

VOL 25, NO 6

PRESIDENT'S LETTER

June 2017

Dear RMGA Members:

I am delighted to be a member of the Rocky Mountain Guides Association. Each time I work with other members, they show me just how competent and professional they are. And that makes me a better guide.

At the May program, we experimented with a different activity. Steve Kaverman and I presented the first few minutes of a tour narration. Members present were able to observe opening remarks and comment on them. Thanks, everyone.

This activity is a member's idea that I hope we can continue at future programs.

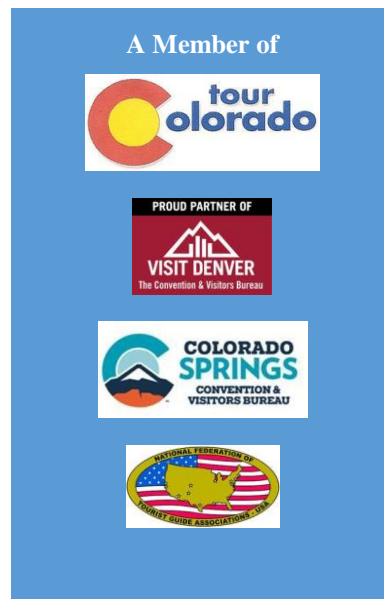
And thanks, also, to the folks at Visit Aurora for hosting the May program. Visit Aurora is the Destination Marketing Organization for the City of Aurora. It was good to find out what Aurora has in mind, as Colorado's third largest city, to welcome tourist visitors.

May program participation was well-attended, despite the heavy rain and hailstorm – yes, that hailstorm! Program participation is improving! I look forward to 75% of members (70) to attend on October 9 at the Colorado Railroad Museum. Check out the website:

<http://coloradorailroadmuseum.org/>

What's the reward for 75% attendance? Professional value for RMGA Members and enhanced guest experience.

- Mike Pearl



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FROM THE EDITOR

Deadline for submissions for the July *Guide Line* is Wednesday, June 28. I will continue to publish the *Guide Line* throughout the summer as long as members submit news to share.

Biographies are still welcome. This is a way to showcase what you do, or to just write about what you love about your job! eileen.pearl.rmga@gmail.com

COMMITTEE UPDATES

Certification Committee

Submitted by Mary Bendelow

The RMGA Certification Committee is pleased to announce that four Members have recently become certified: Sherry Moon, Carol Carder, Mike Pearl and Eileen Pearl. They will receive their badges and certificates at an upcoming membership meeting. In addition, their web profile will be altered to incorporate this new information. All new and existing certified members are reminded that they must provide information on professional, and professional development, activities that occur this year in order to be re-certified for 2018. The form for providing that information is to be found in the Members Only section of the website.

Congratulations and welcome to our newly certified members!

Education Committee

Submitted by Mike Pearl

2018 FAM Activities

The time has come to begin looking ahead for Familiarization Tours for 2018. All Professional and Associate Members are eligible to set up a FAM for the benefit of the organization.

Planning and running a FAM Tour is a wonderful opportunity for RMGA members to hone their skills. FAM Planners learn by collaborating with their colleagues and by researching venues. They add to their professional contacts by meeting the people affiliated with the venue. Often, FAM Planners enjoy unique experiences that, in turn, they use to inform the tours they lead.

To offer your ideas, no matter how modest or grandiose, contact the Chair of the Education Committee, [Mike Pearl](#).

Public Relations Committee

Submitted by Tom Jensen

One of the goals set by the RMGA Board of Directors this year is to increase the visibility of RMGA within the Colorado travel industry. You can help RMGA become more visible by attending various industry events and wearing your RMGA name badge. Take advantage of the many invitations that are sent to you via e-mail.

If you do attend any events, please send me a few lines about the event so it can be included in a future newsletter.

RMGA members have represented the organization at several events lately. Here is a summary of a few of those events:

2017 Discover Colorado Roadshow

Stanley Marketplace, Aurora

This was the second stop of the Colorado Tourism Office (CTO) 2017 Road Show. The Road Show is the CTO's annual trip to cities throughout Colorado to introduce the new Colorado Tourism Roadmap, present the new summer marketing campaign and provide updates on what's new within the CTO and for Colorado tourism as a whole.

RMGA was well represented by Mike Pearl, Barbara Johnson, Sherry Moon, Steve Kaverman, and Tom Jensen. After the presentation some members toured the new Stanley Marketplace.

The attendees were welcomed by the Mayor of Aurora, Steve Hogan, who reminded us that "not all tourist attractions in Colorado are where you think they are." Did you know that Aurora is the 53rd largest city in the US? It is larger than Honolulu, St. Louis, Pittsburg, Orlando, or Salt Lake!

Kathy Ritter, Director of CTO, described the recently released Colorado Tourism Road Map. This is the guide to build economic development in Colorado (1 in 9 jobs in Colorado is tied to tourism; visitors spent \$19.1B). The goals are to attract more high value travelers, whose who stay longer and spend more and develop Drivers of Dispersion to encourage visitors to visit the less well-known parts of the state As we know the front range is becoming more and more crowded. The objective is to disperse people throughout the state.

The Colorado.com site now has the Field Guide. This new tool enables visitors to create their own itinerary. It encourages people to act like a local – become involved in communities, eat at local restaurants, visit lesser known attractions, volunteer, and explore new regions of the state.

Each member of the CTO staff then introduced themselves and explained their department.

Denver will host IPW, May 19-23, 2018. IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. Other cities after hosting the IPW have experienced a huge increase in the number of visitors.

The CTO is looking into changing the region definitions. Currently the state is divided into regions such as Southeast, Southwest, Denver Metro, etc. The CTO may consider efforts to revamp regional designations that more accurately reflect how visitors actually connect in-state assets and experiences.

Tour Colorado

801 Chophouse

Tour Colorado is the only statewide organization marketing Colorado directly to domestic tour operators and packaged travel planners. It is a different organization from the Colorado Tourism Office which markets to the public. RMGA is a member of both organizations.

Representing RMGA were Mike Pearl, Nancy Brueggeman, Eileen Pearl, Barbara Johnson, and Tom Jensen.

At this meeting, Tour Colorado announced the first annual publication of the Colorado Planning Guide. This publication is a glossy magazine type of guide showcasing Colorado to the tour group markets. Inside the guide will be Colorado tour itinerary ideas, beautiful photos, member listings, destination

editorial and special supplier showcase articles. The goal is to create a Colorado go-to guide focused to tour operators and group planners.

As a member of Tour Colorado, RMGA will be included in this publication. Any leads generated by our listing will be sent to Mike Pearl, who will distribute them to all members using our e-mail blast process. This guide will be distributed to tour operators and tour planners at the various trade shows.

The RMGA Website listing on TourColorado.org is currently being updated. The RMGA listing on Colorado.com has just been created and will be deployed soon.

SOCO [Southern Colorado] Tourism Summit

Otero Junior College, La Junta, CO 81050

Recently the Southern Colorado Tourism Summit was held in La Junta. This was a meeting created by two organizations (Southern Rockies Crossroads of Cultures and Canyon & Plains) that promote tourism into southern Colorado. These eleven counties came together to find ways they can work together to bring more people into this region of the state. At the Summit, attendees heard how others have enticed travelers to step-off the beaten path and how to bring visitors to come closer and stay longer in rural Colorado.

Representing RMGA was Tom Jensen.

A few takeaways:

- The attendees are passionate about tourism and the highlights SE has to offer. They were enthusiastic about working together to bring in more visitors.
- People are excited and proud of where they live. They want to share this with others. The experiences here are much different from the urban or mountain areas.
- Tell a story; don't just repeat facts. People no longer want "bricks and mortar," they want "mental mortar" – tell a story/provide an experience. The Cumbres & Toltec Scenic Railroad has positioned itself not only to preserve history but to preserve "how the west was won" – the story of railroads in the west, of the Colorado mining history, the importance of agriculture as it hauled sheep and cattle, the economic importance of tourism.
- The Colorado Outdoor Recreation Industry accounts for \$34.5B in consumer spending annually. It is important to innovate – it is necessary we prepare for future generations by getting our visitors involved in preservation (trail building; pack it in/pack it out, community projects). We cannot rely on the government to maintain; the public must invest.
- Watch for the Colorado Trail System Map -- The Colorado Trail System (CTS) intends to serve as the connection between people, trails, and technology by incorporating every mile of trail into a single map. It was created by Colorado Parks and Wildlife and is a favorite project of Gov. Hickenlooper. It is rumored to be released in early June. <http://cpw.state.co.us/cts>
- Southeastern Colorado is overlooked as a tourist destination. However it is rich in Colorado history and scenic beauty. Some of the heritage tours include:
 - Royal Gorge Bridge & Cripple Creek
 - Cowboys to Castles Tour
 - A Day on the American Frontier
 - Pueblo Legacy Tour
 - Home of Heroes & Walk of Valor
- One speaker thought many retiring baby boomers will move to lower Arkansas Valley because of less expensive houses and an established infrastructure.

- Volunteers in Cañon City realized the potential of hiking and biking in the area. They formed an organization to build new trails without waiting for government assistance. This is an example of a Driver of Distinction and is bringing visitors from the Front Range.

UPCOMING EVENT



WEDNESDAY, JUNE 21, 2017

4:00 PM - 5:30 PM

HARD ROCK CAFE

500 16th St., Ste. 120
Denver, CO 80202

You may pay in advance online or pay at the door with cash, check or credit card. Advance payment is non-refundable. \$12/person

This event is only open to VISIT DENVER partners.

Registration at: <https://www.denver.org/rsvp/?action=registrationForm&eventid=2867&sessionuuid=>

2017 FAM DATES

(To offer your assistance, contact the coordinator)

October 18, 2017 – Wednesday – Globeville Walking Tour ([Mary Lou Egan](#))

SEPTEMBER BOARD OF DIRECTORS MEETING INFORMATION

Board of Directors Meeting, Tuesday, September 5, 2017 2:00 – 4:00 pm

Bear Valley Church, 10001 W Jewell Ave, Lakewood, CO 80232

All members are welcome to attend.

NO SUMMER MEMBERSHIP MEETINGS

There is no Membership Meeting scheduled for June-September, 2017. The next general Membership Meeting will be Monday, October 9, 2017.

MAY 2017 MEETING AT VISIT AURORA

Rocky Mountain Guides Association, Membership Meeting

May 8, 2017

Visit Aurora

2260 South Xanadu Way, Suite 200, Aurora, CO 80014

Submitted by Nancy Brueggeman

The membership meeting was held at Visit Aurora where we were welcomed by the new President CEO – Bruce Dalton; Events & Agritourism Manager, Pam Martinez; and Director of Communications, Randi Westervelt. They provided wonderful appetizers and soft drinks. Each attendee received a copy of the Visit Aurora Official Guide, YUM Aurora (a guide to Aurora restaurants) and a “passport” to the 2nd Annual Explore Aurora Craft Brews Tour (a joint venture between Visit Aurora and the Aurora Public Library).

A very short business meeting with President Mike Pearl presiding was held – Mike and Steve Kaverman each gave a 3-5 minute tour introduction that they use when giving tours. These short introductions were to show examples of what a tour introduction should include for your guests whether your tour is on a coach or on foot.

Lily Ewing gave an update on the upcoming Leadville FAM (May 30th) and also had application forms for those interested. Mike also reminded all that there are no membership meetings during the summer months (June-September) due to members’ work schedules.

Larry Foos introduced Bruce Dalton, the brand-new (only three weeks) President and CEO of Visit Aurora. Visit Aurora is only seven years old and was developed by Gary Wheat (who recently moved on

to Macon, Georgia). The Visit Aurora Official Guide shows that Aurora tourism supports 7,000 jobs and a \$19 billion tourism economy.

Bruce Dalton gave us an overview of his background in tourism – beginning as a bellman at the Twin Bridges Marriott Hotel in the DC area at the age of 18, through his college years and various venues since then, including Charlottesville (VA), Grapevine, San Antonio, and Fort Worth in Texas, Nashville, and Hawaii. He commented that Grapevine has a population of 50,000 and is part of the Dallas- Fort Worth metro area of 6.5 million people.

Visit Aurora is a 501c (6) corporation funded by the Lodger’s Tax. This tax varies by hotel – generally 14.25% for each hotel night – of which half goes to the city and half to the state. Visit Aurora was started in 2010 to “sell” Aurora to tourism and today has a \$2 million budget. There are 43 properties in Aurora and places East of Denver that are part of the membership.

Gaylord has come to Aurora – there have been many articles in the newspaper about the development of the Gaylord Rockies resort in Aurora (a typical mountain resort). Gaylord has eight resorts – each of which has a restaurant similar the “Old Hickory Steak House” that will be in Aurora. In the past couple of years, there has been some discussion about moving the Stock Show to Aurora – not happening in the near future.

The City of Aurora is working on development to the north of I-70 off Tower Road, near DIA. The City has two parcels of property – one of 85 acres and another of 180 acres. Bruce also commented that Amazon has a 1 million sq. ft. facility nearby.

The role of Visit Aurora is to utilize the resources available to bring business to Aurora by encouraging people from other places to come to Aurora where there are hotels and visitor attractions. The challenge is that Aurora has always been a bedroom community for Denver and Aurora wants to change that perception to have people see Aurora as a destination. Bruce commented that the Fitzsimmons Medical Complex will grow. Aurora expects to see gradual changes also on Colfax Avenue and development moving from Aurora to the west along Colfax. Aurora has a population of 370,000 and is growing – moving to the East where there is more land for development. Aurora is also in three counties – Arapahoe, Adams and Douglas – requiring the various counties to work together for the future of the city.

All in all, it was an interesting presentation showing that Visit Aurora is a vibrant group working to develop tourism even more in Aurora.

The following is contact information for Bruce:

Bruce Dalton, President / CEO

Visit Aurora

2260 South Xanadu Way, Suite 200

Aurora, CO 80014

720.484.8904 – direct

817.994.7732 – mobile

brucedalton@visitaaurora.com

www.visitaaurora.com – also on Facebook, YouTube and Instagram

May Program Special Event

Submitted by Mike Pearl

During the networking time of the May program, Steve Kaverman and I delivered three minutes of an opening speech for a tour. Steve's was for a tour he leads of the Royal Gorge, mine was for a tour of the Foothills west of Denver.

Our presentations were "scored" by Elsie DeHerrera, Rick Tyson, and Ed Weising. They were the official respondents to our presentations. Everyone else in the room was welcome to offer comments, and a lively conversation ensued.

Of course, the two presentations were different, as the observers initially commented. That's because of the differences in the tours and in the personalities of the two presenters. But the similarities between the two presentations, especially in the content and organization, were also notable. My summary:

Characteristics of opening remarks:

- Engages the listener's interest, in other words, the presenter speaks clearly, enthusiastically, and purposefully
- Focuses the listener's attention, especially important because there is so much to see that can distract people
- Builds suspense and surprise, which makes a listener want to pay attention

The result of a quality tour opener? It sets the tone for the whole tour and establishes the guide's leadership. Guests will want to stop side conversations to hear your remarks; guests will return to the vehicle so as not to miss out; and you will have less distraction.

My conclusion: A quality opener must be prepared in advance. Even written word for word, if that helps. Then rehearsed and revised and rehearsed again. The more comfortable you are with your opener, the less distracted you are when interruptions occur during the early moments of the tour.

For other tips, check out Kelsey Toner's beabetterguide.com/ or Nick Manning's [How to Be a Tour Guide](#)

From Steve Kaverman

Upcoming Events in the Royal Gorge Region

[Park After Dark Concert Series](#), Royal Gorge Bridge & Park, Cañon City. July 1 – John Michael Montgomery; August 5 – Wynonna. BONUS: The Park closes to the public at Dusk, so concert-goers enjoy a unique experience – sunset scenery and a walk across the Bridge *at night*!

[Royal Gorge Whitewater Festival](#), June 23 & 24, Cañon City

[Fremont Adventure Recreation](#) has a series of events throughout the year. See their [events page](#) for a complete list, and come check out the Royal Gorge Region's newest trails for biking, or hiking; suitable for all fitness levels.

Check out the Royal Gorge Region/Fremont County Tourism Council website. Here's the [link](#).

RMGA BOARD OF DIRECTORS

Submitted by Mike Pearl

RMGA's Board of Directors have been busy with their usual responsibilities of setting a budget, paying the bills, approving committee recommendations, and setting policy. Of course, a change in personnel on the Board and committees adds to the tension of starting the year as people learn their new roles. People serving on the Board and committees are volunteers. Like all volunteers, they want to work as efficiently as they can. The Board has taken on specific training to make sure that it is working effectively. Thanks to member Larry Ralston for leading the Board through training.

In addition, the Board is taking on issues having to do with RMGA itself. For instance,

- Is RMGA a sustainable organization in the way it currently operates?
- What is the operational purpose of RMGA within the scope of its stated purpose, as found in the Bylaws and Articles of Incorporation?
- Where is the line between continuing education and training?
- How much attention should be placed on the "Find-a-Guide" opportunities and on job placement?
- Is membership in RMGA strictly a means to acquire liability insurance?
- Is membership in RMGA strictly a means for networking and collegiality?

None of these ideas is mutually exclusive, but the Board is working to prioritize these and other issues of the organization. The Board of Directors and the Members want a focused and responsive RMGA.

The Board of Directors asks all Members to reflect on the value they get from belonging to RMGA and whether RMGA is fulfilling that value. Email your thoughts to any of the Officers.

RMGA MEMBER BIOGRAPHIES

There were no Biography submissions this month.

THIS AND THAT

Submitted by Sherry Moon

The 2017 Tour & Talent Exchange Conference and Recruitment Fair is November 10-13 at the brand-new Hilton Dallas/Plano Granite Park. While registration for the event and rooms are selling very well, you may want to get your reservation in soon, especially if you want to save some money.

Last November I attended their first conference and learned a lot, made great contacts, and networked with many of my fellow tour guides, tour directors and tour operators.

Register today here: <https://iatdg.regfox.com/2017-tour-talent-exchange-conference-and-recruitment-fair>.

Submitted by Larry Ralston

The National Western volunteer operation involves between 800 and 1000 individuals. They need volunteers for both the Stock Show as well as the Denver County Fair which is late July. It is one of the most well organized volunteer operations I have experienced. They do an excellent job of providing a variety of well defined opportunities from which to choose. For more information, check out Volunteer Information at <http://www.nationalwestern.com/volunteers/>

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	Sherry Moon	720-425-5931
Secretary	Nancy Brueggeman	303-979-4852
Treasurer	Barbara Johnson	303-521-3124
Director-at-Large	Larry Foos	303-979-7594

Committee Chairpersons

Certification	Mary Bendelow	303-838-2089
Education	Mike Pearl	303-868-0023
Hospitality	Ginny Gelbach	303-906-3842
Membership	Ernie Witucki	720-323-8458
Newsletter Editor	Eileen Pearl	303-868-0021
Program	Nancy Brueggeman	303-979-4852
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Sherry Moon	720-425-5931
Nominations	Barbara Foos	303-979-7594
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594