

VOL 26, NO 2

PRESIDENT'S LETTER

February 2018

Dear RMGA Members:

I want to take this opportunity to thank you for your membership in Rocky Mountain Guides Association. Your being a member of RMGA encourages my being a member.

What I've come to appreciate about RMGA, however, is that ours is truly a membership organization. The members themselves provide the energy to propel RMGA's activities, not a hired staff.

I'm glad to know that so many members find value in belonging to RMGA. Whenever RMGA is not fulfilling your expectations, I want to know. Please do contact me.

I look forward to seeing RMGA members during 2018: at RMGA activities, at tourism meetings, and, especially, on tour. That's how RMGA members create value for their fellow RMGA members.

I'm looking forward to serving RMGA as its president for 2018. Representing RMGA members to the tourism community has been an honor. I am privileged to make into reality the professional aspirations RMGA members have for themselves and the Association.

The January meeting/program featured a presentation from Herban Underground. The State of Colorado does not officially promote the cannabis industry, yet its economic impact is remarkable. The program was timely.

Our tour guests, eager to learn more about the industry and shy about entering a store, look to their professional tour guide for information. I am seeking additional updates to stay current on this evolving industry, so that I can inform my guests.

History Colorado Center, the site for the February 12th meeting and program, is also evolving. Members will hear Executive Director Steve Turner describe recent changes and a plan for the future at the Center.

I look forward to seeing 40 members at the meeting/program Monday, February 12, double January's attendance of 21. The reward? Professional value for each RMGA Member and enhanced guest experience.

-Mike Pearl



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FROM THE EDITOR

Deadline for submissions for the March *Guide Line* is Friday, February 23.

Future contributions should be emailed to *Guide Line* editor Eileen Pearl at eileen.pearl.rmga@gmail.com.

COLORADO TRIVIA

Submitted by Sherry Moon

With the upcoming IPW convention coming to Denver, perhaps we should study up with our Denver knowledge. Here are just a few to wow the visitors.

1. Who was the first person to trademark the cheeseburger at the Humpty Dumpty Barrel Drive-In in Denver?
2. What was the first permanent structure in Denver (hint: it was not a hospital, bank or house)?
3. In Denver's rarified air, how much farther will a golf ball go?
4. The 1976 Winter Olympics were originally going to be held in Denver. Why didn't it happen?
5. True or false: Famed music group Led Zeppelin played their first show in America at the Denver Auditorium Arena.
6. In 1902, what was the law that the police at Denver Union Station started enforcing?
7. William McGaa, one of the first settlers of Denver, named several downtown streets. Which ones?
8. The dome of the Colorado state capitol is plated with real 24K gold. However, what is the real rarity of the Colorado state capitol?
9. True or false: Denver currently has more Starbucks than marijuana dispensaries.
10. How many named peaks are visible from Denver? How many of them tower over 13,000 feet?

Check your answers on Page 7.

COMMITTEE UPDATES

Certification Committee

No submission this month.

Education Committee

No submission this month.

Membership Committee

No submission this month.

Public Relations Committee

Submitted by Tom Jensen

IPW Update

At the January Member Program the question was asked what IPW stands for.

Originally the travel industry's premier international marketplace and the largest generator of travel to the U.S. was called the Pow-Wow. Later it became the International Pow-Wow and now it is known as IPW.

The IPW organization requests it be known only as IPW and that the older names not be used.

The dates are May 19-23, 2018.

RMGA members received an e-mail in January to sign up to be on the Visit Denver VIP Volunteer List. Sign-up closed January 19th. Visit Denver is still determining the volunteer needs.

The 2018 VISIT DENVER Foundation Scholarship Application is Now Available!

Do you know a Colorado student pursuing a degree in a hospitality or tourism related field? The VISIT DENVER Foundation is now accepting scholarship applications for the 2018-2019 school year. Since its formation in 1996, the VISIT DENVER Foundation has impacted the lives of hundreds of students who are beginning a career in the hospitality and tourism industry. Scholarship amounts range from \$3,000-\$5,000 per academic year, and the scholarship is renewable for four years.

The application deadline is March 18, 2018. See the Visit Denver website for more information on how to apply. If you have any questions, contact Aron Roberts at aroberts@visitdenver.com or 303.571.9459.

Upcoming Industry Events



VISIT DENVER C.H.A.T

Wednesday, February 21, 2018

4 pm - 5:30 pm

Briar Common Brewery + Eatery

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. RMGA is a partner.

Click here to RSVP:

<https://www.denver.org/rsvp/?action=registrationForm&eventid=3198&sessionuid>



19TH ANNUAL DENVER & COLORADO TOURISM HALL OF FAME DINNER

WEDNESDAY, MARCH 14, 2018

For more information see: <https://www.denver.org/tourism-hall-of-fame/awards/hall-of-fame-dinner/>

Denver's \$5 billion tourism industry will honor some of its top leaders and innovators at the 19th Annual Tourism Industry Hall of Fame dinner on Wednesday, March 14, 2018 at the Seawell Ballroom at the Denver Performing Arts Complex.

FEBRUARY MEMBERSHIP MEETING

Submitted by Dawn Nelson

WHAT: As one of the top tourist destinations in Denver, History Colorado has undergone many changes over the recent years. Lead by dynamic new Executive Director Steve Turner and a new Board of Directors, HC has charted a new path forward in the way they present and celebrate Colorado's rich past. We will hear Steve personally describe those changes, as well as his vision for the future of the institution. He'll talk about the other History Colorado facilities throughout the state, and touch upon the vast amounts of artifacts in the museum's holdings. Most of us have memories of the old museum, but this is an exciting new time, with expanded exhibit space, new offerings and big plans for the future. Please join us!

Please no outside food or drinks. Heavy Appetizers, coffee, and water will be provided by History Colorado. Please arrive ready to snack! Personally, I am hoping for the deliciously, crunchy in-house potato chips.

WHEN: Feb 12, 2018

6:30- 8:30pm

WHERE: History Colorado Center

1200 N. Broadway, Denver, CO 80203

Metered parking is available on the street around the museum

WHO: Dawn Nelson [303-898-6853](tel:303-898-6853)

MARCH MEETING TEASER

Submitted by Larry Foos

Monday, March 12, 2018

The [Bradford Washburn American Mountaineering Museum](#), Golden)

Named after Bradford Washburn, the American Mountaineering Museum is the first and only museum in the nation dedicated to mountaineering history. Since its founding in February 2008, the museum has become known as the nation's foremost destination to experience and research mountaineering history. Mountaineering activity in Colorado occurs throughout the year; and the more knowledge you gain, the better tour guide you will be. Join us for a very relaxing and informative program.

FEBRUARY and MARCH BOARD OF DIRECTORS MEETINGS

Monday, February 5, 2018 2:00-4:00 pm

Monday, March 5, 2018 2:00-4:00 pm

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

All members are welcome to attend.

JANUARY MEMBERSHIP MEETING NOTES

Submitted by Nancy Brueggeman

January 8, 2018 - RMGA Membership Meeting - Herban Underground
70 Broadway, #50 - Denver, CO 80203

Dawn Nelsen, Program Chair introduced Anne and Cliff Gordon, owners of “Herban Underground.” They grow and they also sell recreational and medical marijuana. Herban Underground sells “flower” a marijuana infused product. They also sell “Bison” jerky – which is not FDA regulated. Payment method is CANPAN which goes directly from the store to the credit union. Colorado and Washington banks take their cash.

Historic facts: marijuana is at least 10,000 years old. The first written instructions for the use of cannabis were written in 2727BC. In 1932 Henry Anslinger noted that cannabis was not as dangerous as alcohol.

In 1971, President Richard M. Nixon added cannabis to the drug list Schedule A – with the most severe penalties for use and possession. In the early 1990s the State of California pushed for allowing marijuana for medical uses. Legislation was passed in Colorado for the use of cannabis for both medical and recreational use. Other states watched Colorado closely to see how we handled all aspects of the legislation permitting the sale for both medical and recreational use. Several states have used or adapted from our legislation. The law says you may buy up to one ounce/day.

Medical marijuana has been helpful in diminishing the symptoms and effects of several diseases. CBD is the medical strain – it does not contain THC. Charlotte’s Web is an oil that is helpful to diminish seizures and is helpful for Multiple Sclerosis (MS) patients. The Cherry ACDC type has 15-20% CBD and less than 1% THC. THC gets you high, CBD works with THC but does not get you high. The THC/CBD content is listed on every package. There is a Salve that is good for aches and pains. Edibles can take up to four hours to kick in.

For the full report, check the website. For Contact Information, see next page.

Contact Information:

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ANSWERS TO TRIVIA QUESTIONS from Page 2

1. Louis Ballast; **2.** a saloon; **3.** about 10% farther than they would at sea level; **4.** the community voted against it, the city withdrew their bid, making it the first place to ever turn down hosting the Olympics; **5.** True, on December 26, 1968; **6.** a “no kissing” rule on platforms because it slowed down the trains; **7.** one for himself, McGaa (now Market St.), one of which was called Wewatta for his original Sioux wife and another street, Wazee, after his mistress; **8.** the building’s interior has large amounts of Colorado Rose Onyx —the world’s entire known supply of the material was used on the building; **9.** false; **10.** 200 and 32

THIS AND THAT

National Park Service Entrance Fee Update

Submitted by Mike Pearl

The National Park Service (NPS) closed the period for public comment regarding the entrance fee proposal on December 22, 2017. The NPS decision regarding the entrance fee increases is forthcoming. Monitor developments on the [NPS website](#).

IPW

Submitted by Mike Pearl

May 19-23, the annual gathering of more than 1,000 travel organizations from every region of the U.S. and about 1,300 international domestic travel buyers who will conduct business negotiations at the Colorado Convention Center and throughout the city, will likely generate more than \$4.7 billion in future travel to the U.S. Additionally, about 600 journalists from across the globe will attend the Brand USA Media Marketplace seeking new travel story topics in six hours of intensive meetings with U.S. travel destinations.

The IPW 2018 website www.ipw.com/ is up and running. IPW attendees may register for [Tours and FAMs: Post-IPW](#), May 24-27; Sightseeing [Saturday](#), May 19; Sightseeing [Sunday](#), May 20; and [Press Tours Sunday](#), May 20.

VISIT Denver is providing IPW Hospitality Training by way of its “Go the Extra Mile” [program site](#) to help partners prepare. Learn fun facts and enter to win prizes.

Contracts for tour services have been awarded to local companies. These companies (DMC, Sightseeing, Transportation, etc.) will be reaching out to RMGA members to fill guide opportunities. Members might want to be pro-active by providing their availability and tour specialty information to their own industry contacts. In the event RMGA is contacted for tour guide services, the request will be forwarded to members via email blasts.

RMGA GOALS FOR 2018

Submitted by Mike Pearl

- **Increase membership.** Numbers of people around Colorado are leading tours. Let’s invite them to join RMGA. The diversity of ideas will expand our professionalism.
- **Attend programs/meetings.** The larger the attendance at the monthly events, the more knowledgeable and professional we all become.
- **Contribute to the *Guide Line*.** Just one article or group of photos from each one of us will strengthen the professional relationships among all of us.
- **Play a Part.** At RMGA functions, assist in making the event meaningful for at least one other person. Each of us is a leader when we’re on the job; so, let’s practice and model leading.

CODE OF ETHICS AND STANDARDS

Rocky Mountain Guides Association, as a member of the National Federation of Tourist Guides Associations-USA, shares the goal of promoting the highest degree of professionalism for tour guides. A complete listing of the Code of Ethics and Standards is available on the RMGA website. Click on “About RMGA,” then click on “Code of Ethics and Standards.”

From time to time, a Standard is published in the *Guide Line* for RMGA members to consider for their professional growth. The Standard for February 2018 is

A professional tourist guide knows and follows the policies of the company that contracts him/her and does not solicit a job from that company’s client without the consent of the company; maintains loyalty to the company and protects the confidentiality of proprietary information. Also, s/he strives to establish a friendly and helpful rapport with the client and uses discretion in the conduct of the personal business while on tour.

This standard is easy to fulfill for tourist directors and tourist guides who are fully employed by a company. Upon entering the company, the “new hire” is often provided with training as to the operations and expectations of the company. Through daily contact with the company, its operations, supervisors, and fellow employees, the “new hire” repeatedly encounters the culture of the company and becomes an “accomplished” member of the company. The person who does not integrate is soon out of a job.

On the other hand, many tourist guides and tourist directors are independent contractors (IC). They rarely step onto a company’s campus, let alone have frequent contact with any other person within the company. This is the situation that requires the most diligence. Because there are no supervisors to provide oversight or other employees to provide example, the professional tourist director or tourist guide must be self-monitoring.

While most companies’ rules and expectations are similar, there are some aspects that differentiate them. Working for different companies, the professionals take extra measures to keep in mind the company they represent on their current excursion. The simplest path, perhaps, is to abide by the most conservative of the rules from all the companies.

“Loyalty” is very important to any company. Yet, IC tourist guides and tourist directors need to keep abreast of future employment opportunities. The companies that hire IC guides and directors are aware of this “fact-of-life” as well. The professional communicates with the client company regarding job leads generated through contact with guests of the client company. In this way, the IC tourist guide or tourist director continues employment with the client company, while enjoying additional employment with a new client.

RMGA Members are encouraged to share their comments regarding this Standard. Send your submissions to the [Editor](#).

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		
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Membership	Larry Foos	303-979-7594
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