook group. It is not limited to only Members. Invite your friends.

Website Committee

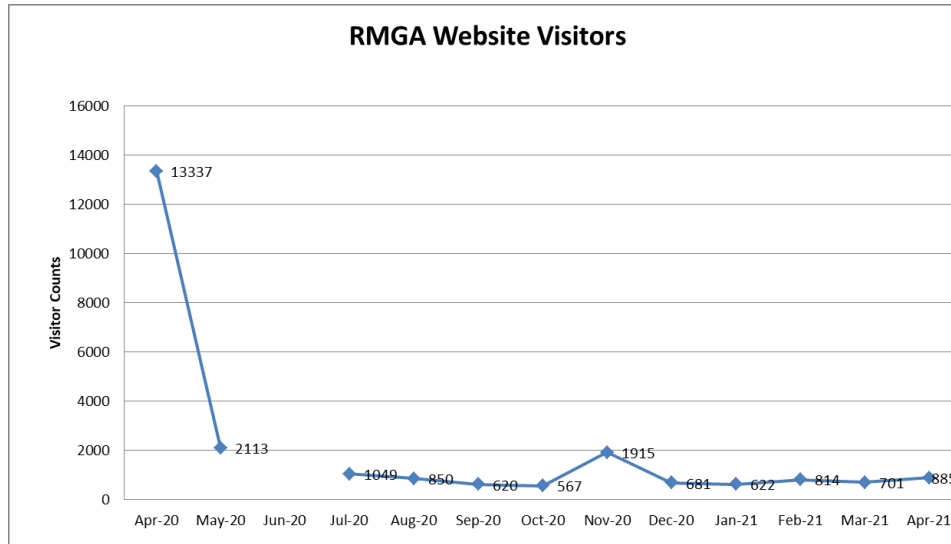
What's New on the Members Only Page?

These updates have been made to the website since the March report:

- *Created May Program Write-up*
- *Uploaded May Program announcement*
- *Uploaded the April Program Zoom recording*
- *Added April to Program Reviews*

Monthly Visitors to the RMGA Website

The monthly visitors to our website remain constant. As of April 29th, the April count is 885, up 184 from the end of March.



YouTube Channels

The recordings of the Zoom monthly member meetings and programs are now available on YouTube. Because one of the benefits as a member is access to the research materials presented at the meetings, these recordings are only available if you have the link. The link is under 2020 or 2021 Program Reviews on the Member Only page. For many programs there is also a link to the PowerPoint slide deck or other reference material.

Now if you were not able to attend a program, you can view the business meeting and the program.

E-mail distribution

The distribution of e-mails continues to be done on a temporary basis. If anyone is interested in sending out the e-mail blasts, contact Mike Pearl at rmgapresident@rockymountaintourguides.com. The contact list is current with the membership roster. If you are not receiving e-mails please contact Tom Jensen @ rmgacommunications@rockymountaintourguides.com.

Upcoming Industry Events

Submitted by Tom Jensen



VISIT DENVER Industry Update & Outlook- WEBINAR

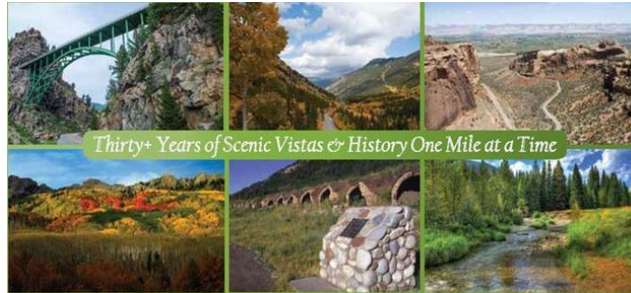
9:00 AM - 10:00 AM Apr 27, 2021

(

Hear from President & CEO, Richard Scharf, and VISIT DENVER's Leadership Team to learn about current updates, conditions, travel research, programs and other ways VISIT DENVER is supporting our partners and our destination.

[REGISTER HERE](#)





Colorado Byways Symposium 2021

The Colorado Scenic and Historic Byway are celebrating thirty+ years of preserving, conserving, and supporting economic development in rural Colorado with a Symposium.

We invite you to register for the style of event, either in-person or virtually, that you feel most comfortable with during this unusual time.

May 5, 2021

Sustainable Settings, Carbondale - Opening Reception (West Elk Loop)

May 6, 2021

Morgridge Commons, Glenwood Springs - Symposium

May 4-5 & 7-8, 2021

West Elk Loop & Grand Mesa Pre/Post-Tours (On-Your-Own & Limited Guided)

Registration

In-Person \$175 (limited seating, includes full Symposium, plus meals)

Virtual \$50 (attend sessions via provided link)

www.ColoradoByways.org



2021 Santa Fe Trail Bicentennial Symposium

2021 will mark the 200th year since William Becknell and his trading companions traveled from Franklin, Missouri, to Santa Fe, New Mexico, resulting in the opening of a route of commerce that would continue for the next sixty years.

The symposium will present living history at Bent's Old Fort NHS, speakers, tours of Southeast Colorado, social events. It is an opportunity to learn more about this part of Colorado.

For more information: <http://2021sfts.com/index.html>



2021 Colorado Governor's Tourism Conference

The 2021 Colorado Governor's Tourism Conference has moved! The conference will now be held at the Pueblo Convention Center Nov. 4–5, 2021

In order to accommodate the needs of the industry during this time, GovCon 2021 will be offered in a two-day format at a reduced rate. We can't wait to finally see you again and convene together for a fun-filled, information-packed conference.

The CTO has postponed its plans for GovCon in Snowmass as The Westin undergoes renovations, but save the date as GovCon will be in Snowmass Sept. 20–23, 2022, in a beautifully updated space. Keep an eye out for more GovCon information to come, and we will see you in Pueblo!



E-Bulletin
March 23, 2021

- **Revitalizing Main Streets Grants** –Apr 6, 2021, 2p Pre-App Workshop for #1 Infrastructure up to \$2M, #2 Economic/Multi-Modal \$250K - www.codot.gov/programs/revitalizingmainstreets
- **Pandemic Visitor Use/Data Review Webinar(s)**– Apr 7 Responsible Recreation - www.recpro.org/webinars
- **Cultural Landscapes On-Demand Learning**– \$100 – Nancy Brown, FASLA - <https://training.npi.org/courses/cultural-landscapes-an-overview>
- **Apply for CO Lottery Starburst Awards**– Apr 1, extended deadline – Parks, outdoor rec, open space... - www.coloradolottery.com/en/about/starburst-award/
- **Earth Day 2021 ~ Restore Our Earth**– Apr 22, 2021 – Toolkit, Organize Cleanup & Events - <https://www.earthday.org/toolkit-earth-day-2021-restore-our-earth/>
- **OEDIT Rural Technical Assistance** –Phase I: Education & Sign Up Today! - <https://oedit.colorado.gov/rural-technical-assistance-program>
- **National Park Week 2021**– Apr 17-25 – Explore, Discover, #FindYourPark - <https://www.nps.gov/subjects/npscelebrates/national-park-week.htm>
- **Gold Belt Gravel: Ride the Rockies Getaways**– Jul 8-11, 2021 – Limit 200 cyclists - www.ridetherockies.com/rtr-getaways/gold-belt-gravel/
- **Colorado Parks Installing EV Charging Stations**– <https://coloradosun.com/2021/03/18/colorado-gets-electric-car-charges-for-all-parks/>

www.ColoradoByways.org

Register Here



Southern Colorado Tourism Summit

Tentative Date Oct 13th – Oct 15th, 2021

For the itinerary and additional information see <https://socotourismsummit.com/>

Organization Activities

Submitted by Mike Pearl, President

RMGA Facebook Page

Another way for members to communicate with each other is the RMGA Facebook page. Find it at <https://www.facebook.com/groups/RMGAssoc>.

RMGA Leadership Opportunities

Members are encouraged to volunteer to lead these committees:

- Certification (Must have the RMGA Colorado Certification)
- Email Blasts

The Board of Directors is seeking a Secretary. Contact any Board member with your interest.

NFTGA Leadership Meetings and Tourism

NFTGA Leadership Meetings

Submitted by Mike Pearl, President

RMGA is a member of the National Federation of Tourist Guides (NFTGA), a collective of local tourist guides associations and guilds across the US. From time to time, RMGA Members receive notices (including a member-written quarterly newsletter the *National Standard*) from NFTGA via our email Blast system.

President Ellen Malasky has been hosting monthly virtual meetings of representatives of the local associations because of the COVID-19 situation. I have been attending these virtual meetings to represent RMGA. The latest meeting occurred April 21, 2021:

- NFTGA is seeking local association members to run for election as President, Vice President, Secretary, Treasurer, and (3) Director at Large. Email president Ellen Malasky president@nftga.com if you are willing to run or if you want to serve on the nominating committee.
- NFTGA will host its biennial conference January 26-28, 2022 in San Antonio, Texas. See <https://www.nftga.com/> for presenters, workshops, and registration information.

To see resources for tour guides, go to NFTGA's [Guide Resources](#).

May Members Meeting May 10, 2021

May 2021 RMGA Members Meeting and Program



WHEN: May 10, 2021

6:00pm – Networking

6:30pm – Short Meeting

6:45pm – Program: Broadmoor Manitou and Pikes Peak Cog Railway

WHERE: Via Zoom Meeting -- <https://zoom.us/j/92040413845>

PROGRAM: Ginger Hoolahan will update the members on the new Pikes Peak Cog Railway opening in May 2021. The Broadmoor Manitou and Pikes Peak Cog Railway is the highest cog railway in the world and one of Colorado's top attractions with views that inspired the song America the Beautiful is back on track in May 2021. A new website with ticketing information, travel times and behind-the-scenes images gives guests a peek at the progress and a view from the famed summit. Purchased by Mr. Spencer Penrose in 1925 and run by The Broadmoor for 96 years, The Broadmoor Manitou and Pikes Peak Cog Railway is proud to be taking passengers back up America's Mountain.

PRESENTER: Ginger Hoolahan is the Broadmoor Manitou and Pikes Peak Cog Railway's Traffic Manager, overseeing Group Sales, Reservations and Train Operations. Her professional background is in Sales, Marketing, Group Events and Tourism with 14 years working for Six Flags Theme Parks. She's a Southern California native who is very excited to have recently relocated to Colorado Springs to join the Cog Railway team.

REFRESHMENT: Provide your own

DIRECTIONS: To Join the Meeting click on the link or copy it to your browser. You may start to join the meeting at 5:50 pm. click on “Join” in the invitation, enter the necessary codes, and wait to be admitted.

PARKING: Your garage, driveway, or curbside.

GUESTS: Members are encouraged to invite potential members as a guest to the meeting.

CONTACT: J. Mark Blaising, Program Chair 303-830-8440 (voice) 303-263-8647 (text)

April Membership Program Review

Follow up to April Program, “Urban Art”

On April 12th, member Carol Carder gave us a look at over 20 installations of outdoor public art in Metro Denver and gave us an update on the new levee wall in Pueblo. Denver is fortunate to have so much public art scattered along our tour routes. Thanks, Carol!



Carol’s Program is viewable on YouTube. For Members not able to attend the April meeting (or those who want to review the presentation), here is the recording:

<https://youtu.be/CZ6DCUTW6Tg>.

The link of the Zoom recording is also available on the Members Only page of the RMGA website. Scroll down to the 2021 Program Review link. By clicking on it, you will have access to recordings of all programs this year.

Carol has provided the route for her Urban Art tour. It can be accessed by clicking on the **Articulated Wall** on the Members Only page under 2021 Program Reviews.

Links to Information Resources for Outdoor Art Tour by Carol Carder

- <https://www.rtd-denver.com/art-n-transit>
- <https://obeygiant.com/> (street artist Shepard Fairey)
- <http://www.donaldlipski.net/> artist for The Yearling
- <https://denverpublicart.org/>
- At <https://history.denverlibrary.org/washington-park-neighborhood>
- <http://www.jeremycharlesburns.com/> street artist Jeremy Burns, Larimer boy/girl
- <https://www.denvergraffititour.com/> A walking tour of RiNo art
- Facebook groups: Pueblo Levee Mural Painters
- <http://www.pueblolevee.org/> has some of the original painting, the fish in a bathtub is a hoot!, also what is happening today with artists coming to add their new murals
- Instagram @menaceresa site for the painters of Ruth Bader Ginsburg mural

Some information on the calf and cow, The Yearling, Blue Bear was previously on VISIT Denver site

- <https://coloradosun.com/2020/10/27/pueblo-levee-mural-reborn-colorado/>

Board of Directors Meetings

Monday, May 3, 2021 (10:00 am)

Tuesday, September 7, 2021 (10:00 am)

(Meetings via ZOOM; email Webmaster Committee Co-Chair [Tom Jensen](#) for an invitation)

All Members are welcome and invited to attend.

MEMBERS MEETINGS

Monday, May 10, 2021 (6:30 pm)

Monday, June 14, 2021 (6:30 pm)

Monday, July 12, 2021 (6:30 pm)

Monday, August 9, 2021 (6:30 pm)

Monday, September 13, 2021 (6:30 pm)

(Meetings via ZOOM; an invitation to attend will be emailed to Members)

Additional Member Meetings

The RMGA Board of Directors has agreed to host monthly chat sessions during June, July, August, and September, when RMGA doesn't usually meet. The social events will be held via Zoom and are meant to keep members connected. Please invite possible guides/members to attend.

The presentation from the Cherry Creek Shopping Center, tentatively scheduled to occur during the first week in June, has been postponed indefinitely. Molly Keech, Marketing and Tourism Specialist for the Cherry Creek Shopping Center, reports that various technical issues involved in hosting the event won't be resolved by the June date.

PURPOSE of the ROCKY MOUNTAIN GUIDES ASSOCIATION

The nature of the business and activities of this Corporation is educational and the objects and purposes thereof to be transacted, promoted, or carried on are TO PROMOTE THE HIGHEST DEGREE OF COMPETENCE AND PROFESSIONALISM AMONG PERSONS WHO ACT AS TOUR GUIDES AND TOUR MANAGERS/ DIRECTORS, TO PROVIDE ETHICAL AND PROFESSIONAL STANDARDS AGAINST WHICH ALL TOUR GUIDES AND TOUR MANAGERS/DIRECTORS ARE MEASURED, and, in pursuing said basic purposes,

1. To hold meetings and familiarization (“FAM”) trips for the improvement and continuing education of its members;
2. To provide opportunities for the exchange of experiences and opinions regarding tour guides and tour managers/directors and their profession;
3. To provide a forum for development and promotion of common professional interests and concerns of tour guides and tour managers/directors;
4. To cooperate with other related and non-related organizations in a common endeavor to promote the profession of tour guiding, tour management and tour directing and to promote the public awareness of said profession. – *Articles of Incorporation*, Rocky Mountain Guides Association

Officers		
President	Mike Pearl	303-868-0023
Vice President	J. Mark Blaising	303-830-8440
Secretary		
Treasurer	Wendy Pickering	217-621-1960
Director-at-Large	David White	303-868-0023

Committee Chairpersons		
Certification		
Education	David White	303-868-0023
Hospitality	Lily Ewing	303-250-9679
Membership	Mike Pearl	303-979-7594
Newsletter Editor	Eileen Pearl	303-868-0021
Program	J. Mark Blaising	303-830-8440
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Tom Jensen	303-968-0515
Nominations	Mike Pearl	303-868-0023
Website	Tom Jensen	303-968-0515