

## VOL 27, NO 1

Dear RMGA Members,

Happy New Year! And what is on your list of new year resolutions?

I usually don't make a formal list of resolutions. Yet, in my mind I have always mentally set out to do things better each year. With my new duties as president of RMGA, I thought it best to set down some **guidelines** for myself and the board for 2019. Here goes:

**Guide** the membership in a professional, positive direction. **Guide** the board to be active and efficient. **Guide** the committees, the chairmen and members. **Guide** myself to be an effective leader. **Guide** us all through the elements in the past that worked and **guide** us in new directions for solutions for a continued successful organization.

This is a new challenge for me. We have a new board in the coming year who are eager and enthusiastic. Along with our hard working, contributing members who have served in the past, this looks to be a most effective group of professionals.

I want to challenge you to resolve to make RMGA a growing, booming organization. It is my goal to make it what you want. What do you want RMGA to do for you? How can we all become better professionals together and do the jobs that we seem to enjoy so much? We need you all to participate and share your experiences, expertise, and knowledge with each other. By definition *member* means "a constituent piece of a complex structure." You, as a member of RMGA are all important pieces to our organization.

As the board **guides** us along in our programs and activities in 2019, we look to the membership to enjoy the adventure. As you know, a good tour is a symbiotic relationship between the guide and the group. **Guide** us as we **guide** you. That's what we do!

Best wishes for a successful 2019! See you at the next program January 14. —Sherry Moon

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January 2019



## CONTENTS

President's Letter	1
<a href="#">From the Editor</a>	2
<a href="#">Colorado Trivia</a>	2
<a href="#">Committee Updates</a>	2-5
<a href="#">Upcoming Industry Events</a>	6,7
<a href="#">Board of Directors Meetings</a>	7
<a href="#">January Program Meeting</a>	8
<a href="#">February Meeting</a>	8
<a href="#">Tour Colorado Summer 2018 Review</a>	9, 10
<a href="#">Photos from Holiday Party</a>	11
<a href="#">This and That</a>	12
<a href="#">RMGA Purpose and Information</a>	15
<a href="#">Officers and Chairpersons</a>	15

Rocky Mountain Guides Association

## FROM THE EDITOR

Deadline for submissions for the February 2019 *Guide Line* is Monday, January 28.

Future contributions should be emailed to *Guide Line* editor Eileen Pearl at [eileen.pearl.rnga@gmail.com](mailto:eileen.pearl.rnga@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.

### Red Rocks Trivia

- 1) Denver purchased the area on the west side of the hogback in 1927 from this man.
- 2) What is the element which gives blood, rust, and the rocks their ruddy appearance.
- 3) This concert promoter is credited with making Red Rocks a destination venue.
- 4) Red Rocks is a National Historic Landmark. What Denver park is the other National Historic Landmark?
- 5) Since 1994, every performer gets this as an award for playing Red Rocks.

Answers are located on Page 11.

## COMMITTEE UPDATES

### Certification Committee

Submitted by Carol Carder

Did you know what special school opened its doors in Denver in 1916? Or what restaurant has the number one liquor license framed on its wall? These are just two of the places we explored through computer research and discussion in the last certification group study. You are invited to come sharpen your memory and enjoy knowing more about Colorado history and places as we learn from one another in 2019. A certification study group will form with an **on-line organizational meeting Wednesday, Jan. 2, 2 pm**.

We will meet online Weds., Jan. 2 at 2 pm on Zoom, a free video conferencing platform.

Mike Delude has volunteered to host the organizational meeting and the study meetings. If you would like to attend the online meeting, please email or text Carol for instructions on loading zoom and the ID code to join us.

Interested? Study questions will be available for \$10. Let me know if you plan on going for certification, will attend study group, want materials. Carol Carder, [wellness316@gmail.com](mailto:wellness316@gmail.com), (cell) [303-564-6215](tel:303-564-6215).

RMGA's Guidelines for certification are these:

- the study guide materials are available to all RMGA members, whether interested in taking the Certification Test or not, as a benefit of membership in RMGA;
- the materials are copyrighted to RMGA, and downloading materials to equipment other than the purchaser's is forbidden.
- anyone taking the certification test will have to have purchased the study materials, or will need to pay a fee of the same amount, in addition to the cost of the test;
- the test will include visual identification as well as information recall; questions may be in a variety of formats: multiple choice, fill in blanks, matching;
- the materials are available on flash drive, printed format, Google Docs on line
- **in order to take the certification test, membership in RMGA is required for one year before the test date, dating from acceptance by the Board as a member;**
- the test will be offered once a year in April
- prospective test-takers living too far away to commute to take the test may make arrangements for a local proctor, at their own expense, and subject to approval by the Board;
- materials cost \$10; test registration costs \$40, and includes the cost of the Certified Member name badge when successful
- a passing score on the test is 80%, with 1 retake for free, \$40 for up to two further attempts; there is no limit on number of re-takes;
- feedback will be provided to test-takers; however, the physical test itself is the property of RMGA
- written feedback will be requested from test-takers, in order to improve the program

#### Education Committee

Submitted by Michael Dulude

Your Education Committee has been working on the final details of the **NATIONAL WESTERN STOCK SHOW (NWSS) Fam scheduled for January 16<sup>th</sup>**. We have only a few spaces left, and this tour will sell out with a wait list. This event will be the last time the public will experience the historic complex as it is before the \$800,000,000 multi- year renovations begin.

We could use a few more volunteers for this event, please contact us ASAP for more information.

[mrdmela@gmail.com](mailto:mrdmela@gmail.com) 720.236.5345

There will also be a **Fam tour of the Denver Art Museum and Dior exhibit on January 29<sup>th</sup>** I have seen the exhibit and it is extremely well done and a fascinating insight into the designer, his fashions and his life. Well worth the time. Tom Jensen will be leading this event. **See below for more information from Tom.**

We will be announcing a full year of FAM tours, professional development, best practices and other educational opportunities for our members very soon.

#### DAM-FAM

Submitted by Tom Jensen



The Denver Art Museum has invited members of the Rocky Mountain Guide Association for a tour and presentation. This half day FAM will be Tuesday, January 29<sup>th</sup> beginning at 10:15AM. For those wanting to  
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Rocky Mountain Guides Association

stay afterwards, the group will meet at a nearby deli for lunch on your own. The invitation was extended by the Associate Director of Events and Group Services at the recent Governor's Tourism Conference.

After a presentation about the Art Museum we will have a tour of the Hamilton building, an update on the North Building renovation project including a viewing of a model of the completed building and a visit to DIOR, FROM PARIS TO THE WORLD.

After the FAM Tour (about 1:00PM) those who choose will walk next door for lunch (on your own) at Leven Deli. Leven is a great go-to neighborhood deli. The owners Luke and Anthony decided it was time to freshen up the traditional American Deli. From food, to drinks and design, they built Leven to be a new type of deli better fit for today.

The menu is posted at: <https://eatleven.com/menu/>



The group size is limited to 20 professional, associate, business or student members. Friends and retired members will be allowed to participate if space is available.

To RSVP for the FAM and the lunch email Tom Jensen at [tom.jensen72@yahoo.com](mailto:tom.jensen72@yahoo.com). The registration deadline is January 22<sup>nd</sup>. The cost for the FAM is \$10.00

You are encouraged to car pool or use public transportation. The DAM is a two-block walk from the Civic Center Bus Station; RTD Bus #0 stops in front.

Closest parking is the Cultural Center Complex Garage.

Use the free lockers on level one or the lower level to stow your bags, coats, and packages.

The registration and liability waiver forms can be downloaded from the “Members Only” tab on the RMGA website. Registration deadline is January 22, 2019. Completed forms and money will be accepted at the January 14<sup>th</sup> Membership Meeting.

For additional information contact Tom Jensen at [tom.jensen72@yahoo.com](mailto:tom.jensen72@yahoo.com) or 303-968-0515.

Membership Committee

If you haven't done so already, it is time to renew your RMGA membership and take advantage of the **Early Bird rates** to save some money. You should have received an email with the RMGA 2019 MEMBERSHIP RENEWAL PROCEDURES and the 2019 Renewal forms. **Early Bird Rates end on January 15, 2019!**

## Public Relations Committee

Submitted by Tom Jensen

At the December Board Meeting, there was a discussion as to whether there would be a benefit to RMGA of working with Tour Colorado. For many years, I thought Tour Colorado and Colorado Tourism Office (CTO) were different names for the same organization. Was I wrong! Here's the difference.

**The Colorado Tourism Office** (<http://www.colorado.com/>) is the official travel and tourism promotion office for the state of Colorado. Its mission is to spread the word about things to see/do in and around the state of Colorado. RMGA is a partner with the CTO and is promoted on their website.

The CTO delegates two aspects of promoting Colorado tourism to other organizations:

1. **Tour Colorado** (<http://www.tourcolorado.org/>) is a statewide organization marketing Colorado directly to North American Tour Operators and Packaged Travel leaders. It promotes group tour business as the liaison for destinations and suppliers to Professional Tour Operators. RMGA is a member.

The good news is RMGA is involved – we are members of Tour Colorado!

RMGA members are welcome to attend the quarterly meetings. See Terence's article on Pages 9,10 about the meeting he attended in Durango. Thanks, Terence, for an informative article.

RMGA is listed in the Tour Colorado directory which is sent to Tour Operators planning trips through or to Colorado. Tour operators who are interested in obtaining the services of a member send a request to the RMGA President. The President distributes these to all members.

2. **Destination Colorado** (<http://www.destinationcolorado.com/>) is a nonprofit organization designed to provide resources and information for meeting and event planners. Their mission is to make the site selection and planning experience convenient and straightforward. RMGA is not a member.

## Website Committee

Submitted by Tom Jensen

Look for these changes to the website:

1. **Generic e-mail addresses for Board of Directors.** With seating of the new Board of Directors, we will be implementing standard e-mail addresses so that we do not have to change our listings with Visit Denver and The Colorado Tourism Office each year. More information will come via an e-mail blast.
2. **Access code for Members Only page.** In February, the Members Only access code will change. Current members will receive the new code via an e-mail blast. To continue your access to this valuable information, it is important that you renew your membership.

Submitted by Tom Jensen

## Upcoming Industry Events



**January VISIT DENVER C.H.A.T. (Connecting Hospitality and Tourism)**

**WEDNESDAY, JANUARY 16, 2019**



### **The Jacquard Hotel & Rooftop**

222 Milwaukee St.  
Denver, CO 80206

[Map](#)

**3:30-4:00 pm**

Industry Update & Outlook

**4:00-5:30 pm**

C.H.A.T. Networking Event

Cost: FREE

Valet Parking Only: \$10

**RSVP NOW**

*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.*



## **2019 Legislative Reception Save the Date!**

**Monday, January 28, 2019  
5:30–7:30pm  
The Brown Palace Hotel and Spa**

Please contribute to our tourism-industry efforts by attending the TIAC Legislative Reception and help educate our legislators on the importance of tourism in **every region** of Colorado. TIAC is the unifying voice of the Colorado tourism industry when communicating to our state legislators on the importance of tourism to Colorado's economy.

To attend the TIAC reception, RSVP to Janie McCullough, [janiemc@comcast.net](mailto:janiemc@comcast.net), (\$95 per person/\$75 for sponsors\*)



### **2019 Colorado Governor's Tourism Conference**

Sunday, September 29, 2019 to Tuesday, October 01, 2019  
Sheraton Hotel, Denver

Just announced at the end of the 2018 Governor's Tourism are the dates and location of next year's event. Continue to check *Guide Line* for additional information.

### **JANUARY, FEBRUARY BOARD OF DIRECTORS MEETINGS**

#### **Board of Directors Meetings**

Monday, January 7, 2019 2:00-4:00 pm

Monday, February 4, 2019 2:00-4:00 pm

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

All Members are welcome to attend.

## JANUARY PROGRAM MEETING

**WHAT: RMGA MEMBERSHIP MEETING** – Bureau of Land Management (BLM)

**WHEN:** January 14, 2019, 6:00pm – Networking, 6:30pm – Short Meeting, 6:45pm - History of BLM.

**WHERE:** Lakewood Library, 10200 W 20th Av, Lakewood, CO 80215.

**PROGRAM:** Tim Finger will present the History of BLM.

**FOOD:** RMGA will provide water.

**DIRECTIONS:** Lakewood Library, 10200 W 20th Ave, Lakewood, CO 80215. For a map, click [here](#)

**PARKING:** The Lakewood Library parking lot.

**GUESTS:** Members are encouraged to invite a potential member as a guest to the meeting.

**GUEST FEES: 1<sup>ST</sup> AND 2<sup>ND</sup> Time guest:** Free, **Third Through Fifth Time, Same Guest Visit** is \$10 each time. **SUCCEEDING TIMES, SAME GUEST MUST JOIN RMGA.**

**MEETING NIGHT CONTACT:** Dawn Nelsen – Cell [303-898-6853](tel:303-898-6853)

## FEBRUARY PROGRAM MEETING

The February Program Meeting will occur on Monday, February 11, 2019. Watch your email for more information.



# Colorado Tour Association Summer 2018 Meeting

## Great Tastes & High-Class Cowboy Culture

August 23, 2018, Durango, CO

By: Terence O'Hare

RMGA Member

[Beyond the Destination Tours](#)



The Bar D Chuckwagon hosted the Tour Colorado Association's summer meeting followed by a Chuckwagon dinner and entertainment by the Bar D Wranglers and their very special guests, Grammy Award Winners, *Riders in the Sky*.

A crowd of about 700 from numerous states and several foreign countries, including Sweden, France, Germany, Mexico, were delighted by the amazing and professional harmonious talent of the Bar D Wranglers and their special guests, *Riders in the Sky*, under the cool starry mountain air.

Krystal Scarborough, Bar-D Chuckwagon Group Sales Manager, was instrumental in arranging the Tour Colorado Association meeting and accommodating the approximate 10 attendees (including a reporter from the *Durango Herald*) at the Bar D Cowboy Chapel.

This reporter and one-time resident and neighbor to the Bar D Chuckwagon venue in the Hermosa Valley (outside of Durango) was very honored to have attended both events.



Tour Colorado Association brings together Colorado destinations, attractions, lodgers and tourism-based service providers as one statewide organization to market Colorado directly to domestic tour operators and packaged travel planners. Carrie Whitley, Marketing Director at the Durango and Silverton Narrow Gauge Railroad, also works with this NFP Tour Association. She offered a 13-minute summary of the TCA's function and then introduced the main speaker, Michael Embrey.



You may remember *Riders in the Sky* from Disney's famed *Toy Story*.

Mr. Embrey hails from the Chicago area and came to present a one-and-a-half hour slide-show and talk for this evening's presentation before the night's entertainment of cowboy poetry, song, and dance began at 7 pm. He is a board member for the Tour Colorado Association, whose members and roles change

every five years. He runs his own tour operations business, FunMe Events and Tours, a special events and entertainment production company specializing in tours related to the entertainment and soft adventure markets.

Embrey presented a learning discussion titled "Age Wave: Increasing Knowledge and Experiencing Everyday Life." Doing things are the top of the to-do list for a traveling millennial, he said.



Bar-D Chuckwagon Cowboy Chapel – In Cooperation with St. Columba Catholic Church

### HIGHLIGHTS

Following are some basic highlights of the talk, which you will find recorded here: [Tour Colorado Association Summer 2018 Meeting](#).

Here are some *Paradigm Shifts* to consider in the Tour Industry whereby new definitions and ways of thinking should be considered, according to Embrey. How Old is Old?

We should define the current tour and travel client base through the "Age Wave" that are looking for Value Added "Experiences," Embrey said.

### AGE WAVE

<i>By Age</i>	1925 to 1945: Silent Gen
<i>By Group</i>	1946 to 1964: Baby Boomers
<i>By Experiences</i>	1965 to 1979: Thirteeners or Gen X (80 million travelers within the next 10 years)
<i>By Time of Year</i>	1980 to 2000: Millennials vs. Gen Y (Don't know what they want. Fastest growing economic group)
<i>By the Adventuresome</i>	2000 to present: Silent Generation or Gen Z

The last two generations are now considered the most adventuresome in their attitudes about travel. Baby Boomer are experienced travelers and mature adults. They should no longer be thought of as Seniors. We must look at GITs (Group Independent Travel) and no longer FITs (Free Independent Travel) where people want to Experience – Go Wine Making (no longer wine-tasting): Go Gourmet Cooking e.g., cooking classes in France or Italy (no longer simple restaurant food tasting).

*PALS* in travel: Positive Adults Living Single: old cars may have a lot of mileage but still have a lot of power.

Traditionalists – want to go out in style

Boomers – Have bucket lists

Gen X – Dream Vacations

Millennials – Experience life beyond their mundane environments



“We need to define new concepts for Travel.”

### **Summary of Age Groups:**

25 to 40 yr.-olds Want to Experience culture & life

40 to 50 yr.-olds Too young to be old

60 to 75 yr.-olds Want an Experience

75+ Been there Done that (wanting something new)

Most importantly, we should keep in mind that every customer represents 5 other customers by way of their networks, according to Embry’s extensive research and experience.

The [recording](#) of the meeting includes discussion, questions and answers during and after the presentation.

Enjoy a short [video clip](#) of *The Riders in the Sky* as the Bar D Wranglers welcome them on their [50th Anniversary Show](#). Be sure to look up The Bar-D Wranglers performance videos online and the Bar-D Chuckwagon venue for your next visit to Durango, Colorado.

Photos from the Holiday Meeting submitted by Madhumati Ramesh.



Answers to Trivia questions from page 2.

1) John Brisben Walker; 2) Iron-oxide (iron is the element; iron oxide is the chemical compound called rust); 3) Barry Fey; 4) Civic Center Park; 5) They get a Piece of the Rock with their name carved.

## THIS AND THAT

Submitted by Mike Pearl.

### WHAT'S IN YOUR NARRATION?

#### **Colorado's Health Ranking**

Colorado is the seventh-healthiest state according to United Health Foundation's annual health rankings for 2018. The index also ranks Colorado as the least obese state and lowest in diabetes prevalence. <https://www.colorado.gov/pacific/cdphe/news/2018-state-health-ratings>

America's Health Rankings® was built upon the World Health Organization's definition of health: "Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." The top ten states are Hawaii, Massachusetts, Connecticut, Vermont, Utah, New Hampshire, Minnesota, **Colorado**, Washington, New York. <https://www.americashealthrankings.org/>

#### **Colorado's Population Growth**

According to a report in the Denver Post, Colorado is the seventh fastest growing state. Nevada and Idaho tied for first. <https://www.denverpost.com/2018/12/24/colorado-population-growth/>

#### **Front Range is Colorado's Economy Giant**

Ten counties along Colorado's Front Range claim 85% of Colorado's economic activity. The counties are Denver, Arapahoe, El Paso, Jefferson, Boulder, Adams, Douglas, Larimer, Weld, and Broomfield. <https://www.denverpost.com/2018/12/20/front-range-gdp-colorado-economy/>

#### **And One More Airport Mystery**

An airport worker's vehicle was stolen four and a half months ago. But it recently reappeared – in the same parking space from which it was stolen! <https://autoweek.com/article/wait-theres-more/denver-international-airport-ghost-steals-car-gives-it-back-4-months-later>

**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*

<b>Officers</b>		
President	<a href="#">Sherry Moon</a>	720-425-5931
Vice President	<a href="#">Jessica Ward</a>	325-347-7873
Secretary	<a href="#">Nancy Brueggeman</a>	303-979-4852
Treasurer	<a href="#">Wendy Pickering</a>	217-621-1960
Director-at-Large	<a href="#">Mike Pearl</a>	303-868-0023

<b>Committee Chairpersons</b>		
Certification	<a href="#">Carol Carder</a>	303-777-9194
Education	<a href="#">Michael Dulude</a>	720-236-5345
Hospitality	<a href="#">Ginny Gelbach</a>	303-906-3842
Membership	<a href="#">Larry Foos</a>	303-979-7594
Newsletter Editor	<a href="#">Eileen Pearl</a>	303-868-0021
Program	<a href="#">Dawn Nelson</a>	303-898-6853
Public Relations	<a href="#">Tom Jensen</a>	303-968-0515
Email Blasts	<a href="#">Sherry Moon</a>	720-425-5931
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