

**VOL 25, NO 4**

## **PRESIDENT'S LETTER**

**April 2017**

Dear RMGA Members:

I am delighted to be a member of Rocky Mountain Guides Association. Each time I meet with other members, they show me just how competent and professional (as well as witty and intelligent) they are.

The March FAM, lead by Rick Tyson and David Hanan of Centennial Tours, was just such another demonstration. The participants engaged each other in meaningful talks about how we can add more value to a tour, both for our guests and for the host venues.

The FAM came about as a result of Rick's stepping up to share his experiences. The result was an atmosphere more collegial than competitive. The focus was on guest and venue satisfaction.

Whenever members come to me with an idea that will benefit all of us, I will do what I can to implement it. These are the ideas that the members respond to enthusiastically and make us better Tour Guides and make RMGA valuable and valued.

April's program is an annual favorite. Pat Lee and her associates pack the time with informative speakers from a wide variety of venues and experiences. Bring business cards to share and notebooks to fill. Carpool with another member and network early.

FAM participation: 10% of members; March Program: 20%. The membership count is 95. Even though RMGA didn't make the goal of 75% participation in March, I look for 75% of RMGA members (70) to attend in April.

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

- Mike Pearl



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## FROM THE EDITOR

If you have not received your *Guide Line* newsletters in the new emailed format from Sherry Moon, please contact Sherry, who can check to make sure she has your correct email address. You should check your Spam folder before contacting Sherry as she will probably ask first if you have done that. Her email address is [sherry.moon1@gmail.com](mailto:sherry.moon1@gmail.com).

Please consider sending a short biography or get-to-know-me paragraph for use in the Member Biography section of the Guide Line. This is a way to showcase what you do, or to just write about what you love about your job! [eileen.pearl.rmga@gmail.com](mailto:eileen.pearl.rmga@gmail.com)

## COMMITTEE UPDATES

### **Certification Committee**

Submitted by Mary Bendelow

The study group continues to complete the study guide. No test date has been set. It likely will be in April, with the announcement made in an email blast. It costs \$40 to take the test. Anyone interested, whether or not you have participated in the study group, should contact Mary Bendelow at [mmtravel@gmail.com](mailto:mmtravel@gmail.com). Advance notice is required.

### **Membership Committee**

Submitted by Larry Foos

Welcome our new RMGA “Business Member” **Aspire Tours**. Kathrin Troxler is the owner of the company and her assistant is Brian Erdner. Aspire Tours specializes in group tours in Denver and the surrounding area. She has eight years of tourism experience and her company has been in business for two years. They give tours in Denver and the surrounding area.

### **Public Relations Committee**

Submitted by Tom Jensen

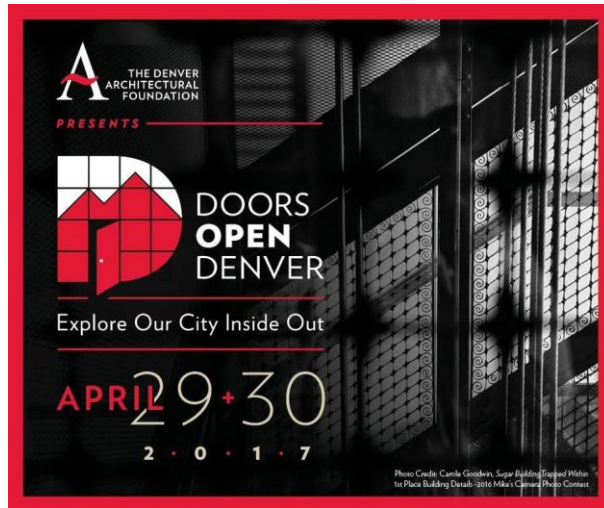
#### The Importance of Participating in FAM Trips and Other RMGA Activities

While on the March FAM (Venue Management), I realized how valuable what we were learning would be to those starting their career as a tour guide/director or to those developing tours. From Rick and Dave we learned:

- Using social media to build your brand
- Developing partnerships with Vendors and Venues
- Best practices from experienced guides and directors
- Ideas on how to “roll with the punches” when something goes wrong
- Guests are looking for experiences not just a look and see tour
- Tour operation insights

In looking around the group, I wished we had more of our members just starting their careers rather than mostly seasoned guides/directors. As a result, I am encouraging all our members, but especially our newest members to take advantage of our FAMS and Programs to build your career. (Also see FAM Review article on page 6.)

# A Reminder...



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# VOLUNTEERS, PLEASE

May's program will have a different spin. During networking time, members will have the opportunity to hear opening remarks for a tour from volunteer presenters.

If you are willing to be a volunteer presenter, contact [Mike Pearl](#).

## APRIL MEETING INFORMATION

Submitted by Nancy Brueggeman

**RMGA MEMBERSHIP MEETING – CHERRY CREEK SHOPPING CENTER – DENVER**  
TOURISM UPDATE – **PLEASE RSVP to Nancy Brueggeman before April 5<sup>th</sup>. Either send her an e-mail at [nancybclo@yahoo.com](mailto:nancybclo@yahoo.com), or call her at 303.979.4852 or 303.809.7535.**

**April 10, 2017, 6:00 – 6:45pm – networking, 7:00 – 8:00pm - program.**

Pat Lee and Dave Dixon of CCSC will introduce representatives of various tourism venues to update us on what is happening in Denver for the 2017 tourism season. Please support RMGA and our tourism partners. And, please, don't be late!!!!

**Cherry Creek Shopping Center – 801 Chophouse –**  
next to Restoration Hardware and the Concierge Desk in the new wing.

**PROGRAM:** Presentation of various tourism venues in Denver with their 2016 programs. Will include: DCPA, Visit Denver, Gray Line, RTD, Denver Botanic Gardens and others.

Appetizers and beverages will be provided by CCSC (Dave Dixon and Pat Lee).

Cherry Creek Shopping Center is at the corner of University Blvd. and First Avenue (Speer Blvd.)  
Park in the CCSC garage – **bring your ticket in with you so that parking can be validated. CCSC is validating parking – so it will be FREE.** You can always try to find a place on the streets around CCSC.

Members are encouraged to invite potential members as guests to meetings.

**Guest Fees:** 1<sup>st</sup> and 2<sup>nd</sup> Time Guest: Free; third thru fifth time, same guest visit is \$10 each time.  
Succeeding times, same guest must join RMGA.

**MEETING NIGHT CONTACT: Nancy Brueggeman** - cell phone: 303.809.7535, home phone – 303.979.4852 or [nancybclo@yahoo.com](mailto:nancybclo@yahoo.com)

## MAY FAM EVENT

Submitted by Mike Pearl

**Title:** Leadville Day Trip

**When:** Wednesday, May 17, 2017

**Where:** Leadville, CO (and other locations, courtesy of a rented van)

**Description:** Situated at an elevation of 10,152 feet (3,094 m), Leadville is the highest incorporated city and the second highest incorporated municipality in the United States.

Learn the colorful history of this mining town nearly two miles above sea level. Tour and view various attractions dedicated to preserving Leadville's past. But also check out the attractions that celebrate Leadville's exciting present and future.

Find out how you can make your next tour to Leadville an experience your guests will long remember.

**FAM Organizer:** [Lily Ewing](#) 303-250-9679

## 2017 FAM DATES

(To offer your assistance, contact the coordinator)

May 17, 2017 – Wednesday – Leadville Day Trip ([Lily Ewing](#))

October 18, 2017 – Wednesday – Globeville Walking Tour ([Mary Lou Egan](#))

## APRIL BOARD OF DIRECTORS MEETING INFORMATION

March Board of Directors Meeting, Monday, April 3, 2017 2:00 – 4:00 pm  
Bear Valley Church, 10001 W Jewell Ave, Lakewood, CO 80232  
All members are welcome to attend.

## MAY MEMBERSHIP MEETING TEASER

Submitted by Larry Foos

Monday May 8, 2017 RMGA program will be hosted by **Visit Aurora**: 2260 S. Xanadu Way STE 200, Aurora, CO 80014. Visit Aurora is the destination marketing organization for the City of Aurora. Known as the Gateway to the Rockies, Aurora is rich in history and agriculture. Visit Aurora is cultivating and spotlighting both by building its Agritourism program. Delaney Farms, 12 Mile Stables, Coal Creek Arena, Aurora & Quincy Reservoir and the Arapahoe County Fairgrounds are a few of the great locations we have to share. Join us on May 8<sup>th</sup> for an education program.

## MARCH 2017 FAM REVIEW

Submitted by Nancy Brueggeman

### FAM – VENUE MANAGEMENT WITH CENTENNIAL TOURS

March 22, 2017

Rick Tyson, Owner & FAM Coordinator

This FAM started at **Corvus Coffee Roasters** which is a “pick-up” or meeting spot for Centennial Tours. Rick Tyson is a business member of RMGA and also volunteers at the Capitol. Rick is allowed to park/load his “**Whiskey Wagon**” here when he gathers his groups for his Craft Distillery Tour. Corvus Coffee Roasters make a non-alcoholic cold-brewed coffee using beans that have been resting in used whiskey barrels. So, the whiskey theme of the tour carries through.

Rick tries to use local boutique businesses as his “partners”. Rick’s business also involved getting a common carrier license – not easy to obtain. He commented that his start-up costs were around \$60,000.

David Hanan, of Centennial Tours, gave us a lecture and demonstration of how technology can help you in getting your guests to “capture the moment.” A good review on **Trip Advisor** is a great asset in your promotion of your company.

We visited the **Denver Central Market**, **Mile High Spirits**, **Black Sky Brewing** (lunch at Black Sky), and Lincoln Park. Rick provided each of us with rack cards and a brochure promoting his business. These promos were created by David. David is an expert with technology!!!!

Rick and David gave us a great insight into how to start your own company and what it takes to stick with it. Really a well worthwhile FAM! Thanks!!!

For more information, visit the Members Only page on the website.

Photos of the FAM provided by Rick Tyson



All aboard the Whiskey Wagon with David leading us and Rick driving.



The learning continued in Lincoln Park.



Mile High Spirits Tour and Tasting.

## MARCH 2017 MEETING AT BUFFALO BILL MUSEUM AND GRAVE

Submitted by Nancy Brueggeman

### RMGA March Membership Meeting

March 13, 2017

Buffalo Bill Museum and Grave

987 ½ Lookout Mountain Road

Golden, CO 80401

The Buffalo Bill Museum and Grave has new exhibits that you really should see – Director Steve Friesen gave RMGA a very detailed tour of the updated museum. Steve also gave us some background on Buffalo Bill and the significance of 2017 (the 100<sup>th</sup> anniversary of Buffalo Bill’s death) to the museum. Buffalo Bill promoted the West, created myths about the West, and managed his Wild West show for thirty years. One of the new exhibits gives a “timeline” of what would happen if Buffalo Bill’s Wild West Show were to visit your town – from advance men putting up posters through the arrival, set up, and tear down of the event. There are many photos and posters to illustrate this exciting event in your town. The Pahaska Tepee next door has great buffalo chili and buffalo burgers – take your groups up and try it out. For additional information, please go to the **Members Only Section on the website. If you weren’t there, you missed a great program.**

## RMGA MEMBER BIOGRAPHIES

Submitted by Mike Pearl



Writing this biography is unusual for me. Usually, I write a biography in the third person, not first person. That's because when I'm not leading tours, I'm performing in some way. The biographies that you see in the theatrical programs are generally written by the performers themselves, but they can't appear that way. Therefore, the third person.

My professional career before RMGA was teaching drama to high school students and directing school plays. My job assignments also included teaching English, Speech and Debate, Video Production, and the History of Rock and Roll. I've directed over a hundred productions ranging from Shakespeare to Neil Simon. After 35 years of active classroom teaching, I can list school teachers and principals, lawyers and judges, physicians and nurses, and performers and producers among my former students.

My performing has occurred "on the side." Teaching and family have taken the biggest share of my time. I've worked in radio, television, and film – little bits, here and there. In live theatre I've played "Norman" in *On Golden Pond* and "Scrooge" in *A Christmas Carol*, among other roles. Right now, you can see me as "Mr. Furtado" in internet promotions for Spring Telecom Group: <http://en.springtelecomgroup.com/>. You can also "hear" me, because I narrate books for local audio book publisher Brook Forest Voices. You can find samples of my work at their Audio Book Store: <http://www.brookforestvoices.com/audiobook-store/index.html>

I graduated from IGA in 2008, hung up my grade book in 2010, and led my first professional tour in 2012. That was a drive through Evergreen and Squaw Pass for the Colorado Sightseer. I left the Sightseer after three years because my personal calendar was filling with my family travels. I now work more as a guide for step-on and walking tours with Aspire Tours and others, an airport meeteer/greeter, and a convention host. What's great is when Eileen and I can work together.

What I like about working in this industry is my guests. I've met wonderful people from all over the world. I've delighted in watching them experience Colorado for the first time. Their excitement feeds my own, and I feel as though I'm seeing the sights for the first time, as well. I feel that it's a privilege to live in Colorado, and an honor to show her off to guests.

## THIS AND THAT

### **The Leanin' Tree Museum Closing**

Submitted by Larry Foos

The Leanin' Tree Museum and Sculpture Garden will close August 31, 2017. The museum displays the private art collection of Ed Trumble, founder of Leanin'Tree Greeting Cards and the museum. The free museum has served the public for over forty years. The greeting cards factory and gift shop will remain open.

The museum displays a lot of history of Colorado and the West. Now is the time to visit the museum or revisit the museum. The sculpture garden will greet you as you enter the museum.

### **Self-Improvement for Tour Guides**

Submitted by Mike Pearl

When I was teaching, I wanted to improve in my practice. I changed my lesson plans; I learned techniques for managing student behavior; I took training in using computers; I sought feedback from my colleagues; and a myriad of other ways to become a more effective teacher.

I did that for two main reasons. First, I wanted to relieve boredom for myself. Teaching the same content year after year for 35 years does have a mind-numbing routine. Second, I wanted to enhance the students' experience with something fresh.

As a Tour Guide and Tour Manager, I've learned from the classes, but I need to keep improving my practice. There are things I can do to enhance the guest experience and keep my presence "fresh." I joined RMGA with the intent of self-improvement.

Through my participation in RMGA meetings, FAMs, networking, and activities, I have improved. At the same time, I've wanted opportunities that provide an intense and focused learning experience. So, I do what others do – Google it!

I have found several websites that are helpful, and I suggest them to you.

[Beabetterguide.com](http://Beabetterguide.com) advertises "World Class Tour Guide Training Online." Kelsey Tonner, a guide from British Columbia, is the site's author. The site offers short videos of Tonner's ideas for improving your skills.

The National Trust for Historic Preservation offers "[10 Tips for Being a Great Guide](#)." Posted in 2013, the tips are relevant.

[Justwanderlustblog.com](http://Justwanderlustblog.com) offers observations from world-traveler and blog-author Diana. Responses posted by her readers offer further insight.

[Beoo.com](http://Beoo.com) promotes itself as "a place where travelers ask questions and local tour guides answer them." There are advice sections for Tourists and Tour Guides. The Tour Guide section begins with "[How to be a good tour guide](#)."

This is just a short list of my search. I am interested in whether RMGA members have used these or other sites in their efforts. Let me know what success you've had.

## UPCOMING EVENTS AROUND THE STATE

**March 30-April 9** – 8th Annual Southern Colorado Regional Quilt Show, Pueblo. [pridecityquilters.org](http://pridecityquilters.org)

**April 8** – 9th Annual Palisade International Honeybee Festival, Palisade. [palisadehoneybeefest.org](http://palisadehoneybeefest.org)

**April 20-30** – Baby Animal Days, Greeley. [greeleymuseums.com](http://greeleymuseums.com)

**April 23** – Taste of Pearl, Boulder. [boulderdowntown.com](http://boulderdowntown.com)

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The purpose of the Rocky Mountain Guides Association:

- Promote the highest degree of competence and professionalism among persons who act as tour guides and tour managers/directors;
- Provide ethical and professional standards against which all tour guides and tour managers/directors are measured.

To achieve these purposes, the Rocky Mountain Guides Association:

- Conducts programs, familiarization trips, seminars, and other learning activities;
- Provides opportunities for the exchange of experiences and opinions;
- Provides a forum for development and common professional interests and concerns;
- Co-operates with other organizations to promote the profession of tour guiding, tour directing, and tour management and to promote the public awareness of the profession.

### Officers

President	Mike Pearl	303-868-0023
Vice President	Sherry Moon	720-425-5931
Secretary	Nancy Brueggeman	303-979-4852
Treasurer	Barbara Johnson	303-521-3124
Director-at-Large	Larry Foos	303-979-7594

### Committee Chairpersons

Certification	Mary Bendelow	303-838-2089
Education	Mike Pearl	303-868-0023
Hospitality	Ginny Gelbach	303-906-3842
Membership	Ernie Witucki	720-323-8458
Newsletter Editor	Eileen Pearl	303-868-0021
Program	Nancy Brueggeman	303-979-4852
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Sherry Moon	720-425-5931
Nominations	Barbara Foos	303-979-7594
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594