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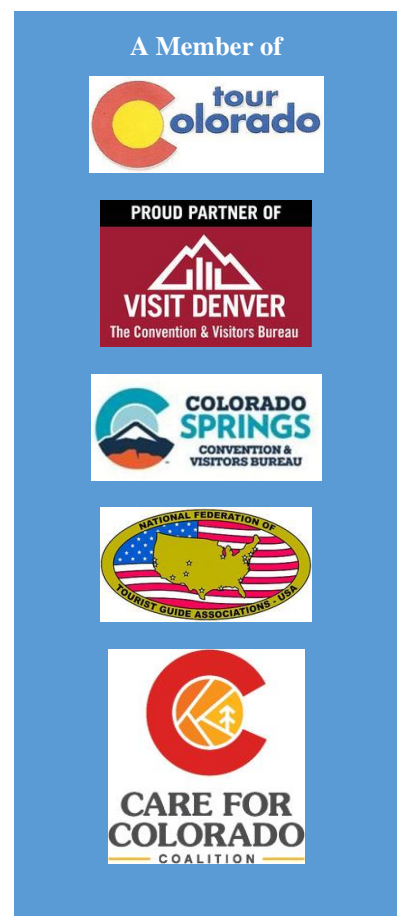
President's Message

Submitted by Mike Pearl, President

TourConnect 2024, the annual conference presented by the International Association of Tour Directors and Guides (IATDG), occurs November 10-14. RMGA will host a welcome table during the conference. Members are invited to volunteer to staff the table and provide Colorado hospitality. Michael Dulude is coordinating the effort. Please [contact him](#) with your offer of a couple of hours.

The October member meeting was held at the Hyatt Regency Aurora-Denver Conference Center, 13200 E 14th Pl, Aurora, CO 80011. Members in attendance were able to preview the conference center. There were 17 members and 1 guest in attendance: 10 in person; 8 via ZOOM. The guest, Terri Gentry, is a prospective member.

Many members, besides Michael, are stepping up to lead in various activities regarding the conference. Terence O'Hare is developing a photo collage of RMGA members (get your photos to [him](#) today, if you haven't already!). Lily Ewing is creating a table drape with the RMGA logo on it. Charles Foster is preparing a banner to display near the table. Karen Failing, Barb Bowman, Marc Godwin, Allen Steele, and Tom Jensen are locating materials and giveaways. Jill Collins and Hans Kleinschmidt are providing logistical assistance. Steve Kaverman and Charles Foster will lead FAM experiences. Dawn Nelsen and Charles Foster are presenting. In addition, I'm leading a FAM experience and presenting. I hope that I'm not omitting anyone. I expect to have a more complete list for the December *Guide Line*.



National Federation of Tour Guides Association (NFTGA) president Michal Dillinger will be attending and presenting at *TourConnect2024*. RMGA is a founding member organization of NFTGA. Welcome, Michael!

TourConnect2024 occurs while RMGA would usually hold the November member meeting. Because of all the activity surrounding the conference, the Board of Directors has cancelled the November meeting. The next member meeting is Monday, December 9. It's the annual holiday cheer event.

RMGA's hybrid (in-person and ZOOM) meeting technology is improving. A web cam and table microphone enhanced the experience for remote attendees. More tech upgrades are on the way. A big "Thank you" to members for their patience and cooperation.

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.

Mike Pearl, President RMGA

FROM THE EDITOR

Deadline for submissions for the December *Guide Line* is Thursday, November 28 (Thanksgiving).

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

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COMMITTEE UPDATES

Communications Committee

Submitted by Tom Jensen, Communications Committee Chair

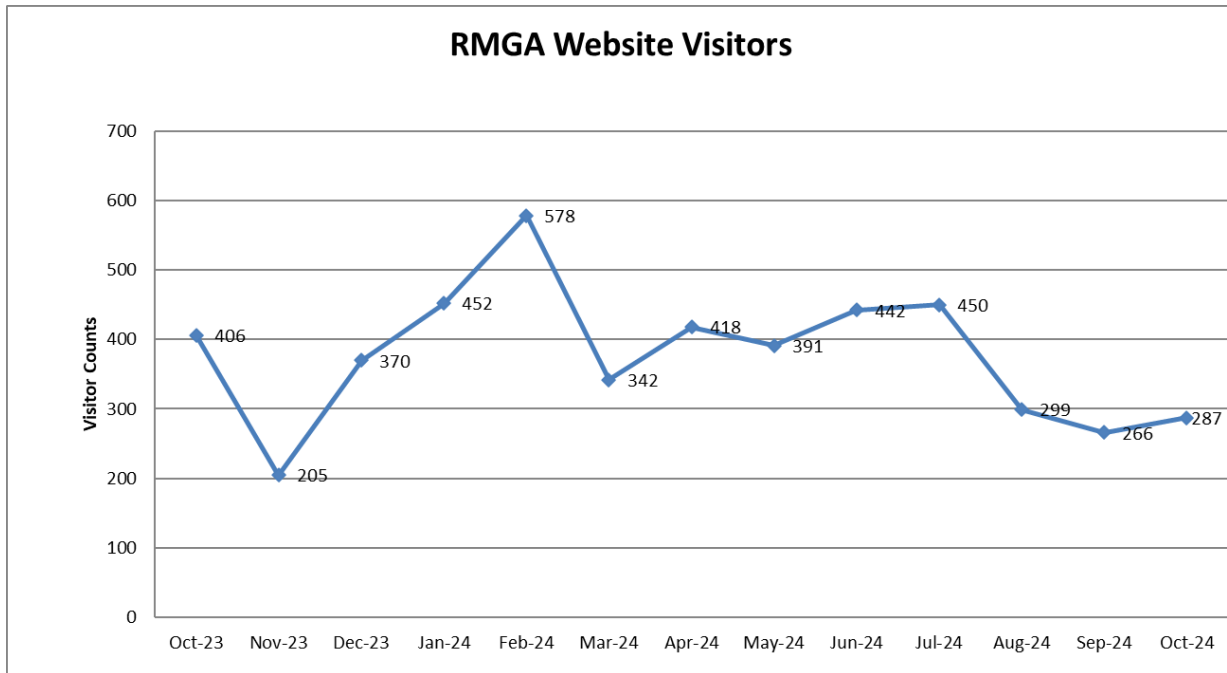
What's New on the Website?

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

- October *Guide Line* is now accessible from the Members' Only Page.

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.



Website Changes

If you have changes to your Profile, send them to rmgawebsite@rockymountaintourguides.com. If you want your picture added, send it to me.

E-mail distribution

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. The contact list is current with the membership roster. If you are not receiving e-mails please contact Tom Jensen @ 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 .

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 RMGA Board of Directors thanks you for your membership. The latest membership directory is posted on the Members Only page of the RMGA Website.

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

Submitted by Mike Pearl

Program Committee

November Members Meeting & Program: (Cancelled due to the IATDG *TourConnect2024* conference.)

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

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



2024 Colorado Governor's Tourism Conference

2024 Gov Con Officially Dubbed a Zero-Waste Event

By partnering with [Walking Mountains Science Center](#), we were able to divert 681.9 pounds of compost, 221.2 pounds of recycling and 84.3 pounds of trash. This led to a 90.69% diversion rate, categorizing 2024 Gov Con as an official Zero Waste Conference!

We could not have achieved this without you! We learned from those who took the Gov Con survey telling us how they showed up sustainably that:

- 84% of respondents carpooled, drove an electric vehicle, took public transportation, hiked or walked to the Town of Mt. Crested Butte
- 94% of respondents used their own water bottles and coffee mugs
- 90% of respondents limited housekeeping by reusing towels and sheets during their stay
- 80% of respondents took notes on their computer and tablet
- 74% of respondents supported local food producers while in Crested Butte

As the conference closed, the CTO announced Colorado Springs as the host destination of the 2025 Colorado Governor's Tourism Conference.

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?

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

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.

International Association of Tour Directors and Guides (IATDG) [TourConnect](#), November 10-14, 2024, Denver/Aurora. Hyatt Regency Hotel Aurora, 13200 E 14th Pl, (just across from the University of Colorado Anschutz Medical Campus.)

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>

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](#).

Governor's Tourism Conference Notes

Information submitted by Hans Kleinschmidt, Vice-President, RMGA

Hans was one representative of RMGA at the Governor's Tourism Conference held in September.

Hans attended the following sessions and if you would like to know more about any of the following, please contact him with your questions.

1. CTO yearly review / 2025 and beyond strategic plans

CTO focal points

- destination markets
- informational plans for international, state, & local destinations
- destination stewardship updates
- updates to ***Do Colorado Right*** psa / campaigns / commercials
(my favorite -***Doo Colorado Right in the outdoors!***)

2. *Visitor Centers Are Dead*

- with social media / internet availability prior to travel, states are rethinking physical locations of state and local visitor centers...not just buildings with brochures and restrooms
- What are centers doing to 'grab' folks? New strategy is centers are no longer visitor info centers but 'hubs'
- showcase local destinations
- local feel, products, vibes, samples, etc...
- increase ties to local communities & inform them of what center can do
- 'visitor center' by day to 'community center' by night-concerts, art shows....
- model examples were Fort Collins, Corpus Christi, and Asheville

3. *Trends Today* session (double session)

- low impact travel
- health travel
- sustainability
- global changes and attitudes toward destination overuse

4. *Creating Unique Experiences in Smaller Markets*

Denver, Springs, Fort Collins & high country are always destinations but how do smaller markets 'add value' to Colorado experience??

- LaJunta, Pueblo, smaller neighborhoods in Denver examples
this was pretty entertaining and informative!

4. Intro to CTO's Destination Blueprint Program for 2025

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 (250th Anniversary of the signing of the Declaration of Independence with increased programming. 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, November 14, 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.

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

MEETINGS

Board of Directors Meetings

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

Monday, November 4, 2024 (7:00 pm)

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

Monday, January 6, 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, November 11, 2024 (Cancelled due to *TourConnect 2024*).

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

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	Hans Kleinschmidt	303-990-2505
Secretary	Dawn Nelsen	303-898-6853
Treasurer	Brad Hatfield	303-522-3944
Director-at-Large	Tom Jensen	303-968-0515

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