



# GUIDE LINE

**December 2023**

**VOL 31, No 9**

## **President's Message**

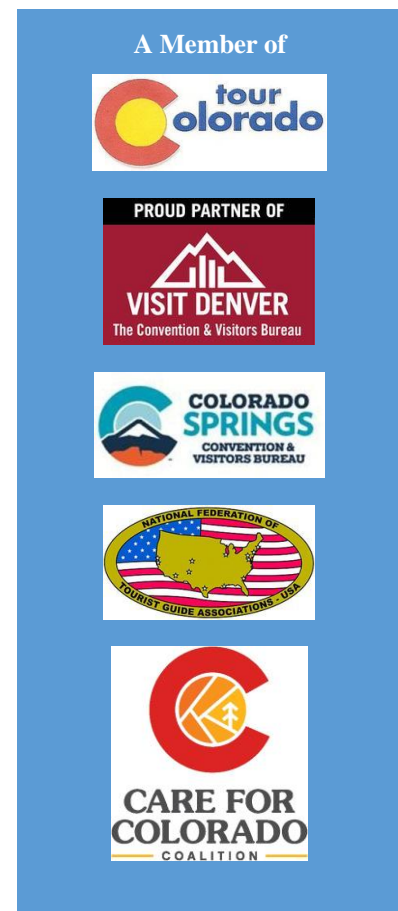
Submitted by Mike Pearl, President

The November Program/Meeting in the hat room at the Haven Boutique in Cherry Creek was both fun and informative. Members were treated to a live presentation of cowboy hat shaping and information about the millinery tradition of the west with Parker Thomas associates Taylor and Amy! Whoever thought of singeing a western hat with a blow torch or with burning gun powder? Yes, we can take tour groups to the Cherry Creek location for a presentation. Make arrangements prior to your visit. Thanks to Mark Blaising for setting up the program.

During the business meeting, two Familiarization events for spring 2024 were reviewed. Michael Dulude is putting together a FAM at Denver International Airport. Wendy Pickering is organizing a FAM of Boulder in coordination with the Boulder Convention and Visitors Bureau. They're in need of help with tasks such as registration, programming, coordination, food & beverage, and other details. Contact them with your offer of assistance.

Dawn Nelsen reminded members present about the Holiday meeting to be held at her home on Monday evening, December 11. Contact Dawn to offer your help.

Thanks to those in attendance at the November meeting: Tom, Ellen, Mike, Eileen, Carol, Dutch, Dawn (& Bob), Steve (and Amy), Sid, Richard, and Hans on-site, and Michael, Brad, and Charles via ZOOM.



RMGA has two new members: Richard Farley and Hans Kleinschmidt. Please welcome them.

RMGA extends condolences to Mark Blaising, his mother, and his family on the death Thanksgiving Day of his father. Mark's father had been in hospice care in recent months. Funeral arrangements are planned for December 11 in their California home area.

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 them to the RMGA Facebook [page](#).

Here's my challenge for you. What's your score? Send stories to the [Editor](#).

I challenge members to demonstrate their commitment to RMGA by doing these activities over the next nine months:

- After reading the *Guide Line*, email the Editor thanking her for publishing it and include a note about what you appreciated about it. Do this for at least 8 of the next 9 issues.
- Attend 7 of the 8 program/meetings October through May, either in person or online.
- Bring one person with you to a program/meeting October through May, either in person or online.
- Go to the RMGA Facebook page and click on "Like" for the postings. Write a public comment for 3 postings over the next 9 months.

I agree that we're all busy with our families and lives. I urge you to express your gratitude for the time and effort that the volunteer leaders of RMGA by acknowledging their contributions. Attendance at programs/meetings validates everyone's membership. Without a little bit of effort on the part of all members, RMGA will become unhealthy.

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

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## FROM THE EDITOR

Deadline for submissions for the January *Guide Line* is **Friday, December 29**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at [rmgaeditor@rockymountaintourguides.com](mailto:rmgaeditor@rockymountaintourguides.com). If anyone has photos to share, please send them along with either a short description and/or names.

## COMMITTEE UPDATES

### Communications Committee

Submitted by Tom Jensen, Communications Committee Chair

### Monthly Visitors to the RMGA Website

Below is a year-to-date comparison of the number of visitors that viewed the RMGA Website.

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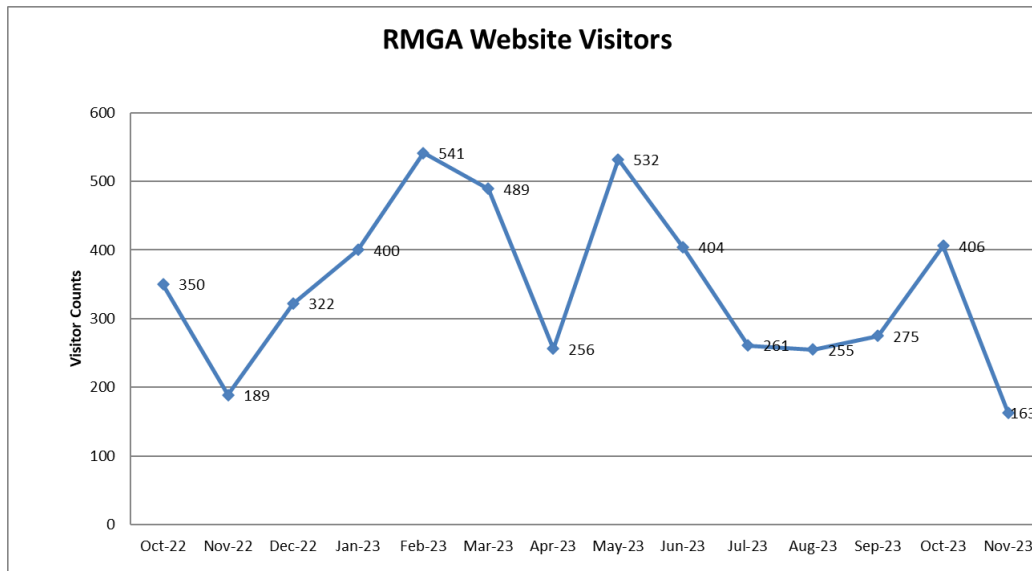
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#### *What's New on the Website?*

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- Added Richard Farley and Hans Kleinschmidt into Outlook Email
- Added Richard Farley and Hans Kleinschmidt to Contact Lists
- Uploaded DIA Meet & Greet Transportation Guidance
- Uploaded November 5, 2023 Membership Roster
- Added the October Guide Line
- Added the November Guide Line
- Added the November program to the Events Page
- Added the November program description



### E-mail distribution

- Distributed e-mails that were of general interest to the members including requests for tour guides/directors for 2023.

The distribution of e-mails continues to be done on a temporary basis. If you are interested in sending out the e-mail blasts, contact Mike Pearl at [rmgapresident@rockymountaintourguides.com](mailto:rmgapresident@rockymountaintourguides.com). The contact list is current with the membership roster. If you are not receiving e-mails please contact Tom Jensen @ [rmgacommunications@rockymountaintourguides.com](mailto:rmgacommunications@rockymountaintourguides.com).

### Facebook

Have you checked out the RMGA Facebook Group?

Good stuff!



<https://www.facebook.com/groups/RMGAssoc.>

## 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.

Michael Dulude (720-236-5345) is putting together a FAM at Denver International Airport. Wendy Pickering (217-621-1960) is organizing a FAM of Boulder in coordination with the Boulder Convention and Visitors Bureau. Contact either or both with your offer of assistance.

Organize a FAM Trip. Contact President [Mike Pearl](#) to get the ball rolling.

## Membership Committee

Submitted by Mike Pearl, Membership Committee Chair

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.

RMGA welcomes two professional members:

Richard Farley of Colorado Springs. He has been leading tours of Colorado Springs and the Pikes Peak Region as a step-on guide with Gray Line, and Jeep tours through the Royal Gorge, Red Canyon, and Cripple Creek with Colorado Jeep Tours for over 6 years. Richard enjoys surprising his guests with the hidden gems of the Pikes Peak Region that can only be experienced by Jeep. Thanks to Steve Kaverman for encouraging Richard to join. RMGA is delighted to have Richard Farley as a member of our Association. Welcome!

Hans Kleinschmidt of Highlands Ranch. He has been involved in the tourism industry for over 10 years and has been leading bicycle tours of Downtown Denver for Mile High Bike Tours during the 2023 season. Hans recently retired from public school teaching in Texas, and he and his family recently relocated to Colorado, already their second home. Thanks to Sid Wilson for encouraging Hans to join. RMGA is delighted to have Hans Kleinschmidt as a member of our Association. Welcome!

Membership Renewal begins December 1. There is no increase in dues for 2024. Also, plan to send your premium for liability insurance to Wendy Pickering so she receives it before December 31.

RMGA's membership stands at 39 members: Professional-24; Business-7; Professional/Business Multiple Listing-2; Retired-5; Friend-1. Please examine the membership directory, then reach out to someone you don't know very well 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**

No submission.

### **Program Committee**

Submitted by Mike Pearl



#### **December Members Meeting & Program:**

**WHEN:** Monday, December 11, 2023  
6:00-8:00 pm

**WHERE:** Dawn Nelsen's home, 5271 S Greens Circle, Littleton,  
CO 80123

**WHAT:** Please bring a dish or dessert to share. Beverages will be  
provided.

**RSVP:** By December 4 to Dawn Nelsen at [dawnnelsen@gmail.com](mailto:dawnnelsen@gmail.com)  
or 303-898-6853

**HYBRID:** The meeting will be available via ZOOM. Watch for an  
invitation.

## Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



### **2023 Colorado Governor's Tourism Conference**

The 2023 Governor's Tourism Conference was a pivotal event for the state's tourism industry. This annual three-day gathering provided an invaluable opportunity for tourism professionals, community leaders, and stakeholders to come together and share insights. With tourism being a driving force behind Colorado's economy, the conference attracted over 450 industry professionals, experts and enthusiasts from across the state.

Tourism's profound impact on Colorado's economic well-being was a central theme throughout the conference. In 2022, travelers in Colorado contributed a staggering \$27.7 billion to the state's economy, generating \$1.7 billion in local and state revenues. This substantial revenue not only supported the tourism industry but also alleviated the tax burden for households across the state, reducing it by an impressive \$760 per household. Furthermore, the conference underscored the importance of responsible tourism and destination stewardship, areas where Colorado continued to lead within the U.S. tourism industry.

### **2024 Colorado Governor's Tourism Conference**

At the end of the 2023 Governor's Tourism Conference, the CTO announced Crested Butte as the host destination of the 2024 Conference. The conference will be held at Crested Butte Mountain Resort & Elevation Hotel on Sept. 25-27, 2024.



### [Drive the Free Bighorn Sheep Canyon Audio Tour](#)

Bighorn Sheep Canyon is famed for its awe-inspiring scenery, rich history, river rafting, fishing opportunities and Colorado's state mammal — the Rocky Mountain bighorn sheep.

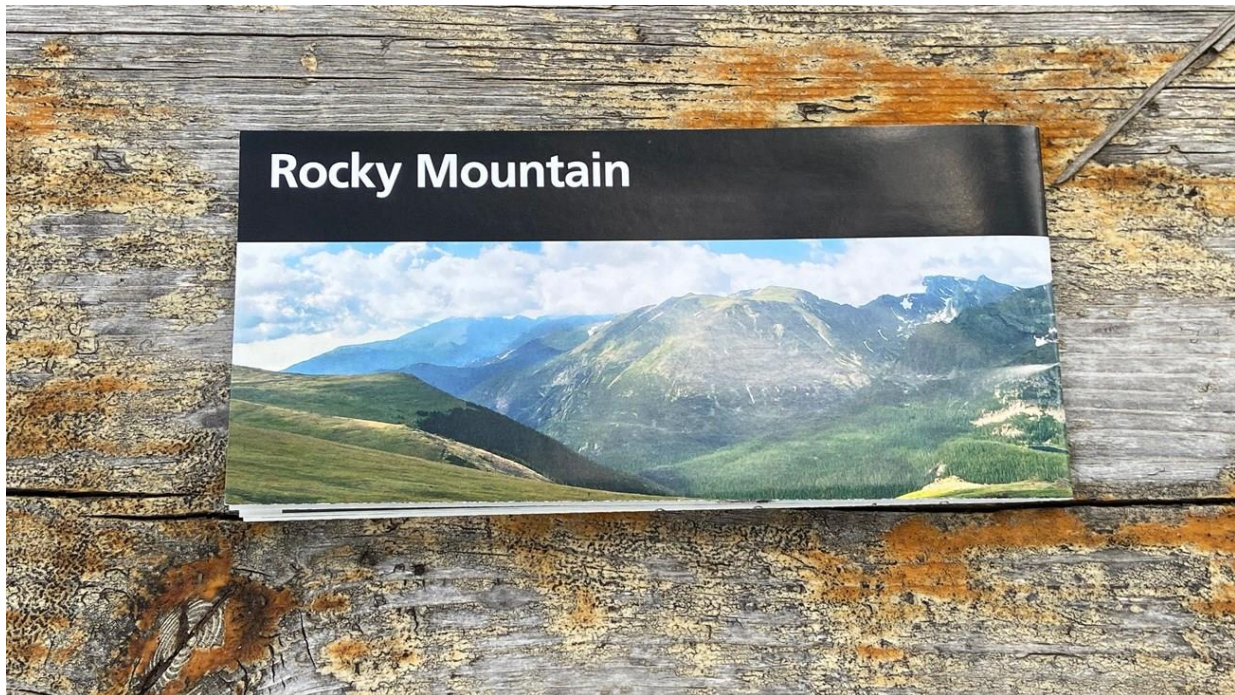
Now, with the Royal Gorge Region's free [Bighorn Sheep Canyon Audio Tour](#), you can experience one of Colorado's most stunning and unique drives like never before.



Once you've [downloaded the TravelStories app](#), hop into your vehicle, press play, take the hour-long cruise and learn about the history, geology, wildlife and recreational opportunities this one-of-a-kind canyon offers.

Afterward, keep the good times rolling by exploring one or many of the exciting activities and attractions in the [Royal Gorge Region](#).

***CLAIM YOUR TOUR >***



Rocky Mountain National Park experienced a 44 percent increase in visitation from 2012 to 2019. In 2021, the park received 4.4 million visits. Even with a timed entry system in place the park received some of the highest visitation in its history. The park's top five visitation years are as follows: 2019, 4.67 million; 2018, 4.59 million; 2016, 4.51 million; 2017, 4.437 million; 2021, 4.434 million.



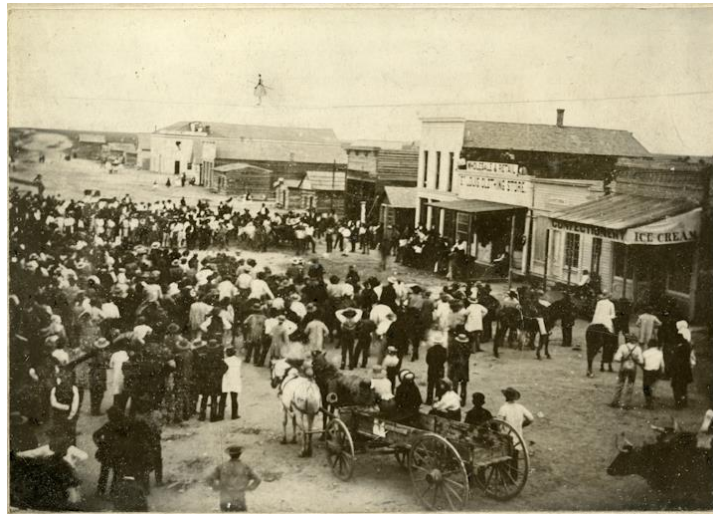
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The November RMGA Membership Program was a live presentation of hat shaping and information about the millinery tradition of the west. Here is an article from Historic Denver about the cowboy hat.

### **One Hat, Two Hat**

From the Rockmount shirt to bolo ties to boots, there are a lot of classic elements to cowboy and western wear. But the [cowboy hat](#) is something truly iconic—a seemingly simple article of clothing that tells a lot about the wearer, depending upon the hat style and how it is customized. Recently 5280 shared a story about Greeley Hat Works and their new-found fame in creating hats for the cast of the television show “Yellowstone” starring Kevin Costner. [Read about the time and skill it takes](#) the hatter to create just the right hat for each wearer, from the fictitious cowboys onscreen to the real cowboys riding Colorado’s ranges.

**Happy Birthday, Denver!** Let’s tip our hats to the Queen City of the Plains’s 165th. On November 22, 1858, General William Larimer and Captain Jonathan Cox, both land speculators from eastern Kansas Territory, placed cottonwood logs to stake a claim on the bluff overlooking the confluence of the South Platte River and Cherry Creek, across the creek from the existing mining settlement of Auraria, and on the site of the existing townsite of St. Charles.



**Madame Carolista walking on a tightrope above Larimer Street in Denver, July 18, 1861**



**Union Station in the Late Nineteenth Century**



**16<sup>th</sup> Street 1950-1960**



Many RMGA Members do walking or coach tours of Downtown Denver. Here's an opportunity to provide feedback on your experiences and perceptions as a Tour Guide.

### **Downtown Denver Ground Floor Survey**

To better understand the challenges and opportunities for improving Downtown Denver as a place to shop, play, work, and live, the Downtown Denver Partnership (DDP) and Denver Economic Development and Opportunity (DEDO) are launching an online survey to gather input about Downtown's ground floor experience. Anyone who visits, works, or lives in Downtown Denver is encouraged to participate.

The survey takes <10 minutes to complete and will be open from mid-November to mid-December 2023. This survey is part of the Downtown Denver Groundfloor Activation Strategy (Phase I), developed in conjunction with Progressive Urban Management Associates and MJB Consulting.

[Complete the Survey](#)

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## **ORGANIZATION ACTIVITIES**

Submitted by Mike Pearl, President

The 114th Annual VISIT DENVER Partnership Meeting was held on November 8<sup>th</sup>. In attendance from RMGA were President Mike Pearl, Vice President J. Mark Blaising, Director at Large Tom Jensen and member (and VISIT Denver Board Member) Sid Wilson. Participants celebrated the past year in Denver tourism and recognized partners for their extraordinary efforts that contributed to a year of highlights. Click [here](#) to view a recap of the event. RMGA members are eligible to attend the Annual VISIT DENVER Partnership Meeting. Mark your calendar for the November 2024 115<sup>th</sup> breakfast meeting.

Rocky Mountain Guides Association represents professional tour guides in Colorado and the Rocky Mountain Region to tourism-related organizations. As vice president and president, Mark

Blaising 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 J. Mark Blaising 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.

### **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 Opportunities**

Members are encouraged to volunteer to lead these committees:

- Certification (Must have the RMGA Colorado Certification)
- Email Distribution

Contact any Board member with your interest.

## 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.

**World Federation of Tourist Guides Associations (WFTGA) 20<sup>th</sup> International Convention**, Siracusa, Italy, January 18-29, 2024. [Information](#)

## 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 summer campaign recently, specifically targeting residents throughout the state in conjunction with 9News. This campaign features relevant topics including fire safety and prevention, backcountry safety, trash mitigation and more. Check out 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.

Michael Dillinger, president, announced that the remodeled NFTGA website will be active by January 2024. James Carr of the Guild of Professional Tour Guides of Washington, D.C. reported that the Guild will conduct training for guiding in the District in January 2024. Check their website for more information. <https://www.washingtondctourguides.com/>

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 14, 2023 via ZOOM 6:30-8:30 pm. All RMGA members are welcome to sit in on the meeting. Contact President [Mike Pearl](#) for a link.

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

Find your next tour job at [www.TourGuidingJobs.com](http://www.TourGuidingJobs.com)!

Simply sign up for a free account and start looking through the job listings. We will be adding more jobs weekly as tour operators, destinations, attractions, and travel companies who send us their job opportunities looking for talented professionals like you!

## IATDG TOURCONNECT RECAP

Submitted by Steve Kaverman



During the International Association of Tour Directors & Guides ([IATDG](http://www.IATDG.com)) TourConnect conference in New Orleans, I had the honor of presenting two educational sessions. Both were titled, **The Colorado: A River in Peril**, but the two sessions were not identical.

In the first session, I had the pleasure of teaming up with Kristin Robinson, owner of [Stage Naked](#). Kristin has adapted the Certified Interpretive Guide curriculum offered by the National Association for Interpretation ([NAI](#)) specifically for tour directors and guides. Seizing on 'interpretive moments' (*think Teachable Moments*) during the presentation, Kristin offered suggestions on how tour directors and guides could put facts and figures about the predicament the Colorado River is facing due to historically low water levels, and a 20-year drought, into context so they could more easily tell a compelling story to tour guests.

During the second session, which I presented solo, tour directors and guides worked together in a small group exercise to decide how they could tell the story of the Colorado River around one of six interpretive themes. Distilling data and facts about water management or other unfamiliar, fun or fascinating topics for tour guests is an acquired skill tour directors and guides rely on during every tour.

Both TourConnect sessions expanded on an IATDG July 2023 webinar that I presented jointly with Brian Werner, a 38-year veteran of [Northern Water](#), the organization that manages the Colorado Big Thompson Water system.

Plans are being set in place to present **The Colorado: A River in Peril** during the RMGA membership meeting on January 8. Mark your calendars now, watch for details and plan to attend.

## MEETINGS

### Board of Directors Meetings

Sunday, December 3, 2023 (7:00 pm)

Tuesday, January 2, 2024 (7:00 pm)

Sunday, February 4, 2024 (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 11, 2023 (6:00 pm) (Meeting via ZOOM and/or in person: watch for details; an invitation to attend is emailed to Members who are encouraged to forward the invitation to prospective members.)

Monday, January 8, 2024 (6:00 pm) (Meeting via ZOOM and/or in person: watch for details; an invitation to attend is emailed to Members who are encouraged to forward the invitation to prospective members.)

Monday, February 11, 2024 (6:00 pm) (Meeting via ZOOM and/or in person: watch for details; an invitation to attend is emailed to Members who are encouraged to forward the invitation to prospective members.)

## 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="#">J. Mark Blaising</a>	303-830-8440
Secretary	<a href="#">Dawn Nelsen</a>	303-898-6853
Treasurer	<a href="#">Wendy Pickering</a>	217-621-

### Committee Chairpersons

Certification		
Communications	<a href="#">Tom Jensen</a>	303-968-0515
Education		
Hospitality	<a href="#">Lily Ewing</a>	303-250-9679
Membership	<a href="#">Mike Pearl</a>	303-979-7594
Newsletter Editor	<a href="#">Eileen Pearl</a>	303-868-0021
Program	<a href="#">J. Mark Blaising</a>	303-830-8440
Public Relations	<a href="#">Tom Jensen</a>	303-968-0515