

**December 2024**

**VOL 32, No 8**

### **President's Message**

Submitted by Mike Pearl, President

TourConnect 2024, the annual conference presented by the International Association of Tour Directors and Guides (IATDG), is now in our collective rear-view mirror. RMGA hosted a welcome table during the conference. Many thanks to Michael Dulude for organizing the table and the volunteers who welcomed conference attendees. Thanks to Michael, Lily Ewing, Hans Kleinschmidt, and Eileen Pearl for staffing the table, along with RMGA members in attendance at the conference. Thanks, also, to Terence O'Hare for developing the photo collage posters of RMGA members and a welcome banner; Lily Ewing for creating a table drape with the RMGA logo on it; and Charles Foster for preparing a banner of the RMGA logo. Karen Failing, Barb Bowman, Marc Godwin, Allen Steele, Christin Grover, and Tom Jensen located materials and giveaways. Jill Collins and Hans Kleinschmidt provided logistical assistance. Steve Kaverman, Charles Foster, and I led FAM experiences. Dawn Nelsen and Charles Foster presented, and I sat on a panel. Kevin Earl, president of the Utah Tour Guide Association also sent materials for the table.

Because of all the activity surrounding the IATDG conference, the Board of Directors cancelled the November meeting. The next member meeting is Monday, December 9. It's the annual holiday cheer event.



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](mailto:rmgapresident@rockymountaintourguides.com).

Mike Pearl, President RMGA

## FROM THE EDITOR

Deadline for submissions for the January *Guide Line* is Sunday, December 29.

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

We received several informative articles and pictures from Members this month. They are included in this newsletter.

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## COMMITTEE UPDATES

### Communications Committee

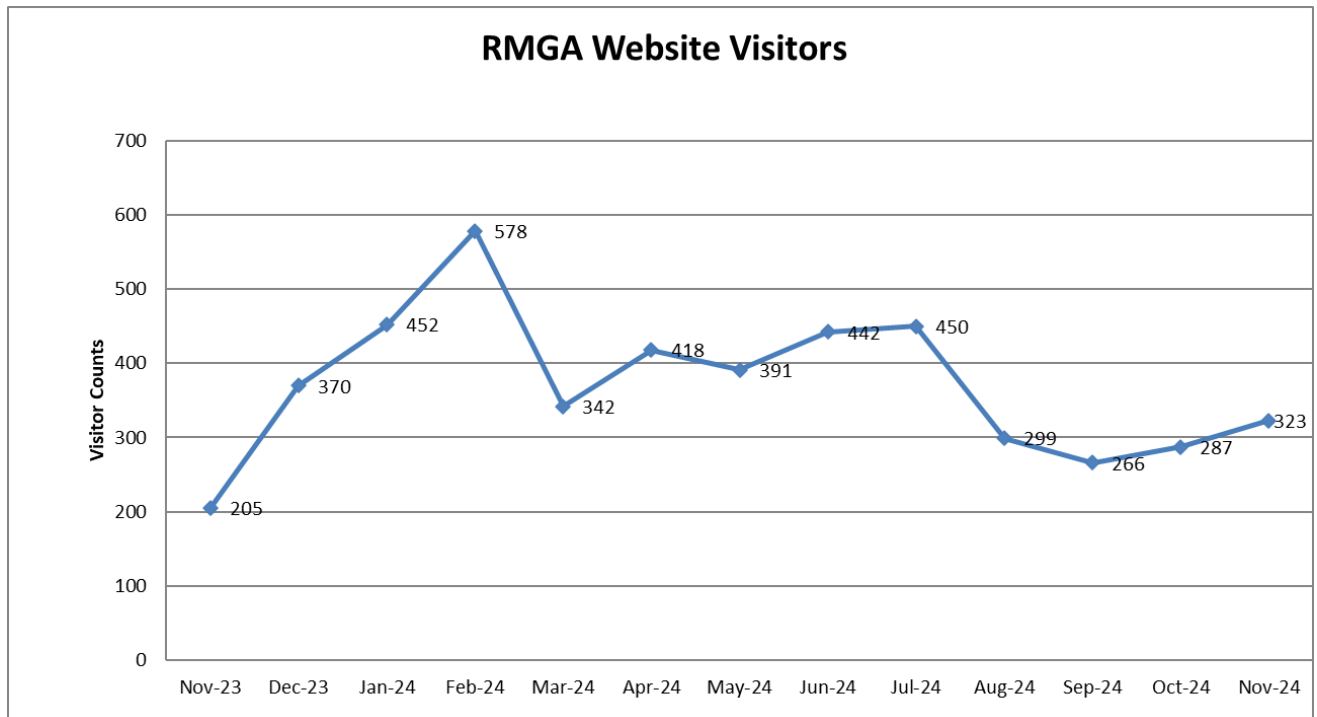
#### *What's New on the Website?*

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

- Added to Training & Accreditation on a member's profile

#### 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.



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## 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 IATDG event was an ideal time to recruit new members. At the close of the conference, the membership committee had a list of at least 10 people and organizations interested in joining. The membership committee is following up with them.

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. Is your information correct?

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**

December Members Meeting & Program: Monday, December 9, 2024. Holiday Social.



**ROCKY MOUNTAINS GUIDES ASSOCIATION  
cordially invites you to our  
ANNUAL  
HOLIDAY  
PARTY**

**Date: DECEMBER 9, 2024**

**6:00-8:30PM**

**5271 S GREENS CIR**

**LITTLETON, CO 80123**

**Please call/text/email RSVP's by DEC 4**

**DAWN NELSEN**

**conciergetoursofcolorado@gmail.com**

**303-898-6853**

**Drinks will be provided! Please bring a small dish to share!**

## Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



## Eat Local in Colorado

### Do Colorado Right "Eat Local" Campaign launch

We are excited to announce the launch of the latest Do Colorado Right campaign - "Eat Local". This campaign inspires residents and visitors to support locally owned restaurants by promoting the benefits of eating locally sourced food from Colorado farms. It emphasizes reducing food travel and waste and highlights that local foods have fresher flavor. The campaign was created in collaboration with the Department of Agriculture and features James Beard finalist and Top Chef contestant Chef Carrie Baird of Denver's Fox and the Hen restaurant. Watch the two campaign videos - [Keep it Fresh](#) and [Farm to Table](#) - filmed on location at Fox and the Hen and Esoterra Culinary Garden in Boulder.

Colorado has over 36,000 farms, four MICHELIN Green Star restaurants, and local chefs whose menus highlight Colorado ingredients, making farm to table dining a great way to taste Colorado's bounty and support local farmers and restaurants.



The 115<sup>th</sup> Annual Visit Denver Partnership Meeting was held November 12<sup>th</sup> in the Seawell Ballroom at the DCPA.

Six RMGA members enjoyed breakfast followed by messages from Denver Mayor Mike Johnson and Governor Jared Polis. Both spoke on the importance of tourism on the economy of Denver and Colorado. Having both in attendance shows they value our industry.

The RMGA members were known to be in attendance were Steve Kaverman, Michael Dulude, Sid Wilson, Mike Pearl, Karen Failing, and Tom Jensen.

Visit Denver Office Administrator Denny Bayford was selected as Visit Denver employee of the Year.

As the meeting drew to a close, it was suddenly disrupted by flashing lights, booming music, and dancing on stage. Suddenly the entire room was on their feet dancing, including our own Steve Kaverman:



The dancing was orchestrated by the keynote speaker Charlie Todd who spoke of creating extraordinary moments of surprise in ordinary places. One time he had 150 people show up at a Best Buy wearing blue polo shirts and khaki pants. This created surprise and delight among the employees dressed in their uniforms of blue and khaki. The manager called the police who determined it is not against the law to wear a blue polo and khaki pants to Best Buy. Quickly as they arrived, the 150 people left!

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## History Colorado



Aerial view of Denver, 1981. History Colorado, 82.113.1

### Happy Birthday Denver

**On November 22<sup>nd</sup>, Denver celebrated her 166<sup>th</sup> year**

Dang, Denver, you don't look a day over 166! That's right, November 22 marks the Mile High, Cowtown, Queen City's birthday. The city has accomplished so much in more than a century and a half, including having the airport with the most conspiracy theory lore, inventing the cheeseburger (okay, maybe just the first attempt to trademark the term), and introducing xeriscaping to conserve water in our semi-arid climate. (Check out more Mile High eccentricities in Denver A to Z at the History Colorado Center.) Don't expect age to slow Denver down any time soon. Cheers to many more years of quirky innovation!

## Remembering Sand Creek

Friday, November 29, marked the 160th anniversary of the Sand Creek Massacre, the deadliest day in Colorado history. When the US Army attacked a camp of mostly women, children, and elders on Big Sandy Creek in southeastern Colorado, soldiers murdered more than 230 peaceful people under a waving white flag. We can all learn from this history, and we would like to share resources to help. History Colorado created the [Sand Creek Massacre Syllabus](#) while working with Tribal descendants to develop the exhibition [The Sand Creek Massacre: The Betrayal That Changed Cheyenne and Arapaho People Forever](#). Through articles like the recent story about [the murders thought to have fueled anti-Native American sentiments](#) that led to the massacre, as well as [George Bent's eyewitness account](#) and [the letters that Capt. Silas Soule and Lt. Joseph Cramer sent](#) to Maj. Edward Wynkoop recounting the horrors that unfolded during the attack, we can try to understand the lasting trauma these events still hold for many Cheyenne and Arapaho people, and begin the process of healing.



**DISCOVERY TOURS Recognized by  
Tripadvisor's® Travelers' Choice®  
Awards for 2024**

Submitted by Allen Steele

Santa Fe – July 15, 2024 – Discovery Tours is pleased to announce that it has been recognized in Tripadvisor's® Travelers' Choice® Awards for 2024. The award honors businesses that consistently earn great reviews, placing them among the top 10% of listings around the world on Tripadvisor. As the world's largest travel guidance platform, Tripadvisor has unparalleled authority with travelers and diners. This award is based on genuine feedback from anyone in the community who has visited and left an authentic, first-hand review on Tripadvisor over a 12-month period, making it a valuable and trustworthy designation of great places to visit and things to do. Discovery Co-Founder Sita Jamieson Caddle said "We thank our many visitors who were inspired enough to take time to send in reviews. And a big thanks to our group of professional tour guides who helped make this a possibility." Co-Founder and RMGA member, Allen Steele said, "We are honored to be included among travelers' favorites this year. We love to showcase our "City Different" to visitors.

Discovery tour guides offer a History Walking Tour that departs the Anasazi Hotel at 9:45 a.m. and the La Fonda Hotel at 10 a.m. daily. Additionally, the tour group offers private specialty walking tours about Billy the Kid, Spy Tours, Chocolate Tours, Architecture tours, Canyon Road tours, Ghost Tours and a Gourmet Food Shop Tour.

"Congratulations to Discovery Tours on its recognition in Tripadvisor's Travelers' Choice Awards for 2024," said John Boris, Chief Growth Officer at Tripadvisor. "Travelers' Choice honors businesses that consistently demonstrate a commitment to hospitality excellence. This means you have made such a memorable impact on your visitors that many of them took the time to go online and leave a great review about their experience. People rely on Tripadvisor's Travelers' Choice seal to help them navigate the myriad of things to see, eat and do across the globe. We hope this recognition continues to drive business to you in 2024 and beyond." Check out all the reviews and discover more about Discovery Walking Tours here: [Tripadvisor.com/reviewit](https://www.tripadvisor.com/reviewit) or go to the Discovery webpage: [santafediscoverywalkingtours.com](https://www.santafediscoverywalkingtours.com)

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# IATDG Conference Tours and FAMs

## IATDG TourConnect FAM & Training Tours

Photos and descriptions by Barbara A Buryiak, IATDG member

Post IATDG conference, Charles Foster led “The Five Points Jazz and Blues Walking Tour” through Denver’s unique Five Points Historical Cultural District. The FAM visited three unique museums – Black American West Museum with its emphasis on the Black cowboy culture, the Stiles Heritage Center, a museum of African American inventions, and the Blair-Caldwell African American Research Library.

Here are pictures and descriptions written by one of Charles’ fellow tour guides as she posted on Facebook:

### *TWO SURVIVORS IN FIVE POINTS*

*The owners of the adjacent Barbershop and Beauty Parlor have been staples in their community for decades. Through many ups and downs, including the recent gentrification, they have been an anchor and familiar smiling presence for all.*



Frank Steiger (yellow jacket) and Charles Foster (white vest)



Mrs. Wallace (left) Mrs. Wallace's shop



## TWO HEROS OF FIVE POINTS

*On our walking tour we encountered Sarah Breedlove, better known as Madam C.J. Walker, entrepreneur, philanthropist, and first American woman to become a millionaire, along with John Mosley, a Tuskegee Airman and one of five locals featured on the vibrant Legends of Denver mural.*



C. J Walker exhibit in the Stiles Heritage Center





John Mosley, a Tuskegee Airman

## IATDG TourConnect | Colorado Springs FAM & Training Tour

Submitted by Steve Kaverman

On a snowy Saturday, November 9, RMGA member Steve Kaverman conducted a dual-purpose tour to Colorado Springs. Eight students participating in IATDG's inaugural tour director/tour guide training program joined seven pre-conference FAM participants for visits to Garden of the Gods, and the U.S. Olympic & Paralympic Museum. A stop at Garden of the Gods Trading Post was an added bonus. Despite less than ideal road conditions in the morning, Colorado's famous sunshine greeted everyone in Colorado Springs. The tour concluded with an included group dinner at Rock Bottom Brewery in Centennial.







## IATDG TourConnect | Post-Conference RiNo Tour & Beer School

Submitted by Steve Kaverman

As TourConnect wrapped up on Thursday, November 14, RMGA member Steve Kaverman led a group of 24 into the RiNo Arts District, and to Beer School at [BrewDog Denver](#). The group enjoyed lunch at Denver Central Market before embarking on a walking tour that featured H.H. Tammen's historic 1928 curio store, now Denver Central Market as well as several murals, the former Gold Star Sausage Company, story of Walnut Street, and Julia Greeley, Sacred Heart Catholic Church's best known parishioner, and time to check out businesses in the 2900 Block of Larimer Street, including a brewery. Following the walking tour, everyone participated in Beer School at BrewDog where Elliott, one of the owners, educated the group about fundamentals of beer making -- with samples, of course! BrewDog opened in the Spring. In addition to Beer School, they offer great food and loads of indoor and outdoor group space.

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## IATDG Cannabis Panel and Tour

Submitted by Dawn Nelsen

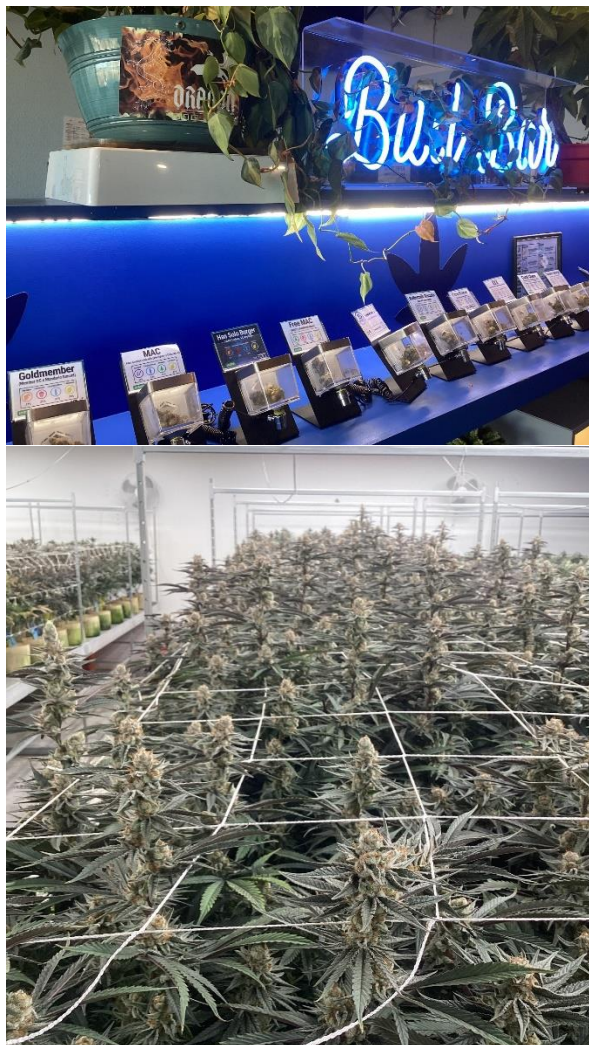


The State of Colorado pioneered the legalization of marijuana for Medical use in 2000 and Recreational use in 2012. Expert panelists Skyler McKinley (currently AAA), Chris Chiari (The 420 Hotels) and Mikael Eymer (Colorado Cannabis Tours), along with moderators Bob Murphy and Adam Paul, provided an overview of the groundbreaking implementation of marijuana policies, and provided updates on the growth, trends and legal considerations in marijuana tourism, including the

importance of promoting responsible consumption, managing risks, ensuring the safety of guests on tour, and how to create unique tour experiences. It was extremely interesting to hear opposing viewpoints of regulations within the same industry.

FAM attendees joined Dawn Nelsen for an educational cannabis tour at one of Denver's grow houses and dispensaries, LIT. The FAM Tour began with a stop at the historic Stanley Marketplace in Aurora, for lunch. Following lunch, we headed to Lit Grow where we had a private tour of their grow house to learn the process of caring for the cash crop.

The LIT Dispensary, located directly west of Downtown on Federal not only offered a fantastic view of Downtown Denver and Mile High Stadium, but also provided microscopic views of all strains carried for sale and educational displays for all of their products. Bud Tenders were lined up and excited for our arrival. Everyone had their questions answered and curiosity peaked! The entire experience consisted of education on cannabis growing, tourism, regulations and sales, as well as education on the different types of cannabis and how they are used.





## 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.

### **Memorable Experiences on Tour**

Mike Pearl led a group of *TourConnect2024* participants on a pre-conference tour Sunday, November 10, 2024. The group of 16 traveled to Rocky Mountain National Park, where they met with Kyle Patterson, Management/Public Affairs Officer for RMNP, for an informative briefing. Following the meeting and visit at the Beaver Meadows Visitor Center, the group visited the park, where they viewed the Alluvial Fan and later snapped photos at Sheep Lakes. Claire's Restaurant and Bar in Estes Park was the site for their lunch, after which they went exploring and shopping along Elkhorn Avenue.

The group then drove to Boulder where they drove past the Mork and Mindy House, Pearl Street Mall, and the University of Colorado Campus. The tour wound up with a visit to the exhibits at the National Center for Atmospheric Research. Along the way, participants in IATDG's tour director certification program provided narrative for the travelers. Motorcoach transportation was provided by ACE Express Coaches. Yes, they saw elk in Rocky Mountain National Park.

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](#).

### **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.

**National Federation of Tourist Guide Associations (NFTGA-USA)** Philadelphia, January 2024.

Registration is now open: <https://www.nftga.com/2025-nftga-conference/>.

### **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 (250<sup>th</sup> 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, December 12, 2024 via ZOOM 6:30-8:00 pm. All RMGA members are welcome to sit in on the meeting. Contact President [Mike Pearl](#) for a link. Hans Kleinschmidt and Brad Hatfield joined for the November meeting.

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

## Board of Directors Meetings

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

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

Monday, January 6, 2025 (7:00 pm)

Monday, February 3, 2025 (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, December 9, 2024 (6:00 pm) Holiday Social.

Monday, January 13, 2025 (6:00 pm)

Monday, February 10, 2025 (6:00 pm)

## 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	<a href="#">Mike Pearl</a>	303-868-0023
Vice President	<a href="#">Hans Kleinschmidt</a>	303-990-2505
Secretary	<a href="#">Dawn Nelsen</a>	303-898-6853
Treasurer	<a href="#">Brad Hatfield</a>	303-522-3944
Director-at-Large	<a href="#">Tom Jensen</a>	303-968-0515

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



The Welcome Table at *TourConnect2024* at the Hatt Regency Denver/Aurora Hotel and Conference Center. Eileen Pearl and Lily Ewing engage with a tour guide attending the event. The display of lively banners, posters, table drape, and materials showed RMGA’s Rocky Mountain Hospitality.