

October 2024

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President's Message

Submitted by Mike Pearl, President

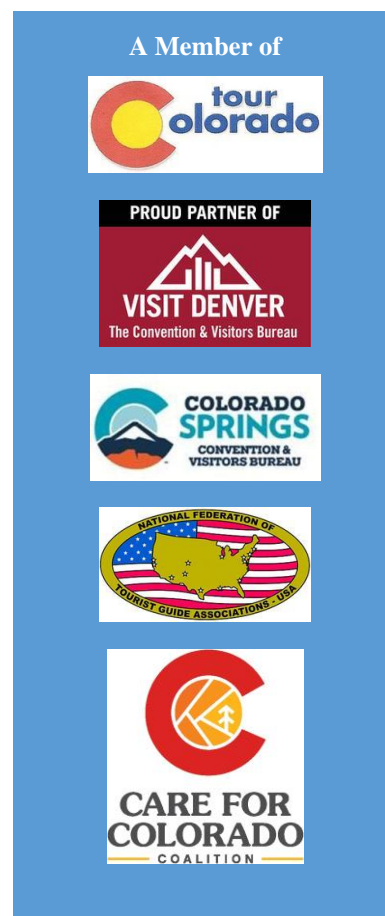
The summer tourism season for 2024 is winding down. In a few days we'll begin the fall color tours. At the same time, RMGA returns to its monthly business schedule with issues of the *Guide Line*, Board of Directors Meetings, and general membership meetings.

I hope you have had a meaningful and prosperous summer season. Please use the *Guide Line* to share some of your memorable experiences so that we can all learn. Email your submissions to the [Editor](#). You may also post to the RMGA Facebook [page](#).

Thank you goes to Charles Foster who conducted the May program at the Blair-Caldwell African American Research Library. Members enjoyed seeing the reimagined library, meeting some residents of the historic Five Points neighborhood, and tasting treats from local caterer Elegant Catering Designs.

TourConnect2024, the annual conference presented by the International Association of Tour Directors and Guides (IATDG), occurs November 10-14 in Colorado. RMGA will host a welcome table during the conference. Members are invited to volunteer to staff the table and provide Colorado hospitality. Michael Dulude is coordinating the effort. Please [contact him](#) with your offer of a couple of hours.

As a civic organization, RMGA is owned and operated by its members. It is truly a democratic organization and relies on its members to give it relevance and life. RMGA will continue to serve tour guide professionals only if current members engage in organizational activities. Check out the Leadership and Volunteer Opportunities available in the Association listed elsewhere in this issue.



RMGA members continue 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, President RMGA

FROM THE EDITOR

Deadline for submissions for the November *Guide Line* is Wednesday, Oct. 30.

Future contributions should be emailed to *Guide Line* editor Eileen Pearl at rngaeditor@rockymountaintourguides.com. If anyone has photos to share, please send them along with either a short description and/or names.

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COMMITTEE UPDATES

Communications Committee

Submitted by Tom Jensen, Communications Committee Chair



2024 Colorado Governor's Tourism Conference

Gov Con 2024 Summary

The 2024 Colorado Governor's Tourism Conference concluded last week in the beautiful Town of Mt. Crested Butte after showcasing the excellence and collaboration within the state's tourism industry. Over 400 industry professionals gathered to explore various topics including destination stewardship, accessible travel, AI in tourism, low-impact practices, international marketing data, earned media trends, industry shifts and airport trends shaping travel. Keynote sessions featured outdoor enthusiast and polar explorer Eric Larsen, Ellen Davis of the U.S. Travel Association, and CTO leadership, each offering unique perspectives and expertise that inspired participants with innovative strategies for fostering sustainable and inclusive growth in Colorado's tourism industry.

The awards ceremony honored outstanding contributions to Colorado's tourism sector, celebrating innovation, leadership and dedication to advancing the state's tourism industry.

The award categories and winners include:

- The Governor’s Award for Top Tourism Workplace: Bin 707 & Tacoparty in Grand Junction.
- The Governor’s Award for Excellence in Advancing Diversity, Equity, Inclusion & Accessibility in Tourism: Crystal Egli, co-founder of Inclusive Guide.
- The Colorado Tourism Office Board Chair’s Award: Dr. Carrie Besnette Hauser, president emerita of Colorado Mountain College and chief executive officer of the Trust for Public Land.
- The Governor’s Award for Exemplary Community Tourism Initiative: Colorado Railbike Adventures.
- The Governor’s Award for Outstanding Colorado Tourism Champion: Tom Kleinschnitz, director of tourism with Visit Moffat County.
- The Governor’s Award for Rising Tourism Star: Jessica Jones, marketing and events manager with the Town of Georgetown.
- The Governor’s Awards for Creative Marketing Campaign: Steamboat Ski Resort for the Steamboat Way.
- The Jack Snow Award for Outstanding Volunteer: Dixie Burmeister with the Palisade Chamber of Commerce.
- The Frontline Hospitality Tourism Worker Awards went to the following individuals for their outstanding contributions to tourism and hospitality in Colorado:
 - Sally Dziedzic, owner and operator of the Mesa Verde Motel
 - Hirut Hailemeskel, barista at The Westin Denver International Airport
 - Shannon Jones, general manager of YMCA of the Rockies at Estes Park
 - Kara Newhart, server at the Floradora Saloon
 - David Skinner, ski and snowboard school instructor at Vail Mountain
 - Neal Taylor, guest services manager of the Rocky Mountaineer
 - Bret Tennis, park operations administrator at Garden of the Gods

As the conference closed, the CTO announced Colorado Springs as the host destination of the 2025 Colorado Governor’s Tourism Conference. Check out the full press release [here](#).

Education Committee

Submitted by Mike Pearl

Call for Familiarization (FAM) Tours. Did you come across an experience that all members should know about? Is there a venue, attraction, or place that you’d like to learn about? That’s a great excuse for a FAM trip. We haven’t had many since COVID that we’ve forgotten why and how conduct them.

FAM trips usually occur over a 6-hour time (say, 9:00 am – 3:00 pm) on a weekday. Members get an inside look at a venue or attraction (or two) during a morning session and an afternoon session and have lunch together in the middle. The event provides a great opportunity for members to sharpen their knowledge about places and to network with venue and attraction operators.

Organize a FAM Trip. Contact President [Mike Pearl](#) to get the ball rolling.

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.

Please examine the membership directory, then reach out to a tour guide you know who isn't a member yet and give them a call.

As RMGA seeks to improve the professionalism of tour guides in our area through education, each one of us is only as strong as all of us.

RMGA welcomes new members! Do your part to improve and expand RMGA's knowledge base by increasing the number and diversity of our members. The best means is for each of us to make a personal connection with non-member tour guides.

Invite tour guides to RMGA's next meeting in-person or on Zoom. Send their contact information to Membership Committee Chair [Mike Pearl](#) so that they can be included on the Zoom Meeting Invitation.

Nominations Committee

Submitted by Mike Pearl, President

No submission this month.

Program Committee

Submitted by Mike Pearl

October 14, 2024, 6:00 pm – 7:30 pm.

WHERE: Hyatt Regency Aurora-Denver Conference Center, 13200 E 14th Pl, Aurora, CO 80011 and ZOOM.

WHAT: Meeting of Members and Program

6:00 pm: Networking

6:30 pm: Business Meeting

6:45 pm: Program – Preparing for the IATDG Conference

Acquaint yourself with the conference hotel; sign up to staff the RMGA hospitality table; and learn about how members can best welcome conference attendees.

For more information, contact President Mike Pearl.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair

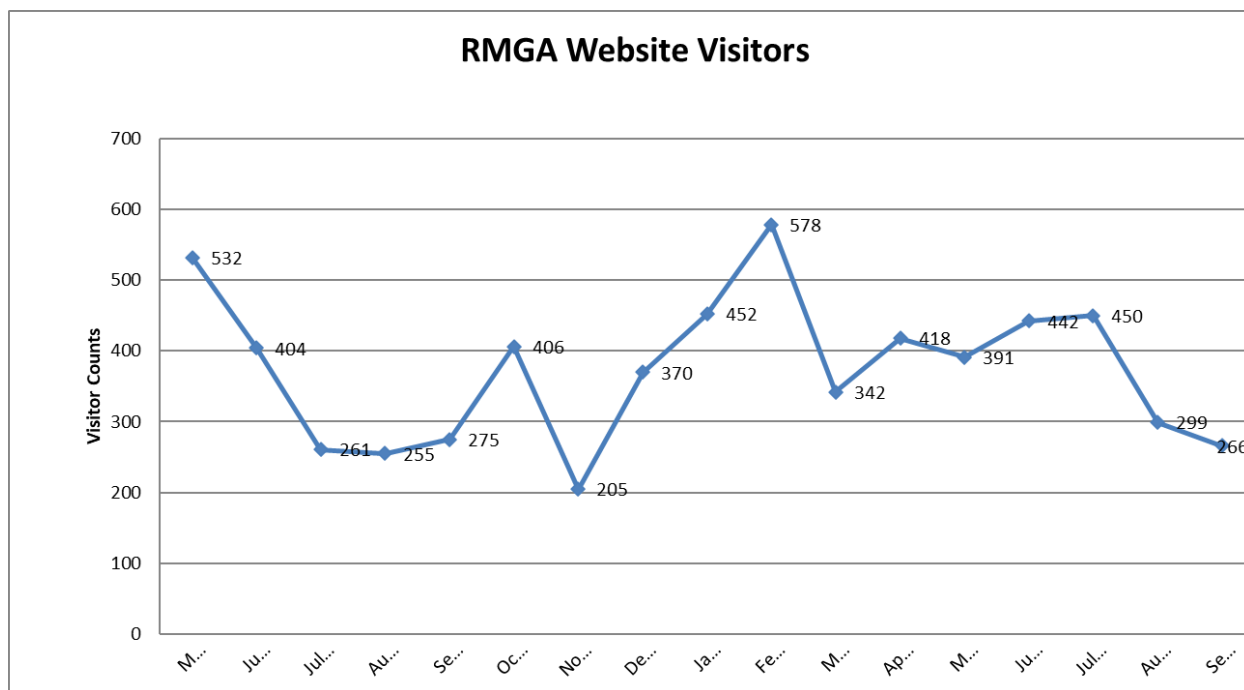
What's New on the Website?

These updates have been made to the website since the May issue:

- No changes made to Website.

Monthly Visitors to the RMGA Website

Below is a year-to-date comparison of the number of visitors that viewed the RMGA Website. June and August are estimates.



Website Changes

Access to Members Only Page – On March 22nd members were sent an e-mail with new 2024 access code and instructions for the Members Only page. If you did not receive the code or have questions opening this page, contact Tom Jensen at tom.jensen72@yahoo.com. On the Members Only page you will find 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 has been added to the “Years Experience” category. If you have changes to your Profile, send them to rmgawebsite@rockymountaintourguides.com. If you want your picture added, send it to me.

E-mail distribution

The distribution of e-mails continues to be done on a temporary basis. If you are 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.

Facebook

Have you checked out the RMGA Facebook Group?

Good stuff!

<https://www.facebook.com/groups/RMGAssoc.>



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 vice president and president, Hans Kleinschmidt and I meet with other leaders of US tour guide associations and guilds through monthly Zoom meetings. We report to RMGA members the information from those meetings.

President Mike Pearl and vice president Hans Kleinschmidt represent RMGA to

- National Federation of Tourist Guides Associations monthly leadership meetings, and
- Care for Colorado Partners quarterly 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. He is our liaison to VISIT Denver, the Colorado Tourism Organization, VISIT Colorado Springs, and Tour Colorado, among other such organizations. Do you know of a tourism organization with which RMGA should be affiliated? Contact Tom with information.

VISIT Denver “Go the EXTRA Mile” Training

Submitted by Mike Pearl, President

VISIT Denver’s Front Line Staff Training Program “Go the EXTRA Mile” has returned. Many members of RMGA have taken the training and have found it very valuable. The training program is free to RMGA members because of RMGA’s partnership with VISIT Denver.

The training program is completely online. Once you have completed the course, you will receive a certificate and access to the Go the Extra Mile Savings Pass. Go to <https://qrs.ly/uufb2z5>. There you will set up an account, then proceed through the course information and learning modules.

After you receive your certificate, add that information to your biography on the RMGA website.

NOTE I followed the directions in the article above and completed the course. Upon successful completion, I received the app: *VISIT Denver Experiences* where I located the “Go the Extra Mile Savings Pass.” Inside I found discounts on tickets for 7 experiences, including one from RMGA member Discover Denver Tours. The online course took me about 30 minutes to complete. – Mike Pearl

What’s in Your Library?

Submitted by Mike Pearl, President

RMGA members wanting to form a book club, contact President Mike Pearl.

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 Guide Line

The official way that RMGA as an organization communicates with members is by means of the newsletter, *Guide Line*, published September through May. Editor Eileen Pearl collects articles submitted by members for the benefit of professional tour guiding. In addition to RMGA members, the *Guide Line* is sent to the Colorado Tourism Organization (CTO), the National Federation of Tourist Guide Associations (NFTGA), and other tourism-promoting organizations. The newsletter is distributed by Tom Jensen, in his temporary role as transmitter of the RMGA email Blasts. Send your articles to [Eileen Pearl](#).

RMGA Leadership and Volunteer Opportunities

Members are encouraged to volunteer to lead these committees:

- Certification Committee Chair (Must have the RMGA Colorado Certification)
- Education Committee Chair
- Email Distribution Committee Chair
- Program Committee Chair

Contact any Board member with your interest.

Future Conferences

Are you going? Send stories of your experiences to the [Editor](#). Post comments to the RMGA Facebook [page](#). This way, we can all learn.

International Association of Tour Directors and Guides (IATDG) [TourConnect](#), November 10-14, 2024, Denver/Aurora. Hyatt Regency Hotel Aurora, 13200 E 14th Pl.

National Federation of Tourist Guide Associations (NFTGA-USA) Philadelphia, January 2024. Registration is now open. Click [here](#).

Are You Colo-Ready?

RMGA is 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*:



The Care for Colorado Coalition has joined with Do Colorado Right to amplify the message. RMGA has access to Care for Colorado assets such as stickers and flyers. Contact President [Mike Pearl](#) with your request for materials.

Do Colorado Right Campaign Targeting Residents

The CTO launched its Do Colorado Right program which specifically targets Colorado residents. This campaign features relevant topics including fire safety and prevention, backcountry safety, trash mitigation and more. Check out the 16 videos on the [website](https://www.colorado.com/do-colorado-right). <https://www.colorado.com/do-colorado-right>

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

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.

Guides in Boston, New York, Philadelphia, and Washington, D.C. are preparing for our nation's Semiquincentennial (250th Anniversary) of the signing of the Declaration of Independence with increased programing. For Instance, even though guides on Boston's Freedom Trail can only show their guests the outsides of many of the landmarks, upcoming FAM trips will allow the Boston Guides to have inside access to the sites.

2026 also marks Colorado's Sesquicentennial. Check out <https://www.historycolorado.org/colorado-150> for more information.

The associations "next door" to us are the Utah Tour Guide Association ([UTGA](#)) and the Santa Fe Tour Guides ([SFTG](#)). Check out their websites. When you're traveling, check the NFTGA membership [page](#) to locate the web address for the organization serving your destination. Then, reach out to the organization and make a connection.

The next NFTGA Delegates Meeting will be held Thursday, October 10, 2024 via ZOOM 6:30-8:30 pm. All RMGA members are welcome to sit in on the meeting. Contact President [Mike Pearl](#) for a link.

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

MEETINGS

Board of Directors Meetings

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

Monday, October 7, 2024 (7:00 pm)

Monday, November 4, 2024 (7:00 pm)

Monday, December 2, 2024 (7:00 pm)

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

All Members are welcome and invited to attend.

Member Meetings

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

Monday, October 14, 2024 (6:00 pm) Hyatt Regency Aurora-Denver Conference Center, 13200 E 14th Pl, Aurora, CO 80011 and ZOOM.

Preview of IATDG TourConnect 24 Conference. Michael Dulude will organize volunteers for the hospitality table.

Monday, November 11, 2024 (Time and program to be determined) Hyatt Regency Aurora-Denver Conference Center, 13200 E 14th Pl, Aurora, CO 80011 and ZOOM.

Monday, December 9, 2024 (6:00 pm) Holiday Social. Details to follow.

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	Hans Kleinschmidt	303-990-2505
Secretary	Dawn Nelsen	303-898-6853
Treasurer	Brad Hatfield	303-522-3944
Director-at-Large	Tom Jensen	303-968-0515

Committee Chairpersons		
Certification	<i>Vacant</i>	
Communications	Tom Jensen	303-968-0515
Education	<i>Vacant</i>	
Hospitality	Lily Ewing	303-250-9679
Membership	Mike Pearl	303-868-0023
Newsletter Editor	Eileen Pearl	303-868-0021
Program	<i>Vacant</i>	
Public Relations	Tom Jensen	303-968-0515
Nominations	Mike Pearl	303-868-0023