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June 2018

Dear RMGA Members:

The May meeting/program at the offices of the Colorado Coalition for the homeless proved to be the learning experience which we all had anticipated. A big “Thank you” to Program Committee Chair Dawn Nelsen for arranging the event.

I have to say that the programs in 2018 have been outstanding. We have gained an amazing amount of information to round-out our narratives. And we have encountered colleagues upon whom we can rely for future research.

Notes from this year’s programs are located on the RMGA website for your reference. A big “Thank you” to Secretary Nancy Brueggeman for compiling those write-ups on our behalf. What a wonderful resource for all RMGA members.

The IPW event has become a part of Denver and Colorado’s history. All the anticipation leading up to the event was well-founded. Many RMGA members have told me of the positive interactions they had with the people in attendance.

The attendees enthusiastically reported their delight with the hospitality shown here and their desire to return – again and again. I’m certain that RMGA members who worked and/or volunteered during the event demonstrated “Extra Mile” welcome.

Thank you, RMGA members, for representing Colorado, RMGA, and yourselves well during IPW-Denver. I’m sure we’ll see an increase in tours and tourism in the next several years.

In June, RMGA begins its traditional hiatus from the monthly meeting/programs. The next meeting/program will be held Monday, October 8 at Bandimere Speedway.

Attendance at the May meeting/program was 31! The reward? Professional value for each RMGA Member and an enhanced experience for our touring guests.

-Mike Pearl



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FROM THE EDITOR

Deadline for submissions for the September *Guide Line* is Wednesday, August 29.

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

COLORADO TRIVIA

This feature will resume in the Fall.

COMMITTEE UPDATES

Education Committee

Submitted by Michael Dulude

Most of the month of May was occupied with preparing for and participating in the IPW event. Several of our professional guide members participated and accumulated talking points, history highlights, and invaluable data. This was a very big deal!! Our committee is working on a date to share ideas, consolidate and make these a part of our resources to benefit our members.

We are continuing to coordinate a fall RMGA FAM tour to the DIA (DEN) expansion tour. This day-long tour will include Stapleton restaurants and if my best efforts prevail, the Soft Grand opening to the Gaylord Rockies in the evening.

We have contacted several organizations including South Metro Fire District and others regarding “CPR” training for our association. If anyone has connections that would afford our association discount or pro bono training that would include a certification, please contact me. Thank you! Thanks, everybody, for all the support.

Public Relations Committee

Submitted by Tom Jensen

2018 SoCo Tourism Summit

One of the goals of the Colorado Tourism Office is to encourage Colorado visitors to explore the less travelled areas of the state. This results in our visitors getting to know more of Colorado and an economic boost for the rural parts of the state.

The SoCo Tourism Summit brings together Canyons & Plains and Southern Rockies Crossroad of Culture, the promoters of tourism for Southern and Southeastern Colorado, for three days of idea sharing. It provides the members of these organizations with the knowledge and support as well as networking opportunities to foster participation and collaboration among these rural Colorado communities.

The presentations were a combination of practical sessions (the use of marketing companies to promote a destination, which social media applications are most effective, and grant writing) to success stories (the Colorado Historic Hot Springs Loop, how Canon City is transforming from a Prison Town to a Mountain Bike Mecca, and the successful promotion of Ouray using a very small budget).

The Rocky Mountain Guide Association was represented by Tom Jensen. Here are a few takeaways from the conference:

- When promoting yourself or a destination via social media, Facebook has the widest range of population, age wise, while Instagram has the youngest users and Pinterest is largely female
- If a community is not thinking about tourism, it could be missing a lot; if you don't plan for tourism you could be in trouble
- A tour or community doesn't have to be fancy – it needs to connect and be authentic
- Move visitors to less travelled areas. For example, Fruita is overcrowded with bikers – why not become an alternative destination
- The Colorado Tourism Office budget for FY19 is now over \$20M! It received an additional \$500,000 increase in the last legislative session. In comparison the state of West Virginia raised their budget from \$6m to \$20M; Utah's budget is \$24M
- The draft of the new Colorado tourism regions is to be released soon. It is to be based on area identification rather than physical location
- When giving tours, incorporate fun facts – For example: Fremont County is 26% bigger than Rhode Island; Canon City is same latitude as Napa Valley (have you tried Holy Cross Abbey Wines?)
- Stamped postcards make great giveaways – have guests send them back to you or send to a friend
- There are 11,000 electric vehicles in Colorado. CDOT and Colorado Scenic Byways are working to develop some of the scenic byways to accommodate these with fast-charging stations.
- Interstates I-25, I-70, and I-76 are designated Alternative Fuel Corridors (electric, CNG, LNG, propane, and Hydrogen). Colorado is working with other western states to develop complimentary electric vehicle charging network plans connecting the major interstate corridors.
- Do you have a love for a special place? Denver? Colorado? Grand Lake? If yes, you may have Topophilia, a love of place. As a guide, how do you translate this love to your passengers? Your love of a place can change how it is presented to an audience, both in negative and positive ways. (How do you answer questions regarding the homeless in Denver?)

Participants were invited to go on the inaugural agritourism heritage tour created by Frontier Pathways Scenic and Historic Byway. Agriculture is #2 in economic impact to Pueblo. Those taking the tour learned about “Pueblo Chiles,” a unique variety that only comes from Pueblo County, and the other varieties grown on the Mesa, saw the processing of radishes and asparagus at Milberger Farm, learned the challenges of farming at Mauro Farms and Bakers (Potica!), and had an opportunity to shop at Peppe’s for local products.

Upcoming Industry Events



June VISIT DENVER C.H.A.T

June 20, 2018

4 pm - 5:30 pm

Location: TBD – Watch your e-mail.

You may pay in advance online or pay at the door with cash, check or credit card. Advance payment is non-refundable. \$12/person

This event is only open to VISIT DENVER partners. As a benefit of your membership in Rocky Mountain Guides Association and its partnership with Visit Denver you are eligible to attend.



Doors Open Denver

September 22 to 23, 2018

<http://doorsopendenver.com/>

More Information to come.



2018 Colorado Governor's Tourism Conference

Monday, October 29, 2018 to Wednesday, October 31, 2018

Hotel Talisa, Vail

The annual Colorado Governor's Tourism Conference offers an ideal environment for tourism experts and industry leaders to explore avenues to build upon past successes and discuss future directions. Participants may assess current activities and formulate new, innovative approaches to market the state and their individual locales and businesses. Speakers from throughout the country will challenge and inspire participants, and several individuals who have made outstanding contributions to the industry will be honored.

More information to come

JUNE BOARD OF DIRECTORS MEETINGS

Board of Directors Meetings

Monday, June 4, 2018 2:00-4:00 pm

Tuesday, September 4, 2018

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

All Members are welcome to attend.

OCTOBER MEMBERSHIP MEETING

The next meeting/program will be held Monday, October 8, at Bandimere Speedway.

MAY MEMBERSHIP MEETING

Submitted by Nancy Brueggeman

May 14, 2018 – RMGA Membership Meeting, Coalition for the Homeless
2211 Champa Street, Denver, CO 80202

Program Chair Dawn Nelsen introduced Meredith Ritchie and Jill Gulatto of Coalition for the Homeless. The Coalition owns the building – built about 1910 or so. They have 600 employees. We each received an 8-page handout based on the Coalition's power-point presentation. Meredith noted that their role is advocacy for the homeless. We asked how we can help – they noted that the Coalition participated in 45 bills regarding homelessness in the just ended state legislative session. They did not feel that they were very successful in their efforts this session.

- Many people are just one paycheck, disaster, or medical bill away from homelessness.
- At least 3,500,000 people nationwide are experiencing homelessness (this number could be as high at 10 million, many are unaccounted for). To add to this number – there is a shortage of 3,500,000 housing units nationally.
 - In Colorado there are almost 11,000 individuals who are homeless, including - approximately: 1,100 veterans, 2,300 are chronically homeless, 3,400 are individuals in families, 763 are unaccompanied youth (roughly age 18-26) - There is only one program in the state for these unaccompanied youth.
 - In the 7-county Metro Denver area: 5,100 individuals, 570 are veterans, 1,100 are chronically homeless, 1,450 are individuals in families, 395 unaccompanied youth
 - Homelessness is bigger than Denver: Rural towns – opioid epidemic – difficult for people to get to treatment centers. There are 52 programs in Colorado to work with those addicted to opioid – 12 in the Front Range. 79 of the largest communities in Colorado have ordinances against being homeless.
- The Federal definition of homelessness (Housing and Urban Development) has two categories – sheltered and unsheltered.
- How did we get here?
 - Broken systems: Minimum wage versus cost of living – lack of opportunity – must earn \$24/hr to afford a 2 BR apt, Access to healthcare – can't pay medical bills – illness may cause job loss – vicious downward spiral, Criminal justice system – if you have any felony conviction you probably won't be able to get a job or a place to live, Job opportunities – most available jobs pay only minimum wage, Generational poverty – this is cyclical – family poor, you have fewer opportunities for education or training for a better job, Discrimination – “Redlining” (not renting/selling apts/homes to non-whites) was a law in Denver until 1968 – neighborhoods didn't want non-whites
 - Personal barriers: Eviction, Domestic violence, Mental illness, Job loss, Physical disability, Unexpected or expensive bills, Substance use disorder (may be considered mental illness). Trauma: “Trauma is often the cause, but almost always the result of homelessness” including Adverse Childhood Experience

- Addressing the problem:
 - Systems of support: Shelters, Case management services, Rapid rehousing, Permanent supportive housing, Housing choice “Section 8” – The Coalition must follow the MANY government rules and regulations
 - Outreach – The Coalition helps the homeless connect with people who can help them
 - Many organizations in Denver Metro that help the homeless - Gaps in the System: Identification cards and Documentation -- If you become homeless, the odds are good that you will be mugged within 24 hours and your identity stolen, Aging out of foster care – kids are turned out on the street at 18-20 years of age with no support system to help them with jobs, where to live, etc., Difficulty using vouchers for housing, food – there are rules and more rules , Weekend and after-hours services – most of the places above are open Mon-Fri from 7-5 ,Personal barriers, Rules instilled by Organizations, Health conditions by age – health issues that develop that make your health age about 20 years older than your chronological age.
- The Coalition for the Homeless supports: 18,032 individuals, 1,159 families
 - Housing First - Combines low-barrier affordable housing, health care and supportive services for individuals and families, The Coalition has 19 properties and has assisted 3,369 households
 - The thought that the homeless prefer to be homeless is a myth – when asked, only 1 out of 100 turned down housing, 95% of those in Coalition housing stay at least one year, nationwide – 88% stay more than 5 years
 - The largest Coalition population are medically fragile. Drug users can be housed, even if still using, Except for meth users – meth gets into the walls of the house and makes it unlivable for others. Meth users use in winter to keep their body twitching and moving.
 - Housing is Healthcare – facility is on Stout Street - Served 18,032 patients, had 38,667 health center patient visits, 4,002 mental health patients, and 1,050 patient visits on the HOP.
 - They served 13,400 people, 3,000 dental patients, 300-400 pairs of eyeglasses dispensed monthly, and 900 prescriptions filled daily.
 - Coalition Outcomes: - 1,225 participants with 967 job placements – 80% of whom make less than \$13.68/hr., 88% of Fort Lyon Recovery program residents participate to get jobs. The home entry system tests for vulnerability – the most vulnerable get housing before the other 6,000 on the waiting list.
 - They partner with the City and the State on many programs, also partner with national organizations, local organizations and government agencies.

(See next page for Contact Resources from this meeting.)

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RMGA MEMBER SPOTLIGHT Steve Kaverman

Submitted by Tom Jensen



Steve Kaverman at the SoCo Tourism Summit

Member Steve Kaverman was one of the presenters at the 2018 SoCo Tourism Summit held in Pueblo in May.

Steve's topic was "Small Community Tours: Make them work for your destination." Many of the smaller, rural communities in Colorado think they do not have anything of interest to visitors. When local residents ask, "What is there to see here?" the reply by the local residents is "nothing." Steve challenged the participants to see the community as an outsider. "Any community can put together a tour."

As most attendees were from DMC's or attractions, Steve's session on developing and conducting tours provided another perspective in attracting visitors to the less traveled parts of the state.

Some of Steve's pointers when giving a tour:

- As a Guide, you are a Teacher, an Entertainer, and Marketer!
- Be informative & memorable; use a theme to enhance your story
- Have fun. Your enthusiasm will be contagious
- Include kids, on a KID level; not dumbed-down adult level
- Arrange a doable itinerary with time for transition and transfer
- Invite questions; ask questions; provoke thought
- People learn and remember by comparison. A cubic foot of water is about the same size as a _____*.

*Ask Steve next time you see him

Thank you, Tom for this story. Anyone can contribute to the Guide Line by doing as Tom did. Next time you see a fellow member in action, take a picture, write a few lines about what they were doing and send it to the *Guide Line* Editor.

RMGA MEMBER RETIRES

Submitted by Larry Ralston

Theresa Schulte is retiring after 20 years as Recreation Supervisor at the Longmont Senior Center. Her job title barely reflects the extent of her efforts. In her role of developing the programming at the center she put together an extensive variety of educational, travel, recreational, and physical activities. The programming would be the envy of most senior centers across the nation. This career followed 17 years as Director of Recreation at the Keystone Resort and earlier experience with the Peace Corps in Malawi, Africa. As a young and active 60-year-old, she is keeping her options open regarding part time travel career possibilities going forward.

THIS AND THAT

Rocky Mountain Guides Association

RMGA Goals for 2018 (and how we are progressing)

- **Increase membership.** Numbers of people around Colorado are leading tours. Let's invite them to join RMGA. The diversity of ideas will expand our professionalism.
 - 12 members added since January 1, 2018
- **Attend programs/meetings.** The larger the attendance at the monthly events, the more knowledgeable and professional we all become.
 - 21: January program/meeting attendance
 - 27: February program/meeting attendance
 - 15: March program/meeting attendance
 - 31: April program/meeting attendance
 - 31: May program/meeting attendance
- **Contribute to the *Guide Line*.** Just one article or group of photos from each one of us will strengthen the professional relationships among all of us.
 - April – 1 contribution (photos)
 - May – 2 contributions (photos; biographies)
- **Play a Part.** At RMGA functions, assist in making the event meaningful for at least one other person. Each of us is a leader when we're on the job; so, let's practice and model leading.
 - 10 members make up the Board of Directors and Committee Chairs
 - 10 members met to "brainstorm" flyer advertising Rocky Mountain Guides Association.
 - 5 members determined three flyer options to present to the Board of Directors

CODE OF ETHICS AND STANDARDS

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](#)."

RMGA Members are encouraged to share their comments regarding the Code of Ethics and Standards. Send your submissions to the [Editor](#).

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
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