

**VOL 30, No 4**

**April 2022**

## President's Message

Submitted by Mike Pearl, President

The March program featured **the Black American West Museum & Heritage Center presented by Terri Gentry**. Viewing images of exhibits and hearing Ms. Gentry's narrative were special treats for RMGA members.

The annual term of office for the Board of Directors ends May 31. Elections will be held at the Annual Meeting of the members April 11 – our first in-person meeting since March 2020.

All RMGA members are looking forward to meeting in-person (finally). That opportunity may not be too far away. The Program Committee has scheduled April's meeting as an in-person event at the new offices of VISIT Aurora in the Stanley Marketplace.

I'm planning to bring a box of books and pamphlets to share with those in attendance and to use some as door prizes. If you have a box full of books and pamphlets that you would like to bring to share with other members, please do. Talking about research and swapping materials is a great way to bond during our first in-person meeting.

The National Federation of Tour Guides (NFTGA) has a new president, Michael Dillinger from the Guides Association of New York City (GANYC). His goals for his two-year term include increasing the "visibility" of tour guides within the US Tourism Industry. The RMGA Board of Directors fully supports Dillinger in this endeavor. As you know, in discussions of tourism in the US, the destinations, sites, and modes of transportation receive attention, while tour guides are completely ignored. By coordinating efforts among the local guides associations of NFTGA, Dillinger expects to establish a strategy that can raise the profile of tour guides within the industry.

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. To join in on the meetings without using a video connection, you can use your phone connection. You will first need to have the Zoom mobile app installed on your smartphone. Check out the easy directions <https://support.zoom.us/hc/en-us/articles/201362193-joining-a-meeting>

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](mailto:rmgapresident@rockymountaintourguides.com). – Mike Pearl

A Member of



PROUD PARTNER OF



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## FROM THE EDITOR

Deadline for submissions for the May, 2022 *Guide Line* is **Friday, April 29**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at [rmgaeditor@rockymountaintourguides.com](mailto:rmgaeditor@rockymountaintourguides.com). If anyone has photos to share, please send them along with either a short description and/or names.



## COMMITTEE UPDATES

### Communications Committee

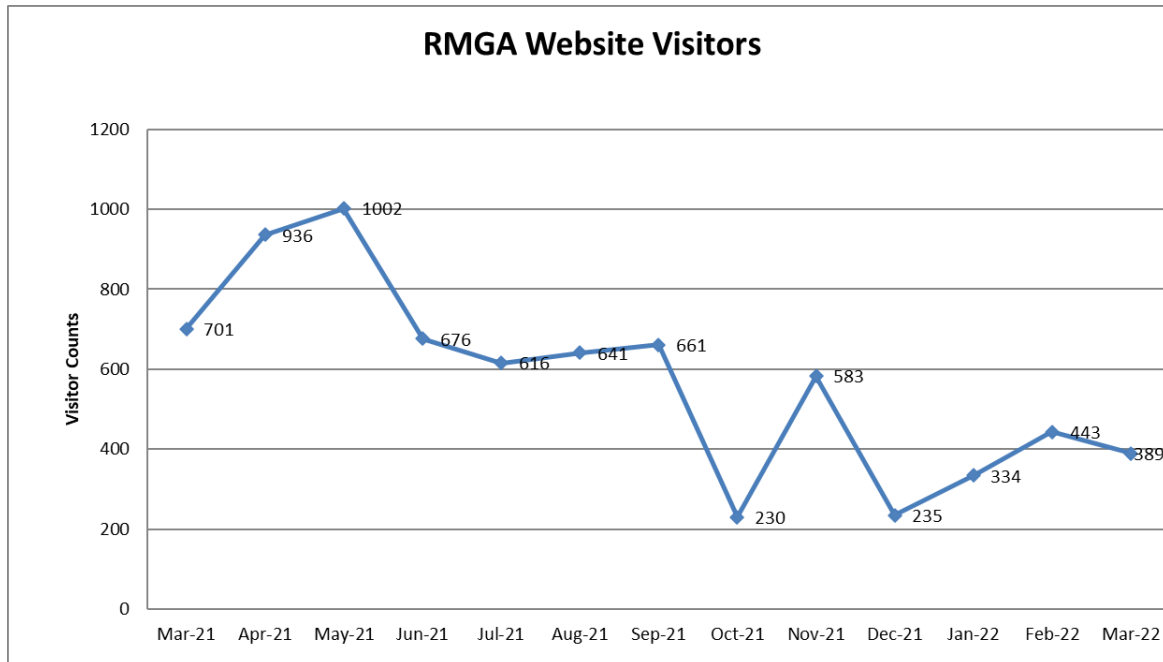
Submitted by Tom Jensen, Communications Committee Chair

#### *What's New on the Members Only Page?*

- *Uploaded March Program review*
- *Added April Program*

### Monthly Visitors to the RMGA Website

The monthly visitor to our website remains constant. As of March 30, 2022, the February number of hits is 389.



Starting April 2022, (delayed from February) website traffic might seem lower. Rick's Cheap Domains, our website hosts is updating all website traffic data reports, past and future, to give a better data like showing visits only by real people, not bot traffic.

### What's Coming Up

Access to Members Only Page – Soon members will receive the new access code and instructions for the Members Only page. On this page you will discover archived copies of the Guide Line, Program reviews, FAM trip reviews, and governing documents.

Profile Update – Profiles from people who did not renew will be removed. A year will be added to the "Years Experience" category. If you have changes to your Profile, send them to [rmgawebsite@rockymountaintourguides.com](mailto:rmgawebsite@rockymountaintourguides.com).

### YouTube Channels

The recordings of the Zoom monthly member meetings and programs are now available on YouTube. These recordings are only available if you have the link which is listed under 2020, 2021, and 2022 Program Reviews on the "Members Only" page. For many programs there is also a link to the PowerPoint slide deck or other reference material.

The March program on the Black American West Museum and Heritage Center is now available for viewing. It also includes Carol Carder's hidden gem, the Boulder Dushanbe Teahouse.

### 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@rockyountaintourguides.com](mailto:rmgapresident@rockyountaintourguides.com). The contact list is current with the

membership roster. If you are not receiving e-mails please contact Tom Jensen @ [rmgacommunications@rockymountaintourguides.com](mailto:rmgacommunications@rockymountaintourguides.com).

### **Facebook**

Be sure to join the RMGA Facebook page, <https://www.facebook.com/groups/RMGAssoc>. You'll find postings of upcoming events, industry happenings, and photos. All members are welcome send in their pictures or posting.

New Photo and events added. See Public Relations update.

### **Membership Committee**

Submitted by Mike Pearl, Membership Committee Chair

The RMGA Board of Directors thanks you for your membership. The latest membership directory is posted on the Members Only page of the RMGA Website.

RMGA welcomes new members! Do your part to improve and expand RMGA's knowledge base by increasing our membership roster. Invite tour guides to RMGA's next gathering. Send their contact information to Membership Committee Chair [Mike Pearl](#) so that they can be included on the Meeting Invitation.

### **Nominations Committee**

Submitted by Mike Pearl, Nominations Committee Chair

The currently seated officers of the RMGA Board of Directors have agreed to stand for election for the 2022-2023 term. The Nominations Committee is seeking nominees for the office of Secretary. For information about the duties of the secretary, contact [Mike Pearl](#).

### **Program Committee**

Submitted by J. Mark Blaising, Program Committee Chair

## **April 2022 Member Program**

### **Visit Aurora**

**WHAT:** RMGA Membership Meeting & Program

**WHEN:** April 11, 2022

6:00 pm – Networking (come early to enjoy a bite at the Marketplace restaurants)

6:30 pm – Short Meeting

6:45 pm – Program



**WHERE:** Suite 209  
Stanley Marketplace  
2501 Dallas Street  
Aurora, CO

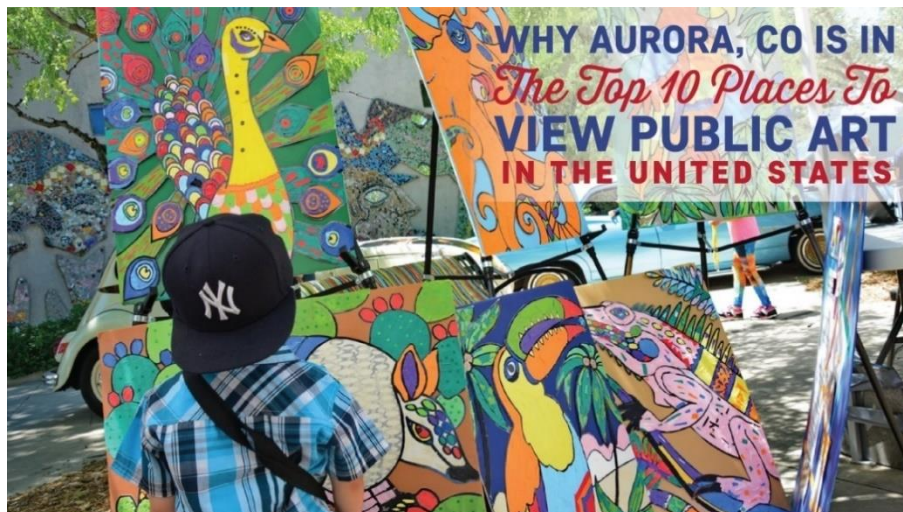
The Stanley Marketplace is a community of 50+ independently owned Colorado businesses collectively offering a place for you to eat, drink, shop, exercise, play, work, and more.



**Directions:** Located in Northwest Aurora, three blocks north of Montview Boulevard on Dallas Street. Free Parking



**PROGRAM:** Excited for our first official in person Meeting since March of 2020. Enjoy networking face to face and hear a program from Visit Aurora updating us on recent developments. Tour the market place and see the various retail, recreational and dining/drinking options in this thriving marketplace. It is well placed for a motor coach stop coming or going to the airport.



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

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

## Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair

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### 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.

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## **The Molly Brown House Museum's New Exhibit 'Heroine of the Titanic' Opens April 1**

Join us at the Molly Brown House Museum to commemorate 110 years since the sinking of the RMS Titanic with our upcoming exhibit that runs from **April 1 to September 25** and is included with general museum admission. Discover a heroine's story through rare Titanic artifacts and never-before-seen family documents at an exhibit that brings survivor memories of that fateful night to life – including those of Margaret Brown, who was not known as “Unsinkable” during her lifetime, but instead as the “Heroine of the Titanic.”

Go back in time to 1912 as you walk through the Browns' Capitol Hill house and find awe-inspiring objects, photographs and documents in every room. You'll follow the experience of Margaret Brown, a survivor who helped row a lifeboat through the night to safety, and who made it her mission to comfort and raise money for Titanic's immigrant passengers who lost everything on their journey to a new world.

Learn about the tragedy through Mrs. Brown's many Titanic interviews including her first one, which she gave when she was still on board the rescue ship, and her written account which was published a month later in a Newport newspaper. Her memories and those of other Titanic survivors will prove just how difficult it can be to know what really happened that night.

*Special thanks to our partners: Titanic Museums (Branson, MO/Pigeon Forge, TN), Stanley & Laurel Lehrer Collection, Brian Hawley & Eric Sauder Collection, Joe Halpern Collection*

[Click HERE For More Information & Museum Tickets](#)





## E-Bulletin

March 29, 2022

- **CPI Workshop at Ludlow Massacre Memorial Site** –Apr 1, along the Highway of Legends -<http://coloradopreservation.org/events/workshops/>
  - **New-to-Nature Tourists About Responsible Recreation** – Apr 6, noon,[https://usu-edu.zoom.us/webinar/register/WN\\_TBbioLUwTSuHZOR6CurZxg](https://usu-edu.zoom.us/webinar/register/WN_TBbioLUwTSuHZOR6CurZxg)
  - **NSBF Webinar: Elements of a Good Byway Website**– Apr 13 1p MT - <https://nsbfoundation.com/training-events-advocacy/webinars/>
  - **Join Us for a Virtual Conservation Showcase**– Apr 14, 4:30-6p - <https://www.keepitco.org/>
  - **The Year of Lincoln Hills: Documentary**– Apr 15, Denver, Free Tickets - <https://www.historycolorado.org/events-experiences>
  - **Rural Economic Development Initiative (REDI) program**– Closes Apr 21, 2022 -<https://cdola.colorado.gov/financial-assistance>
  - **DCI: In the Game Conference**– Apr 12-15, CO Springs - <https://www.downtowncoloradoinc.org/in-the-game/>
  - **Partners in the Outdoors Conference**– Apr 18-20, Vail - <https://cpw.state.co.us/aboutus/Pages/Partners-Conference-Register.aspx>
  - **CO Outdoor Regional Partnership Funding** -Closes May 11, 2022 - <https://cpw.state.co.us/aboutus/Pages/Regional-Partnerships-Initiative.aspx>
  - **Complete Streets Report to Congress**– March 2022 - <https://highways.dot.gov/complete-streets>  
[www.ColoradoByways.org](http://www.ColoradoByways.org)
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### **31** Upcoming Events and Programs

**April 1, 5–7 pm | Trinidad History Museum’s Bloom Mansion | First Friday Art Night.** Join us for a free art-focused evening making yarn-wrapped flower pots, just in time for spring flowers. Space and supplies are limited, so these events will operate on a first come, first served basis. [Learn more.](#)

**April 8, 6:30–8 pm | History Colorado Center | People, Pride, & Promise: The Story of the Dockum Sit-in with Prisca Barnes.** Join author Prisca Barnes for the untold story of the first youth-led lunch counter sit-in that revolutionized the Civil Rights Movement. This event is part of our Blaxplanation series. [Details here.](#)

**April 12, 7–9 pm | Chautauqua Community House, Boulder | The Hindsight 20/20 Project: Wars of Reckoning and the Great Reconciliation.** Beginning in March 2020, Covid-19 lockdowns upended daily life around the world. Then in May, outrage over the murder of George Floyd in Minneapolis drove millions of Americans to the streets demanding racial justice. How did these events shape the century ahead? Claire Oberon Garcia and Karen Roybal look back at this history in the making. [Join us.](#)

**April 16, 6:30–8:30 pm | History Colorado Center | Cultural Roots Night Market and Mix-tape.** Celebrate the opening of our newest exhibition, the interactive art installation *Colorado’s Asian Food Culture: Rice and Resilience*, with a night featuring Asian American and Pacific Islander food, craft, and beverage vendors. [Get tickets.](#)

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## Tour Colorado

The Rocky Mountain Guides Association was well represented at the Tour Colorado Membership Meeting held in Ft. Collins on March 25<sup>th</sup>. Representing our organization were Michelle Kempema (also Tour Colorado Board Vice President), Barbara Bowman, Mike Pearl, Dave Lively, Terence O’Hare, Joan Fields and Lee Dahl (Tour Colorado Board Members), and Michael Dulude.

The working session began with an update by Aaron Zomola, of ZOVA marketing on the recently redesigned Tour Colorado website. <https://www.tourcolorado.org/>. Aaron shared many ideas on social media and the importance of inter-connecting all our social media outlets.

Aaron emphasized pictures and videos are important. RMGA needs current pictures showing guides at work that we can submit to Tour Colorado. If you have picture that “sell” the services of RMGA members please send them to Tom Jensen. Some ideas:



Up next was Kaitie Jacobson from the Colorado Tourism Office. Kaitie reminded the group of the Partnership Programs provided by the CTO:

**2022 Colorado Governor’s Tourism Conference Call for Speakers:** . If you are interested in being a speaker or you have session ideas, please complete the [Speaker Submission Form](#) by Monday, May 16, 2022.

**Colorado Concierge Program:** This is a free workforce-development resource to

build your Colorado expertise. Help us share Colorado-style hospitality with all visitors and residents.

National Travel and Tourism Week starting May 1

Kaitie was followed by member Barb Bowman updating us on the

**Care for Colorado (CFC) Coalition:** Learn and share the Care for Colorado Leave No Trace “Trash the Trash” Principle, which simply means to “pack it in and pack it out” with you. She stressed the importance of including the message of caring for our beloved state in our tours and other publications.

A good place to start is the video: [Care for Colorado – Are You Colo-Ready? - YouTube](#)



After lunch the educational Session panel discussed “Working together for Success.” Three of the members were RMGA members – Michelle, Joan, and Lee. The development of relationship was import for success as is ability of DMOs to answer tour operators and tour directors’ questions on what is unique about their area, including contacts, rest stops, alternative plan.

Finally, David Bodel and Sylvia Welsh provided an update on the 2022/23 Travel Planner. RMGA will continue to be listed.

## ORGANIZATION ACTIVITIES

Submitted by Mike Pearl, President

Rocky Mountain Guides Association represents professional tour guides in Colorado and the Rocky Mountain Region to tourism-related organizations. As president, I meet with other leaders of US tour guide associations and guilds through monthly Zoom meetings.

Tom Jensen and the Public Relations Committee lead in keeping RMGA and us professional tour guides in the forefront of the minds of local tourism industry leaders.

The US Travel Association will host its annual “[Destination Capitol Hill](#)” April 5-6. RMGA members who would like to participate in the Washington, D.C. event should contact me for details.

### 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>. It’s a great place for members to post pictures and tidbits of information that we all can use.

### RMGA Leadership Opportunities

Members are encouraged to volunteer to lead these committees:

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

Contact any Board member with your interest.

## Are You Colo-Ready?

RMGA has become a Stewardship Partner with the Care for Colorado Coalition. Check out the RMGA logo alongside other Stewardship Partners at <https://www.colorado.com/care-colorado-coalition>. Watch for this logo on the RMGA website and the *Guide Line*:



As we prepare for the summer tourist season, it's good to get a refresher on the concepts that make up Care for Colorado. Check out this video describing "Keep wildlife Wild" produced by The Care for Colorado Coalition [Video](#)

The ideas expressed in the video can't be an exhaustive list. What ideas is the video missing? Send your thoughts to the *Guide Line* [Editor](#).

## What Are Our Guests Learning about Colorado?

Have you ever wondered about the advertising messages about Colorado that are sent to other areas? It's prudent to be aware of those messages, because they set guest expectations. Here's one about "Summer in Durango." Watch the [Video](#) produced by the Colorado Tourism Office.

Here's a video about Denver, "Explore Denver's Art Museums" [Video](#), produced by VISIT Denver.

The ideas expressed in these videos can't be exhaustive lists. What ideas are missing in the videos? Send your thoughts to the *Guide Line* [Editor](#).

## Care for Colorado Videos to show

Submitted by Mike Pearl, President

I'm showing to my motorcoach guests a "Care for Colorado" video appropriate to our tour. When I introduce the video, I tell my guests here are Care for Colorado Leave No Trace principles.

Barb Bowman, RMGA member offers this explanation that might help:

Care for Colorado is an education and communication based program designed to amplify the Colorado Tourism Office responsible travel message through use of the [Care for Colorado Leave No Trace Principles](#). We want people to Care for Colorado as much as we do through responsible travel.

In 2018 the Colorado Tourism office reached out to Leave No Trace, an organization that pioneers science and provides proven, research-based solutions for the protection of the natural world. The Colorado Tourism Office was the first state tourism organization to partner with Leave No Trace to take a leadership role in stewardship to protect Colorado's precious outdoor resources.

In order to educate both visitors and residents alike on the importance of protecting Colorado's outdoor resources, the seven principles were developed and assets such as the video you are watching were produced by the Colorado Tourism Office to share. There are five Etiquette videos total, and they can be accessed through the landing page of [colorado.com](https://www.colorado.com).

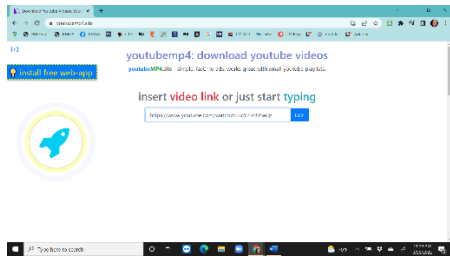
## How to Download a Care for Colorado Video from You Tube

This method uses YouTubeMP4.site

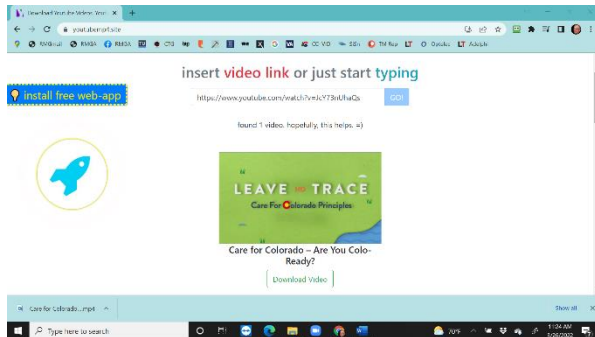
Copy the URL of the YouTube video (<https://www.youtube.com/watch?v=JcY73nUhaQs>)

In a new tab, go to YouTubeMP4.site



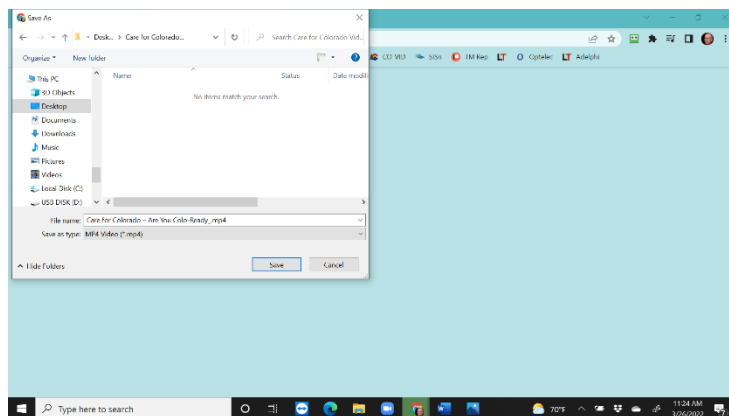


In the space provided, paste or type the link, then Click GO!  
Now, it will fetch the video from the URL.



Click “Download.”

A directory box will open so you can set up where you want to save the video. I created a new folder just for my Care for Colorado videos.



Click Save.

Now you can access the video from the folder.

You can copy the video to a USB “thumb” drive to use in the video player on the motorcoach.

## **Colorado Concierge Training and Certification**

[Colorado Concierge Training](#) is a free certification for frontline workers to become Colorado experts and grow their Colorado-style hospitality. The training is online at [BeAColoradoConcierge.com](#). You can also download the app from [Google Play](#) or the [Apple App Store](#).

The training includes seven modules:

- Colorado Essentials
- The Care for Colorado Principles
- Colorado's Eight Travel Regions
- Colorado-Style Customer Service
- Colorado Traveler Safety
- Hunting & Fishing
- Inclusive Colorado Culture

Certified businesses and organizations and individuals also receive the benefits outlined at <https://oedit.colorado.gov/colorado-concierge-training-and-certification>

## **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 from NFTGA via our email Blast system.

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

The March Meeting was postponed to April 5. There is no report.

**Find your next tour job at [www.TourGuidingJobs.com](http://www.TourGuidingJobs.com)!**

Simply sign up for a free account and start looking through the job listings. We will be adding more jobs weekly as tour operators, destinations, attractions, and travel companies who send us their job opportunities looking for talented professionals like you!

## BOARD OF DIRECTORS MEETINGS

### Board of Directors Meetings

Monday, April 4, 2022 (6:00 pm)

Monday, May 2, 2022 (6:00 pm)

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

All Members are welcome and invited to attend.

## MEMBERS MEETINGS

The second Monday of January, February, March, April, May, October, November, December

Monday, April 11, 2022 (6:00 pm) In Person! Annual Meeting with Elections. Visit Aurora Office in the Stanley Marketplace, 2501 Dallas St, Aurora, CO 80010. Bring a prospective member!

Monday, May 9, 2022 (6:00 pm) (Meeting via ZOOM; an invitation to attend is emailed to Members, who are encouraged to forward the invitation to prospective members.)

## 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

<b>Officers</b>		
President	<a href="#">Mike Pearl</a>	303-868-0023
Vice President	<a href="#">J. Mark Blaising</a>	303-830-8440
Secretary		
Treasurer	<a href="#">Wendy Pickering</a>	217-621-1960
Director-at-Large	<a href="#">David White</a>	720-217-8643

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