

VOL 25, NO 7

PRESIDENT'S LETTER

Dear RMGA Members:

Welcome back *Guide Line*! After the summer 2017 tourism season, with all the frenetic activity, returning to monthly publication is a welcome respite. I hope you have had a meaningful and prosperous 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.

A presentation about the Rocky Mountain Guides Association was made to the staff of Visit Denver August 9. Public Relations Committee Chair Tom Jensen and I represented RMGA.

In the 10-minute time allowed, we described RMGA and how Visit Denver can best refer customers to the Association. The accompanying slide presentation is available for viewing in the Members Only page of the website.

Monthly Programs resume October 9 with a visit to the Colorado Railroad Museum. Check out their website: <http://coloradorailroadmuseum.org/>

You probably encountered other guides in Colorado who should be members of RMGA. Invite those guides to the October program so that they can see for themselves the value of membership in RMGA. The end of tourist season is an ideal opportunity to recruit new members.

I am proud to be a member of Rocky Mountain Guides Association. Members show me just how competent and professional they are, which makes me a better guide. I hope the same feeling is true for all RMGA members.

Monthly program attendance is improving! I look forward to seeing 75% of members (70) in October.

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

- Mike Pearl

September 2017



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FROM THE EDITOR

Deadline for submissions for the October *Guide Line* is Wednesday, September 27.

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

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. Their addresses are located on the last page of the *Guide Line*.

Certification Committee

Submitted by Mary Bendelow

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.

Education Committee

Submitted by Mike Pearl

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](#)

Membership Committee

Submitted by Larry Foos

Welcome our new RMGA “Business Member”, Betsy Bowers. Betsy is our new point of contact for the Lakewood Heritage Center. Jeff Murray accepted another position in California. Betsy has extensive tourism experience. She will be a great asset for the Lakewood Heritage Center.

Nominating Committee

Submitted by Mike Pearl

This is the time of year when RMGA looks ahead to the next year of operations. A Nominating Committee has been formed. Their task is to select a slate of candidates for the offices of President, Vice President, Secretary, Treasurer and Member-at-Large. The slate will be announced at the Meeting and Program on October 9 at the Colorado Railroad Museum. Voting will occur at the Program and Meeting on November 13.

Nominating Committee members are concerned with the future of the Rocky Mountain Guides Association. They consider possible candidates seriously. RMGA members understand the importance of a request from the Nominating Committee, and consider their response sincerely.

Public Relations Committee

Submitted by Tom Jensen

Visit Denver just announced the survey results by Longwood International on Denver visitor profiles in 2016. In case you missed it, here are a few highlights from their press release:

- “Denver welcomed a record 31.5 million [6% increase] total visitors in 2016.
- Overnight leisure visitors totaled 14.7 million, a 7 percent increase over 2015, compared to a national increase of 1 percent.
- The number of people coming to Denver for conventions and business travel in 2016 remained flat totaling 2.6 million, while dropping 1 percent nationally.
- Overnight visitors spent a record \$5.3 billion in 2016, 5 percent more than 2015 with increases in all spending categories.
- Denver visitors spent more than \$1.5 billion on Denver hotels and other lodging establishments, and more than \$1 billion on food and beverages.
- Expenditures by visitors on gas, car rentals and other local transportation purchases topped \$1.5 billion. Purchases at retail stores were \$660 million, while travelers spent \$476 million on the city's paid attractions and other recreational and sightseeing activities. (Note: nearly half a billion dollars was spent on recreation and sightseeing – this is the area where most of our RMGA members work.)
- Nearly eight in 10 visitors agreed strongly that Denver is a place they would "really enjoy visiting again."

"This is a milestone year marking the first time Denver surpassed 30 million total visitors and the 11th consecutive year that we have generated record tourism numbers," said Richard Scharf, president & CEO of VISIT DENVER..."

Tourism is an important part of the Colorado economy. The continued growth of tourism in Denver provides more and more opportunities for RMGA members. Make sure you are ready to be a part of this growing industry by participating in RMGA Seminars and FAMs to learn more about the business side of travel and attending the programs and networking events to become more knowledgeable about Denver and Colorado.

Tour Colorado Meeting @ 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.
<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
 - A Day on the American Frontier
 - Home of Heroes & Walk of Valor
 - Cowboys to Castles Tour
 - Pueblo Legacy Tour
- 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.

Visit Denver's "Go the EXTRA Mile" Training

Go the EXTRA Mile aims to provide education and resources, while creating pride and excitement, about the important role front-line employee's play in the Hospitality and Tourism industry.

The program is the largest and most ambitious city-wide hospitality training and recognition program in Denver's history. Go the EXTRA Mile features customized curriculum for all segments of the hospitality industry: hotels, lodging, restaurants, attractions, retail, transportation, venues and services, and airport.

The all-day certification training is designed for employees that are the first line of contact with the visitors in your organization. The training provides:

- City tour of local attractions
- Engaging educational components
- Practical customer service training tips and interactive skill building
- Denver facts that are essential to all employees' knowledge of the city
- Takeaways, including prizes and attraction tickets, handouts and online resources
- Professional Trainer
- Breakfast and Lunch
- The training is from 8 a.m. - 5 p.m.
- Participant fee: \$20
- Training Date: Thursday, October 19, History Colorado Center (1200 Broadway Street)

SIGN UP TODAY! For more information [click here](#) or contact Jenna Crafton at jcrafton@visitdenver.com or 303-571-9423.

UPCOMING EVENTS



WEDNESDAY, SEPTEMBER 20, 2017

4:00 PM - 5:30 PM

LARIMER SOCIAL

1427 Larimer St.
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.

Register at: <https://www.denver.org/rsvp/?action=registrationForm&eventid=2989&sessionuud=>

For more information [click here](#) or contact Jenna Crafton at jcrafton@visitdenver.com or 303-571-9423.

COLORADO GOVERNOR'S TOURISM CONFERENCE



GRAND JUNCTION, CO

OCTOBER 25-27, 2017



For more information: <http://www.coloradotourismconference.com>

2017 FAM DATES

2017 FAM Dates

(To offer your assistance, contact the coordinator)

October 18, 2017 – Wednesday – Globeville Walking Tour ([Mary Lou Egan](#)) Watch for registration materials to be posted on the Members Only page of the website and for email blasts.

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.

October's Board of Directors Meeting will be held on Monday, October 2.

OCTOBER MEMBERSHIP MEETING

Submitted by Larry Foos and Mike Pearl

Monday October 9, 2017 RMGA program will be hosted by the Colorado Railroad Museum: 17155 W 44th Avenue, Golden, CO 80403. The Colorado Railroad Museum has made many improvements since our last visit. It is important that we attend the program so we can broaden our knowledge and encourage visitors to visit the Colorado Railroad Museum. Join us on October 9, 2017 for an educational program.

Topic: New things happening at the museum

Speaker: Don Tallman

Location: 17155 W. 44th Avenue, Golden, CO 80403

RMGA Coordinator: Larry Foos

Member and Guest Networking: 5:30 PM

Program: 7:00 PM

Brief business meeting prior to program

May Leadville FAM

May 30, 2017

Submitted by Nancy Brueggeman

RMGA did a one-day FAM to Leadville on May 30. The weather was great. We arrived in Leadville at 9:00 a.m. – earlier than expected.

We met our Leadville contact, Donna, at Healy House, located at 912 Harrison Avenue. Donna gave each of us a packet of information about Leadville and the surrounding area. Leadville is the highest elevation city in North America and is home to the highest golf course, highest airport, synthetic turf field and skate park.

There are eight museums in Leadville (open from Memorial Day to October).

- Heritage Museum
- Healy House Museum and Dexter Cabin
- House with the Eye Museum
- Matchless Mine
- National Mining Hall of Fame and Museum
- Tabor Home
- Tabor Opera House
- Temple Israel Synagogue and Museum

We then toured the Dexter Cabin – which has Lyncrusta wall coverings and papered ceilings. We saw the original striped floors made of black walnut and white oak. The cabin contains a great example of tramp art and also a collection of shaving mugs.

We then were off to City Hall which has a layout similar to Federal buildings in cities of about the same population (12-15,000). Mayor Greg Labbe greeted us in costume and showed us around. Offices for highways, draft board and various federal offices were housed here. Greg introduced Judge Neil Reynolds who gave us an overview of the court system and the court room in the old days.

We walked down the street for lunch at the Silver Dollar Café. After lunch our guide was Bob Hartzell, ski instructor. Bob moved to Leadville because it was within a 50 mile radius of placed he wanted to work as a ski instructor. Aspen is about 35 miles away as the crow flies but a couple of hours on the roads.

We drove past the House with the Eye at 127 which is now a museum. The house was built by a contractor who used different style of trim in each room so that he could show clients what their house would look like when he built it.

We next visited the Leadville RR depot (1896). This was the only train to Denver and in bad weather could take as long as 2-1/2 days to get there. The current tourist railroad uses flatcars that were converted to boxcars and can accommodate 296 passengers. The railroad offers fall color tours which sell out very quickly. The tour takes 2-1/2 hours and runs on weekends. They also offer special tours (i.e.,) BBQ tours, wildflower tours during late July and August. You can carry your own lunch if you like. Prices vary and there are discounts available for groups larger than 20. The rail tours will close October 8, 2017 this season.

We drove up to the Matchless Mine, not enough time for a complete tour (1 hour) but we did look into Baby Doe's cabin and talk with the tour guides. We went under the Mineral Belt Trail, a paved bike and hiking trail

that is groomed during the winter. At the Matchless Mine we met Steve Whittington, executive director of the mining museum. The museum owns the Matchless Mine. They offer only surface tours – the shaft is 600’ deep and dangerous. There are only 3 buildings left standing now. The Matchless Mine had great production from 1880 – 1884 and was very profitable. Horace spent money and built hotels, opera houses in both Denver and Leadville.

The Hopemore mine is still open for tours on weekends. It has two shafts 600’ deep. There are currently 18 mines in Colorado that give tours. The Amax Mines still produce molybdenum though there are only 480 employees now. In the 1980s there were 3,200 employees.

Our next stop was the Tabor Opera House, now owned by the city of Leadville. They received a \$600,000 grant to buy it and are able to use most of it. The Opera House needs lots of tender loving refurbishing. The opera house was built in 1879 in 100 days. It had gas lights and its own gas plant. Originally the Opera House seated 880, now 650 seats. We went backstage and downstairs to the dressing rooms.

Our last stop was at the Delaware Hotel where Kit Williams, owner told us the story of the hotel: Kit and his wife bought the hotel 17 years ago at auction. His wife was a historian and his background was in property management.

The hotel had 50 rooms and 6 baths. Now there are 40 rooms with bathrooms en suite. The hotel has a central vacuum system in the basement and has ADA approved bathrooms. There are as many as 23 spirits that have appeared in the building. Kit has had “meetings” with these spirits. President Grant stayed at the hotel.

The Tabor Vendome was across the street and at one time there was a tunnel between the two. During Prohibition, one hotel would have a bingo game and the other a Roaring ’20s party. When the police showed up, the participants would run through the tunnel and be casually playing bingo at the other hotel. There was also a tunnel that went two blocks down the street to the bank. The tower on the bank was used as a watchtower for security and armed guards would look down on the street to prevent robberies.

Other trivia tidbits about Leadville:

- There are 30,000 people in the cemetery and it has been platted so you can identify graves
- There were cribs all over town, including behind many important homes where some of the girls could make as much as \$25/day at \$.25/man – servicing as many as 200 men a day.
- Leadville has one of the largest Victorian districts in the U.S.
- At that time (1880s) Leadville had cable cars, seven trains and was considered one of the most modern and progressive cities in the U.S.
- Other important citizens of Leadville include the Guggenheims, Marshall Fields, W.B. Daniels (D&F), James V. Dexter (Dexter Cabin) who owned many mines and had a cabin built at each mine similar to the one in Leadville.

From Leadville you can see Mosquito Pass and Mount Elbert and Mount Massive in the Sawatch Range. Leadville has a new zipline tour very close by – 6 platforms. You can book this at the rail depot. We drove past on the way up and down the hill.

Contact Information:

Donna Childress
703-862-0313 (m)

donna@childresscommunications.com

Healy House:

<http://www.historycolorado.org/museums/healy-house-museum-dexter-cabin>

(719) 486-0487

[Bud Elliott - bud.elliott@msn.com](mailto:bud.elliott@msn.com)

Guides: Kris Veigele and Benita

Silver Dollar Saloon

www.silverdollarsaloonco.com

(719) 486-9914

National Mining Hall of Fame and Museum

www.mininghalloffame.org

(719) 486-1229

Director Steve Whittington, director@mininghalloffame.org

Matchless Mine Guide, Brenda Miller

Leadville, Colorado & Southern Railroad

<http://www.leadville-train.com/>

866-386-3936

Bob Hartzell - Van guide

hartzlead@gmail.com

Tabor Opera House

www.taboroperahouse.net

Tammy Taber, Tour Manager, Tabor Opera House Preservation Foundation

mrstaboroperahouse@hotmail.com

719-486-8409

The Historic Delaware Hotel

www.delawarehotel.com

800-748-2004

Kit Williams, proprietor

KitCWms@aol.com

970-476-0909 (office)

970-376-0909 (cell)

RMGA MEMBER BIOGRAPHIES

There were no Biography submissions this month.

OUT ON THE WWWEB

Submitted by Mike Pearl

I often come across websites that are related to tour guiding and the number of other tourism-related activities RMGAQ members find themselves doing. I plan to share them in this column. When you come across these kinds of websites, send me the URL so that I can include it.

Urbanist Insider (urbanistinsider.com/denver)

Check out the videos and articles about the Denver area. See what the outside world is finding out about Denver and Colorado.

Visit Denver (youtube.com/user/VisitDenver) This YouTube site is the home for Visit Denver videos. Check out what Visit Denver is telling the world, so that you can be up to date. – Mike Pearl

THIS AND THAT

[CDOT to Close Top Five Miles of Mount Evans Highway Sept. 5](#)

Full seasonal closure begins later in September

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 October, 2017, is

1. A professional tourist guide provides a skilled, knowledgeable presentation; informs, interprets and highlights the surroundings; maintains objectivity and enthusiasm in a courteous and polite manner.

A professional tourist guide would be skilled in providing narrative that is neither too much, nor too little in information; that engages the listener, either in their mind or their body (or both); and that inspires the listener to pursue further exploration of the topic.

A professional tourist guide would be skilled in researching the information and comfortable conveying the content to the listener.

A professional tourist guide would be skilled in public speaking and the use of the various rhetorical devices.

A professional tourist guide would be skilled in remaining objective, neither glorifying the salacious nor minimizing the sensational.

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	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