

VOL 31, No 2

President's Message

Submitted by Mike Pearl, President

The January Program was with member Steve Kaverman describing the plight of the Colorado River and its effect on the population of the Southwest part of our country. The information he provided is what we as guides need to relate to our guests. One of the questions that Steve fielded from a member was whether communities would have their drinking water cut off. A few days after the meeting, Scottsdale, AZ discontinued service to neighboring Rio Verde Foothills.

Eileen and I recently attended the national conference of the National Federation of Tourist Guide Associations (NFTGA), with which RMGA is affiliated. The event was hosted in San Antonio, Texas by the Professional Tour Guides Association of San Antonio. There is a brief summary of the conference activities later in this *Guide Line*. RMGA now has strengthened relationships with neighboring Utah Guides Association and Las Vegas Guides Association, as well as the other associations in attendance.

Among the benefits of attending the conference is reinforcing that tour guiding is not only a local activity, but a world-wide area of the tourism industry. Just as the public has expectations of tour guides, so should guides behave in an expected way. The guide in Colorado represents a guide in San Antonio, New York City, London, or Sydney. The overarching characteristic of the local tour guide is that they are enthusiastic about their local area and welcoming of visitors. These are the people that I'm proud to call my colleagues, no matter where they guide.

Swapping books and resource materials at in-person monthly meetings is proving popular. The tub of materials will be available at future meetings. Bring books and pamphlets that you would like to share with other members. Leave one, take one. Talking about research and swapping materials is a great way to bond during any of our meetings.

RMGA members need 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

February 2023



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FROM THE EDITOR

Deadline for submissions for the March 2023 *Guide Line* is **Sunday, February 26**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at 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

What's New on the Website?

- With the start of 2023 several changes were made to the Website – new buttons for the Guide Line, 2023 Program Schedule, 2023 Program Review.
- Added January Guide Line
- Changed link on Program/Events tab to access 2023 Program Schedule
- Added January Program to Website
- Uploaded November Program
- Uploaded January Program
- Closed open ticket for missing stats on website usage
- Added link for January Program PowerPoint is now viewable on the 2023 Program Review.

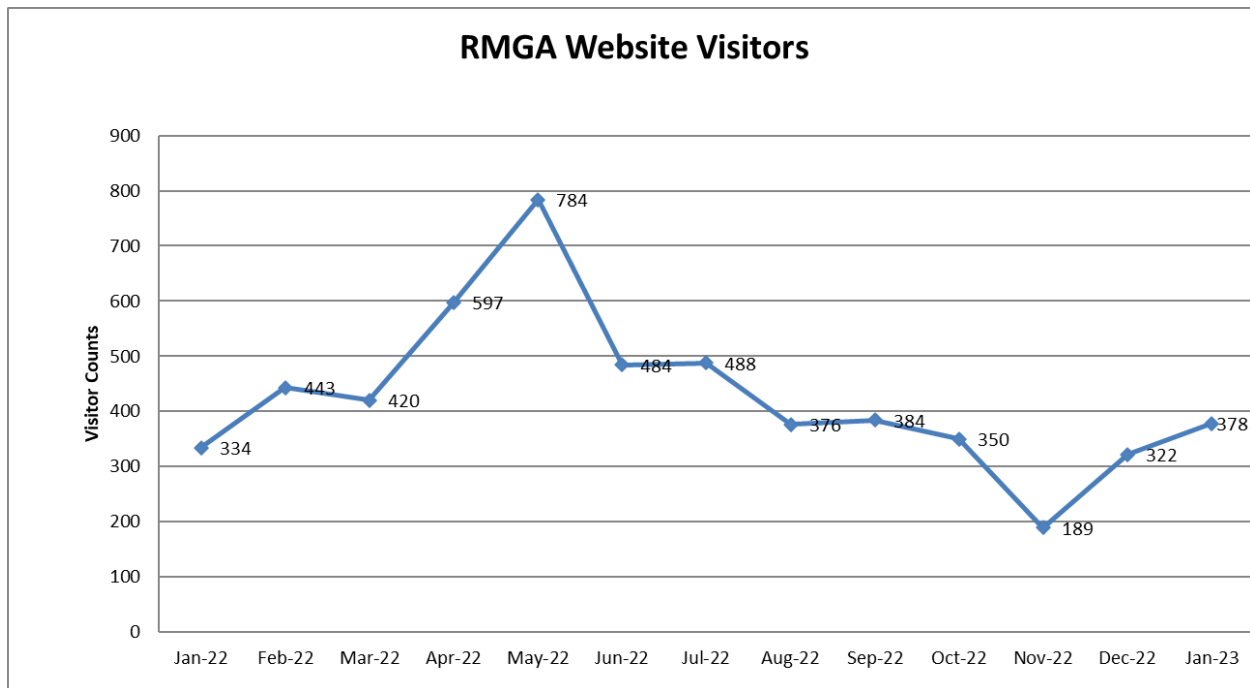


The January program presented by member Steve Kaverman **The Colorado - A River in Peril** was an outstanding program. Steve brought us up-to-date on our most famous River. He reminded us of the Colorado River Compact of 1922, reviewed the status of both major reservoirs and their dams, and imagined the future of Colorado River water. Both a recording of the presentation and the PowerPoint presentation are accessible from the Members Only Page under Programs Reviews towards the bottom.

There is so much to learn even if you've been guiding for years. Thank you, Steve.

Monthly Visitors to the RMGA Website

Our website host has reinstated the monthly visitor count. New this month are the counts for December and January. Note January's count is as of January 29th.



What's Coming Up

Access to Members Only Page – Soon members will receive the new access code and instructions for the Members Only page. On this page you will discover archived copies of the Guide Line, Program reviews, FAM trip reviews, and governing documents.

Profile Update – Profiles from people who did not renew will be removed. A year will be added to the “Years Experience” category. If you have changes to your Profile, send them to rmgawebsite@rockymountaintourguides.com.

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 anyone is interested in sending out the e-mail blasts, contact Mike Pearl at rmgapresident@rockyountaintourguides.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

- Added information on January meeting
- Approved postings submitted by members -- Colorado River issues, new architectural tours, exciting new buildings, and BLM land exchanges.
- Posted information on tourism topics



Be sure to post your travel stuff on the RMGA Facebook account.

Be sure to join the RMGA Facebook page, <https://www.facebook.com/groups/RMGAssoc>. You'll find postings of upcoming events, industry happenings, and photos. All members are welcome send in their pictures or posting.

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.

The time to renew your membership in RMGA is completed. Membership renewals are down by 47%, almost half of the 2022 members are not returning for 2023. Contact the people who did not renew and invite them back to membership. Each one of us is only as strong as all of us.

RMGA welcomes back to membership *Colorado Sightseer* and owner/operators Christin and Rich Grover.

RMGA welcomes new members! Do your part to improve and expand RMGA's knowledge base by increasing our membership roster. 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

Nominations are being sought for the offices of President, Vice President, Secretary, Treasurer, and Director-at-Large. When a member of the Nominations Committee contacts you about serving as an officer for the 2023-2024 term of office, please give serious thought to that request. Better yet, contact a current Officers with your interest. Nominations will be announced at the March Program/Meeting. Elections will be held at April's Annual Meeting. Officers begin their term June 1.

Program Committee

Submitted by J. Mark Blaising, Program Committee Chair

The February Program/Meeting will be held February 13, 2023, beginning at 6:00 pm with networking, followed by Kyle Patterson, Management Specialist/Public Affairs Officer at Rocky Mountain National Park. The presentation will be via ZOOM. Watch your email for an invitation.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



This article is used by permission from Leah Charney. It originally appeared in the Winter 2023 edition of the Historic Denver News

IN MEMORIAM: JOE SOKOLOWSKI

by Leah M. Charney, Historic Denver News Managing Editor and Tour Guide

Anyone who had the pleasure of knowing Joe Sokolowski or was lucky enough to take one of his walking tours might rattle off the following adjectives: Smart, loyal, warm, generous, funny.

That last one served him well during the 2019 National Trust for Historic Preservation conference when he entertained a busload of 55 who were temporarily trapped on a bridge over I-25. The day before, the mercury had maxed out at 83 degrees. By Thursday morning it was 19 and snowy — the largest October temperature swing on record.

While I quietly panicked, Joe and I tried out our best "history comedy" routine to entertain our passengers while the driver dropped the chains and cleared the ice behind the tires. He pretended we were on a game show and asked me if I could guess — Price is Right rules of course — what he paid for his first house in the Highlands. As someone born around the same time as the purchase, I got it wrong by tens of thousands of dollars. Once we were finally up the hill and fully into the Northside, I looked at Joe and said, "What did I even write a script for?" He laughed and in the next beat started dazzling the attendees with his knowledge of the historic Town of Highland.

Denver got lucky when the United States Air Force moved Joe to Lowry Air Force Base. After he was honorably discharged in 1977, he spent 40 years in the car business, working at local institutions like Ralph Schomp Automotive and Rickenbaugh Cadillac before he retired in 2019.

In 2007, after his youngest child finished high school, Joe realized he had 109 credit hours and only needed 125 to graduate. He emerged years later, in December 2010, with a bachelor's in history from University of Colorado at Denver. As a UCD student, he presented on working-class housing at the 2010 Saving Places conference and returned in 2016 with LODO & Its Adaptive Reuse, where Joe explained the history, redevelopment, and reuse of Denver's Lower Downtown Historic District.

By then he had already begun volunteering with Historic Denver. In March of 2013, he joined the first class of docents to launch the LoDo walking tours, where he began the research that would lead to that 2016 talk.

As the walking tour program grew, so too did Joe's knowledge, support, and willingness to give back. He helped develop the Larimer Square tour and was certified to give all of the Historic Denver core walking tours. In 2014, Joe began writing a Sunday night email sent to fellow docents that included additional research he uncovered about people or places related to the walking tours. This morphed into the Denver History Blog, which you can still read at denverhistory.blog.

Joe generously attended the training of, presented to, and befriended each new class of tour guides, which is how I became lucky enough to be mentored by Joe when I joined up in 2018. He and his wife, Rita, also frequently donated to causes he loved and would happily take-on additional projects, like filming virtual tours during the COVID-19 lockdown.

In addition to his volunteer work with Historic Denver, he joined the Denver Posse of Westerners in 2012; they honored him with the Fred A. Rosenstock Award for Lifetime Achievement in Western History in December 2021. Joe also brought his camera nearly everywhere he went, taking walks specifically to see Denver's past and the new construction of its future. As a result, he amassed a photo collection that could have landed him on the TV show Hoarders. Instead, the acquisitions team at Denver Public Library's Western History and Genealogy Department is interested in reviewing it and seeing which images might find a forever home in their collection.

In the months before the Sokolowski family became intimately familiar with the words "glioblastoma" and "brain tumor," he set up a bird cam, which typically functioned more like a squirrel cam. Though the squirrels never cared much for history, like the rest of us, they miss him terribly.



IMAGE: Alison Salutz, Historic Denver

After the article was published Leah wrote, “His memorial service was on Sunday [January 22] and more than 200 people attended, including many from the greater Denver history and tour community.

Here's one last fun anecdote about Joe: Joe loved to play the lottery and would often joke that if he won, he would have to stash a little money away before telling his wife, Rita, because she would give it all away. Though lucky in love, the most he ever won playing the lottery was probably \$150. HA!



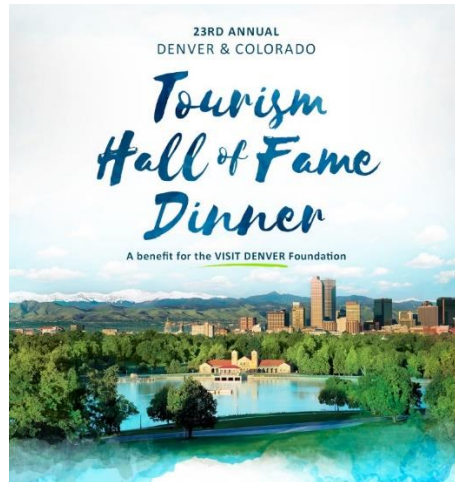
Colorado Governor's Tourism Conference

The Colorado Governor's Tourism Conference is an annual three-day event for tourism professionals and industry leaders to learn and network. Participants assess current activities and find new approaches to market the state, locales, and businesses. Speakers from throughout the country will challenge and inspire attendees.

Save the Date: Gov Con 2023

September 27-September 29

Fort Collins, Colorado



Wednesday, March 8, 2023
The Mission Ballroom

5:00 - 6:30 p.m.
Silent Auction, Cocktails, Hors D'oeuvres

6:30 - 9:00 p.m.
Tourism Star Awards, Dinner
Hall of Fame Induction Ceremony

Patron Table: \$5,000
Corporate Table: \$4,500
Premier Seating for Two: \$1,500
Individual Ticket: \$275

REGISTER NOW

<https://www.denver.org/foundation/tourism-hall-of-fame/register/>

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, 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 represented RMGA at the San Antonio Conference of the National Federation of Tourist Guides Associations January 25-28, 2023.

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 has published the 2022-2023 Fall/Winter Official *Visitors Guide to Denver & Colorado*, a visitor's premier resource for what to do, where to stay, where to eat, and how to get around the Mile High City. Check out RMGA's listing on page 101. Business Member Sid Wilson (A Private Guide) is featured in a photo on page 6. Cheers, Sid! On page 7 the 10th *Must-Do* is "Take a Tour." Get ready for visitors calling on you to provide a local tour.

RMGA Member Survey

Submitted by Mike Pearl, President

At the request of members, the Board of Directors conducted a survey of the professional members regarding their tour activities for the 2022 season. The brief survey sought information about the types and frequency of tours that members gave and ranges of pay members received for their services. The purpose of the survey is to describe the status of the profession in the Rocky Mountain region by statistical means. Responses have been submitted and will now be tabulated. One example:

Of the 25 members eligible to respond to the survey, 11 did respond for a 44% rate of return. Of the 11 respondents, 8 (73% of those responding) led half-day or partial day step-on tours during 2022. These tours were primarily of 3-4 hours in length for large groups of 15-54 people. 3 respondents reported receiving payment of \$200-\$249, another 3 reported receiving \$100-149, while 1 at \$150-\$199 and one at less than \$100. Even though length of the partial day tour and the number of guests remained fairly stable among the respondents, the rates of pay varied widely.

Watch for the complete report soon.

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 transmitted 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.

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*:

As we prepare for the summer tourist season, it's good to get a refresher on the whole concept of Care for Colorado. Check out this video describing "Care for Colorado," produced by The Care for Colorado



Coalition <https://www.colorado.com/videos/care-colorado>

The ideas expressed in the video can't be an exhaustive list. What ideas is the video missing? Send your thoughts to the *Guide Line* [Editor](#).

What Are Our Guests Learning about Colorado?

Have you ever wondered about the advertising messages about Colorado that are sent to other areas? It's prudent to be aware of those messages, because they set guest expectations. [Do Colorado Right](#) is the 2021 advertising campaign from the Colorado Tourism Organization. The videos are entertaining and instructive for potential visitors to Colorado. In this episode, find out about the Royal Gorge Region <https://www.colorado.com/videos/experience-royal-gorge-region>

Colorado Concierge Training and Certification

[Colorado Concierge Training](#) is a free certification for frontline workers to become Colorado experts and grow their Colorado-style hospitality. The training is online at BeAColoradoConcierge.com. You can also download the app from [Google Play](#) or the [Apple App Store](#).

The training includes seven modules:

- Colorado Essentials
- The Care for Colorado Principles
- Colorado's Eight Travel Regions
- Colorado-Style Customer Service
- Colorado Traveler Safety
- Hunting & Fishing
- Inclusive Colorado Culture

Certified businesses, organizations, and individuals also receive the benefits outlined at <https://oedit.colorado.gov/colorado-concierge-training-and-certification>

Which RMGA members have attained Colorado Concierge Certification? What are your impressions of the program? Send your thoughts to the *Guide Line* [Editor](#).

NFTGA LEADERSHIP MEETINGS

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.

The next NFTGA Delegates Meeting will be held Thursday, February 9 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!

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!



Eileen Pearl & Mike Pearl, Denise Richter & Janie Cadena, NFTGA Conference Co-Chairs with Mission San Jose and San Miguel de Aguayo in the background.

The Biennial Conference of the National Federation of Tourist Guide Associations-USA (NFTGA) was held in San Antonio, Texas at the Drury Inn Plaza January 25-27, 2023. The conference theme was “Guiding in a COVID-Changed World.” Delegates were welcomed by President Michael Dillinger of New York City, Conference Co-chairs Janie Cadena and Denise Richter of the San Antonio Professional Tour Guides Association, the host association. San Antonio is the site of the first NFTGA conference 21 years ago after NFTGA’s founding. Also greeting the conference attendees was San Antonio City Council Member Adriana Rocha Garcia, Ph.D., who spoke of the importance of tourism to the local community and of the role of tour guides in shaping the guest experience. Keynote speaker Marc Anderson, President & CEO of VISIT San Antonio, explained the purpose of a Destination Management Organization and underscored how tour guides are the front-line ambassadors for the destination.

Panel Sessions addressed the topics of “Sustainable Tourism,” “New Technology for With-It Guides,” “Marketing Your Guide Business,” and “Good Practices for Guides.”

The group participated in walking tours of San Antonio, a barge tour on the San Antonio River, a dinner function at Casa Rio Restaurant, a dinner function at Knibbe Ranch with music provided by the Texas Heavy Band, and a tour of the San Antonio Missions.

A big take-away from the conference is the importance of the local tour guide in shaping the guest’s experience with the tour and the destination. The conference addressed ways that the tour guide can “up their game” on behalf of the guest.

A View from the Southern Rockies

Submitted by RMGA Member Allen Steele

Last year it was my privilege to join in celebration of the 200th anniversary of the Old Santa Fe Trail. The seminar in La Junta provided added trips to important spots along the trail such as Bent's New Fort, Bent's Old Fort, Boggsville, Fort Lyon and Iron Spring. These were all important waysides for travelers headed for the Southwest. At La Junta travelers had to choose if they were headed for Pueblo or Santa Fe.

The whole experience caused me to realize how intrepid those early travelers on the Trail really were. The first ones only knew that you headed due west until you saw that great wall, the Rocky Mountains, then you would follow the Arkansas River west to Pueblo or go due south, around the southern end of the mountains into Santa Fe.

I was especially impressed with merchant William Becknell, called the Father of the Santa Fe Trail, the first to travel the 1,000 miles to sell merchandise to the insulated citizens of the New Mexican capital. From his sales he returned to Missouri a rich man, only to turn around and bring a larger entourage along the trail to gain more riches.

The majestic mountains that stretch from New Mexico to Canada still awe visitors to the West. For those of us who share history with newcomers, it is easy to forget the fortitude of those early pioneers. It's good to occasionally stop and contemplate their contribution to the opening of the West.

Allen Steele

PS: I'm attaching a photo of William Becknell that I discovered on a local history blog. Just wish I had it when I wrote my latest book, *Santa Fe's Fonda*.



Letter to the Editor

Submitted by RMGA Member Terence F. O'Hare

Hello,

Why is it accepted and supported by RMGA to promote LGBTQ (and its inherent) immoral lifestyle choices that call such sinful acts and lifestyle "Proud" but the RMGA by-laws supposedly and explicitly prohibit the promotion of such political and religious agendas, which LGBTQ clearly is both. RMGA promoted "The Center has created three

walking tours focusing on LGBTQ in Denver.” and it promoted and allowed Mark’s presentation on LGBTQ.

Has RMGA in its entire existence ever mentioned or promoted the March for Life at the Denver Capitol Building, which occurs every January? It has been a part of Denver and Colorado history for many decades?

The rhetoric and propaganda and the clearly (and publicly) stated agenda of the LGBTQ movement are anthropologically defined as and thus clearly a form of secular religious doctrine and a belief poorly disguised as only political – under the recently man-created sexual “rights”.

But if I or anyone else were [sic] to promote Life and the intrinsic value and dignity of each person from natural conception to natural death, presenting a similar program on a Pro-Life Tour or on Anti-abortion culture (i.e., against the killing of innocent human life), it is instantly called a political agenda. And, thus, we would be censured by RMGA.

The value and preservation of all life only entered into politics in the 1960s. It never is and never was about politics but rather about basic, rational, human, and for 247 years constitutionally protected human rights – THE RIGHT TO LIFE for the most vulnerable of our society (whatever the age).

*We hold these truths to be self-evident, that **all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.**—That to secure these rights, Governments are instituted among Men, deriving their just powers from the ...*

Human rights are inalienable gifts from the Creator that came before society was formed and that were later protected in a civil document. However, the opposite and reverse are true of LGBTQ and its values and agenda. They were manufactured and politicized to favor a particular group forcing the rest of society to conform to their demands and sexual behaviors and choices.

RMGA needs to stop being biggoted [sic] against [sic] religion and human rights values if it intends to continue to contradict its own by-laws by promoting LGBTQ values, in order to be just and fair.

Thank you! Cordially,

Terence F. O’Hare

Owner – [Beyond the Destination Tours](#)

BOARD OF DIRECTORS MEETINGS

Monday, February 6, 2023 (6:00 pm)

Monday, March 6, 2023 (6:00 pm)

Monday April 3, 2023 (6:00 pm)

(Meetings via ZOOM; email Communications Committee Chair [Tom Jensen](#) for an invitation)

All Members are welcome and invited to attend.

MEMBERS MEETINGS

The second Monday of January, February, March, April, May, October, November, December

Monday, February 13, 2023 (6:00 pm) (Meeting via ZOOM 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, March 13, 2023 (6:00 pm) (Meeting via ZOOM 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, April 10, 2023 (6:00 pm) (Meeting via ZOOM 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

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 from the January 2018 *Guide Line*, was

A professional tourist guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as religion, politics or lifestyles.

Generally, being positive or upbeat about a tour’s environment or the circumstances is easy. When the driver is cooperative, the traffic is moving, and the roads are smooth, there is very little to be disagreeable about. The difficulty arises when our personal biases are activated by something we see outside our tour window. Oh, how we want to vent in public by making a “snarky” comment. The tour guide shows their professionalism by not giving in to those temptations. The professional tourist guide is a spokesperson for the tour and remains positive in their comments. The professional tourist guide recognizes that personal views on topics of controversy have no place in creating a memorable guest experience within the context of a tour. When subjects having controversy are brought up by guests or are evident in the view of the guests, the professional tourist guide acknowledges the subject and its controversy but expresses no personal opinion.

The Standard from the October 2018 *Guide Line* was:

A professional tourist guide does not practice discrimination on the basis of race, gender, age, national origin, religion, sexual orientation, or gender identity.

Leading a tour group is an honor for the professional tour guide. The guests have committed precious time and money to experience the sights and venues on the tour itinerary and expect to be treated in an appreciative manner. The professional tourist guide, therefore, welcomes all the guests in their assigned group, regardless of race, gender, age, national origin, religion, sexual orientation, or gender identity.

By demonstrating appropriate behaviors, the professional tour guide models for all the guests a sense of inclusion that makes all the members of the group feel comfortable around each other and in their surroundings. As a result, both the tour guide and the guests recall their acquaintance as a memorable touring experience. Creating positive memories, after all, is at the heart of the professional tour guide’s job.

Officers		
President	Mike Pearl	303-868-0023
Vice President	J. Mark Blaising	303-830-8440
Secretary	Dawn Nelsen	303-898-6853
Treasurer	Wendy Pickering	217-621-1960
Director-at-Large	David White	720-217-8643

Committee Chairpersons		
Certification		
Communications	Tom Jensen	303-968-0515
Education	David White	303-868-0023
Hospitality	Lily Ewing	303-250-9679
Membership	Mike Pearl	303-979-7594
Newsletter Editor	Eileen Pearl	303-868-0021
Program	J. Mark Blaising	303-830-8440
Public Relations	Tom Jensen	303-968-0515
Nominations	Mike Pearl	303-868-0023