

VOL 26, NO 5

PRESIDENT'S LETTER

May 2018

Dear RMGA Members:

The April meeting/program at 801 Chophouse in the Cherry Creek Shopping District was an exciting occasion.

First, a big “thank you” goes to Pat Lee and her staff for coordinating the event. To have that many representatives from the various entities present at one time is quite an achievement.

Pat announced at the meeting that this would be her last such effort because she is retiring! Pat has been a good friend to RMGA. We wish her well.

Second, the staff at 801 Chophouse served up delicious hors d’oeuvres and beverages in a friendly and engaging style. They never disappoint us.

Third, the presenters were exceptionally generous with their time and information about the 2018 tour season.

Fourth, RMGA members in attendance (31) have working relationships with staff from 12 venues and organizations, thus fulfilling RMGA’s educational purpose.

I am always humbled by the amount of time hosts and presenters donate to RMGA members at meeting/programs. These people join us after their regular work day – for free! – to share with us their information and enthusiasm. Their dedication shows me in just how much esteem they hold tour guides and RMGA.

Unfortunately, some questions from RMGA members seemed combative. Let’s keep in mind that we are meeting to receive information and not to air grievances. We are colleagues in the tourism industry. Let’s be helpful to each other.

The host for the May 14th meeting and program is the Colorado Coalition for the Homeless.

Attendance at the April meeting/program was 31! I look forward to seeing 40 people Monday, May 14. The reward? Professional value for each RMGA Member and an enhanced experience for our touring guests. -

-Mike Pearl

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CONTENTS

President’s Letter	1
From the Editor	2
Colorado Trivia	2
Committee Updates	3
Upcoming Industry Events	3-6
May Membership Meeting	7,8
Board of Directors Meetings	8
Changes Coming to DEN	8
IPW	9
APRIL Meeting Report	9-11
Spotlight on RMGA Member (1)	12
Spotlight on RMGA Member (2)	13
This and That	13-14
Code of Ethics	14-15
RMGA Purpose and Information	15
Officers and Chairpersons Directory	15

Rocky Mountain Guides Association

FROM THE EDITOR

Deadline for submissions for the June *Guide Line* is Monday, May 28.

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

COLORADO TRIVIA

Submitted by Sherry Moon

1. Many foreign investors wanted in on the mining booms in Colorado. Until the end of World War I, which foreign investors owned 68% of the mining companies in Colorado?
2. Who was the first white man to ascend the craggy peaks northeast of Vail?
3. Kansas Senator and Presidential candidate Robert Dole was a member of what Colorado military division during World War II?
4. Many often think of Utah as Mormon settlement, but what town in the San Luis Valley was founded by fifty Mormon families?
5. Who was Colorado's first woman U.S. Representative?
6. Coloradans and visitors love the state flag. When was it officially adopted?
7. What does the color white in the Colorado State flag stand for?
8. Who was Colorado's first astronaut?
9. When was the first coin minted at the Denver Mint?
10. How old was David Moffat when he organized the Denver, Northwestern & Pacific Railroad?

Correction to last month's Trivia answers, Tom Jensen pointed out that Colorado now has 64 counties. Broomfield became a county in 2001.

Check your answers on Page 11.

COMMITTEE UPDATES

Public Relations Committee

Submitted by Tom Jensen

If you are involved with IPW or work with our international visitors, here's a useful link to find Country Guides containing pointers on etiquette, culture, customs and conducting business:

<http://www.kwintessential.co.uk/resources/guides/>

At the April Visit Denver C.H.A.T. (Connecting Hospitality and Tourism), the partners were shown a PowerPoint presentation which showcases the ongoing and future efforts. The presentation takes about 3-5 minutes to review. [Visit Denver PowerPoint Presentation](#). There is some interesting information.

Upcoming Industry Events



May VISIT DENVER C.H.A.T.

May 16, 2018

4 pm - 5:30 pm

Location: There... (3254 Navajo St. Denver, CO 80211)

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. As a benefit of your membership in Rocky Mountain Guides Association and its partnership with Visit Denver you are eligible to attend.



National Travel and Tourism Week

May 6 – 12, 2018

This week celebrates the contributions and accomplishments of the U.S. travel community. The annual tradition brings industry professionals together to highlight the value of travel and consider the broad impact it holds for communities across the country.

<https://www.ustravel.org/events/national-travel-and-tourism-week>



Reach the Peak Training

Saturday, May 12, 2018

10:00AM to 12:00PM

Sheraton Denver Downtown Hotel

Cost: Free

VISIT DENVER is gearing up for the IPW convention, May 19-23. There is no doubt how important exceptional hospitality and customer service are to the visitor experience. IPW is a unique opportunity to positively impact the perceptions of Denver among these important travel industry representatives and journalists, in each and every encounter with front-line team members of the city's tourism industry.

VISIT DENVER is offering *Reach the PEAK* training, the newest addition to the Go the EXTRA Mile Hospitality Training Program.

RSVP NOW



SOCO Tourism Summit

May 16 to 18, 2018

Pueblo Convention Center, Pueblo

The Southern Colorado Tourism Summit will be held at the Pueblo Convention Center this spring, designed to engage, empower and connect those who are rural by choice to build a new, vibrant economy for southeast Colorado.

Full schedule and registration available at: www.SOCOTourismSummit.com



IPW

May 19 to May 23

Colorado Convention Center, Denver

www.ipw.com

U.S. Travel's IPW brings the world to America, and this year, they're bringing it to the Colorado Convention Center in Denver! IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In just three days of pre-scheduled business appointments, more than 6,000 delegates representing U.S. travel organizations from every region of the USA and international and domestic buyers and media from 70+ countries meet face-to-face to conduct future travel business to the USA.



Doors Open Denver
September 22 to 23, 2018

<http://doorsopendenver.com/>

More Information to come.



2018 Colorado Governor's Tourism Conference

Monday, October 29, 2018 to Wednesday, October 31, 2018
Hotel Talisa, Vail

The annual Colorado Governor's Tourism Conference offers an ideal environment for tourism experts and industry leaders to explore avenues to build upon past successes and discuss future directions. Participants may assess current activities and formulate new, innovative approaches to market the state and their individual locales and businesses. Speakers from throughout the country will challenge and inspire participants, and several individuals who have made outstanding contributions to the industry will be honored.

More information to come

MAY MEMBERSHIP MEETING

Submitted by Dawn Nelsen and Larry Foos

The Colorado Coalition for the Homeless invites you to learn about issues impacting people experiencing or at-risk of homelessness. We will explain the numbers, causes of, barriers to, and impact of homelessness in our state, as well as help to debunk myths and stereotypes often applied to people experiencing homelessness. We will show what Denver is doing to combat the issue through direct service, laws, and legislation, and provide a brief interactive piece to demonstrate that we are all only one paycheck, disaster, or medical bill away from homelessness.

To recognize the importance of understanding the topic and contribution to the mission of the Coalition, we are collecting useful items to donate. If members would like to contribute to the Coalition, we will organize Wellness Kits for the outreach team which meets people experiencing homelessness where they are at, often times lacking basic necessities. Items for spring that they will certainly be in need of, and are grateful for, in any quantity include:

- Ponchos
- Sunscreen
- Lip balm with SPF
- Visor or baseball caps
- Durable water bottles
- Travel size hygiene items
- Granola/Protein bars
- Tarps
- Backpacks
- Bus tokens

If you would like to contribute items, please bring them to the May 14th meeting. Also, items may be dropped off prior to the meeting with Dawn Nelsen for donation. [303-898-6853](tel:303-898-6853)

What: The Coalition for the Homeless

When: May 14 **6:30-8:30** 6:30 pm –Networking, 7:00 pm – Short Meeting, 7:15 – The program begins.

PROGRAM: Meredith Ritchie, Communications Manager, explain the issues impacting people experiencing or at-risk of homelessness. She will show what Denver is doing to combat the issue through direct service, laws, legislation.

Where: [2111 Champa Street, Denver](#)

Bring your own water

Directions: Near 21st and Champa Street **Parking:** There are 5 paid parking meters outside the front door, and right across the street; there are free spaces on 21st Street. A block away on Curtis Street, there are more paid meters. It is easier to find parking around this area in the evening, so they don't

suspect that being an issue. However, it can be a little desolate at night here, so using the buddy system, removing valuables from your car, and keeping an eye and ear out is always advised.

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

GUEST FEES: 1st and 2nd Time Guest: Free, Third thru Fifth Time, Same Guest Visit is \$10 each time. Succeeding Times, Same Guest Must Join RMGA.

MEETING NIGHT CONTACT: Dawn Nelsen 303-898-6853.

MAY & JUNE BOARD OF DIRECTORS MEETINGS

Board of Directors Meetings

Monday, May 7, 2018 2:00-4:00 pm

Monday, June 4, 2018 2:00-4:00 pm

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

All Members are welcome to attend.

CHANGES COMING TO DENVER AIRPORT

As a volunteer Ambassador at DEN, former RMGA Member Larry Ralston has a lot of contact with people who know about upcoming changes at DEN. Following is some important information from Larry. Thanks, Larry!

Submitted by Larry Ralston

I think the main message to RMGA members is starting in late June this year **DO NOT ASSUME YOU KNOW ANYTHING ABOUT THE WAY THINGS FUNCTION IN THE MAIN TERMINAL.** Arrive early and follow the signs. Construction adding gates at the ends of the concourses should have minimal impact on the public. I am sure you can obtain info and updates through normal airport communication channels. (Read Great Hall Project at FLYDENVER.com and sign up for email updates.) Changes will take a couple of years to complete.

To understand some of the information you might hear, it will be helpful to know the internal term for the three sections of the Great Hall (the large open area under the peak roof where security check points are located) is Mods. There are two bridge walkways on Level 6 (ticket counter level) connecting the east and west sides of the terminal. These walkways effectively divide the terminal into three sections. Mod 1 is the north section closest to the concourses. Mod 2 is the center section (between the 2 bridges). Mod 3 is the south section closest to the Westin Hotel. Knowing this will help you understand some of the information you may hear.

IPW

Submitted by Mike Pearl

IPW is almost here: May 19-23. www.ipw.com/

Jenna VanOort of VISIT Denver writes: “It’s great to hear that your team is being tapped by DMCs for individual projects within IPW.... We really appreciate all RMGA members’ willingness to volunteer, and we especially need more volunteers on Friday, May 18 through Sunday, May 20 at the airport and Denver Union Station. Sign up to volunteer here: <https://signup.com/group/35699876275154607>.”

RMGA members should be visible – in whatever their assignment – and ready: with business cards, a friendly welcome, and plenty of information.

APRIL MEMBERSHIP MEETING

Submitted by Nancy Brueggeman. Photos submitted by Michael Dulude

Rocky Mountain Guides Association – Membership Meeting

Cherry Creek Shopping Center – 801 Chop House – April 9, 2018

More than forty of the membership gathered at 801 Chop House for what has become an annual event for RMGA – presentations from the major tourism venues in Denver with information for the 2018 tourism season. 801 Chop House and CCSC provided beverages and passed hors d’oeuvres. RMGA contributed \$200 toward parking and the cost of the food. Parking was comp’d. All attendees received updated rack cards on many of the venues and bus schedules to CCSC.

Program committee member, Nancy Brueggeman, introduced Pat Lee, Tourism Marketing Specialist at CCSC who then introduced all the presenters.

CCSC – Andrea Zedicker, Marketing and Sponsorship Director:

- New stores coming: there are several new exciting stores opening in 2018.
- There will be changes to the old Safeway building – Macy’s home store, Container store, restaurant
- 2019 will see the remodel of the AMC theaters

801 Chop House – Lindsay Anderson, General Manager

- New restaurant coming in August/September 2018 – at 2nd & Fillmore – “801 Fish”

Denver Botanic Gardens – Erin Bird, Communications Manager

- Artist featured this season will be Mike Whiting – minimalist sculptor – 13 pieces on display
- The Hive – a new outdoor garden café will open April 10th

Denver Art Museum – Heidi Weisman, Associate director of Events and Group Services

- The North Building will be remodeled and open by December 2019 - most of the permanent collection is currently in storage
- Degas exhibit now open – will be at the DAM until May 30, 2018
- Coming exhibits include – photography, landscapes, Rembrandt, Dior

Denver Museum of Nature and Science – Maura O’Neal, Communications and Media Relations Manager

- Current exhibits: - Creatures of Light, Dead Sea Scrolls, Jerusalem

Cherry Creek North – Jenny Starkey

- More than 300 stores in 16 blocks:
- 70% of the retailers are local - there are 10 new projects under construction at CCN and CCSC
 - Parking – more than 5,000 parking spaces, after 5pm a flat rate of \$5
 - New Construction – height restrictions are connected to particular streets

Denver Center for the Performing Arts – Julie Rada

- DCPA offers many Broadway hits – Hamilton was just here, Aladdin currently here
 - Coming hits include Frozen, School of Rock, Book of Mormon, the Who’s Tommy
 - Theater had 1.2 million visitors in 2017
 - DCPA offers Behind the Scenes Tours – off-site performance tours, walking tours - need docents





ANSWERS TO TRIVIA QUESTIONS from Page 2

1. British; 2. Lord Gore (an Irish peer, in 1854); 3. The Tenth Mountain Division; 4. Manassa; 5. Pat Schroeder; 6. June 5, 1911; 7. The snowy mountains; 8. Scott Carpenter; 9. 1904; 10. Sixty-three

RMGA MEMBER SPOTLIGHT Jillian Allison



March is Women's History Month and on March 21, Jillian Allison, Byers-Evans House Museum Director (shown above), joined History Colorado leadership, a host of honored guests, volunteers and members of the community in a ribbon-cutting, grand opening of **The Center for Colorado Women's History**. This Center places our state among an elite group of statewide museums dedicated to women's achievements. Our Center for Colorado Women's History is located within the Byers-Evans House, where inspiring women have lived and influenced Colorado for over a century.



The dedicated Center will explore and celebrate Rocky Mountain women through history. Programs include talks, workshops, book clubs and tea times. Space in the historic home will “encourage conversation and forge connections between local stories and the broader scope of women’s history” says Jillian Allison.

This article was copied with permission from the April 2018 History Colorado Volunteer Newsletter.

The Byers-Evans House Museum is a Business Member of the Rocky Mountain Guides Association; Jillian Allison is the organization's representative. The November, 2016 Member meeting was hosted at the Byers-Evans House. For additional information, the website is <https://www.historycolorado.org/venue/byers-evans-house-museum>

RMGA MEMBER SPOTLIGHT Nancy Brueggeman

Nancy Brueggeman - Tourism Bio



I started my career in tourism as a docent at Channel 6 (PBS) giving tours of the studio in the late 1980s, and early 1990s. I attended the International Guide Academy (IGS) here in Denver in 2002 – completed both the Tour Guide and Tour Manager courses.

I joined Rocky Mountain Guides Association in 2004 and serve on the Board currently as Secretary (also served as Secretary in 2006-2007 and since 2013). I have served on the Program Committee (2009-2018), and was Chair of the Program Committee (2010-2017). I have written almost all the Program notes and Familiarization Tour (FAM) notes since 2011 for RMGA. I have been a Colorado Certified Tour Guide for twelve years (2006-2018).

I have volunteered as a docent at Molly Brown House Museum (2006-2018), and as a walking tour guide for Historic Denver (2016-2018) on the Lower Downtown (LoDo) and 16th Street tours (2017-2018). I have worked for several local companies as a walking tour guide and also for OTR companies with step-on tours of Denver and the surrounding metro area.

I have also worked for several international companies as a step-on guide and as M&G at Denver International Airport (DIA) and as a foreign language M&G at several venues as well as DIA.

THIS AND THAT

National Park Service Entrance Fee Proposal

Submitted by Mike Pearl

The National Park Service (NPS) recently announced entrance fees for 2018. A press release from Rocky Mountain National Park forwarded by email blast to RMGA members on April 12, 2018 announced fee increases for non-commercial park visitors. There is no change to commercial entry fees. The Rocky Mountain National Park [website](#) has more information.

RMGA Goals for 2018 (and how we are progressing)

Submitted by Mike Pearl

RMGA Goals for 2018 (and how we are progressing)

- **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.
 - 12 members added since January 1, 2018
- **Attend programs/meetings.** The larger the attendance at the monthly events, the more knowledgeable and professional we all become.
 - 21: January program/meeting attendance
 - 27: February program/meeting attendance
 - 15: March program/meeting attendance
 - 31: April program/meeting attendance
- **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.
 - April – 1 contribution (photos)
 - May – 2 contributions (photos; biographies)
- **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.
 - 10 members make up the Board of Directors and Committee Chairs
 - 10 members met to "brainstorm" flyer advertising Rocky Mountain Guides Association.
 - 5 members determined three flyer options to present to the Board of Directors

CODE OF ETHICS AND STANDARDS

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 May 2018 is

A professional tourist guide accepts each tour as a serious commitment and cancels only when absolutely necessary, providing as much advance notice as possible.

Professional tourist guides know that keeping their commitments means future business, both with the contracting company and with other companies. Professional tourist guides derive a source of income and a source of pride from their work. So, professional tourist guides are loathe to back out on commitments. However, life can get in the way of even the strongest of intentions.

There are those unanticipated circumstances, such as health or family situations, that will keep a professional from being able to honor a commitment. Professional tourist guides help themselves and their employers by being prepared for the unexpected. They will contact their employer with as much notice as possible; they will have names of tourist guides who could substitute; or they will have suggestions for how to manage the situation.

There are those “anticipated” circumstances that professional tourist guides can manage so they can honor their commitments. These are situations that are within professional tourist guides’ realm of control. They practice a healthy lifestyle that prepares them for the next day and the next job opportunity. The internet abounds with websites regarding personal health and mindfulness.

Ultimately, the professional tourist guide honors commitments by being prepared for both the unexpected and the expected in life. Such professionalism achieves multiple rewards.

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		
Certification	Carol Carder	303-777-9194
Education	Michael Dulude	720-236-5345
Hospitality	Ginny Gelbach	303-906-3842
Membership	Larry Foos	303-979-7594
Newsletter Editor	Eileen Pearl	303-868-0021
Program	Dawn Nelson	303-898-6853
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Sherry Moon	720-425-5931
Nominations	Larry Foos	303-979-7594
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594