

VOL 31, No 5

May 2023

President's Message

Submitted by Mike Pearl, President

The April Program and Meeting, the RMGA Annual Meeting, provided members with plenty of information to begin the 2023 tourism season. Thanks to host Business Member VISIT Aurora, who provided both the room, along with its technology, and snacks – featuring Maria's Empanadas – and beverages – featuring ales from Aurora's craft brewers. Thanks go also to the members who participated in the book exchange.

Program Committee Chair Mark Blaising introduced presenters Barbara Bowman and Betsy Bowers. Betsy provided a virtual tour of the Lakewood Heritage Center and Barb previewed branding changes from the Care for Colorado Coalition. Leslie Clark, Senior Destination Services Manager at VISIT Aurora, spoke on behalf of Stanley Marketplace and Aurora. Thanks to Mark and the presenters.

A Quorum of members was present at the annual meeting to conduct elections for the officers for the 2023-2024 term of office. Elected were President – Mike Pearl; Vice President – J. Mark Blaising; Secretary – Dawn Nelsen; Treasurer – Wendy Pickering; Director at Large – Tom Jensen. Congratulations!

During the meeting, members welcomed newest business member Jill Collins of Discover Denver Tours.

National Travel and Tourism Week (NTTW) will be held May 7-13 this year. Established in 1983, NTTW is an annual tradition to celebrate the U.S. travel community. The week-long celebration is an annual industry tradition celebrating the value travel holds for our economy, businesses, and personal well-being. This year's theme is #TravelForward.

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

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FROM THE EDITOR

Deadline for submissions for the September *Guide Line* is **Monday, August 28**. 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

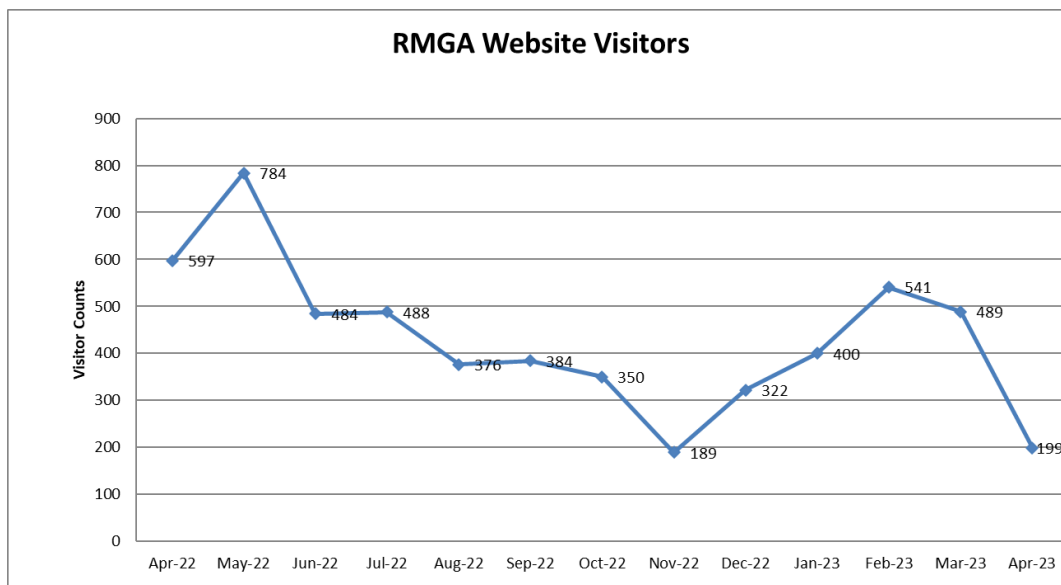
Submitted by Tom Jensen, Communications Committee Chair

What's New on the Website?

- April 1st Membership Roster

Monthly Visitors to the RMGA Website

As of April 27th, the RMGA website had 199 visitors for the month.



Access to Members Only Page

On March 18th, current members were sent the new access format to reach the Members Only page. If you are having difficulty in accessing the Members Only page contact Tom Jensen at 303-968-0515.

Access to the MEMBERS ONLY page is only for current members. Please do not give the access to anyone. Instead, direct them to Tom Jensen or Mike Pearl. You can find other members by clicking on the button for a complete roster.

People renewing after February 1st will have to resubmit the categories to which their profile is linked.

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@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



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

Be sure to join the our 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. If you are a member already, be sure to like the postings. This increases the number of people who can view our site.

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 our newest professional member: Glenda Baumann of Colorado Springs. She has been leading tours of Colorado Springs and the Pikes Peak Region for over 20 years. Check out her website at <https://pprtours.com/index.html>. RMGA is excited to have Glenda as a member of our Association. Welcome!

RMGA's membership stands at 38 members: Professional-23; Business-7; Professional/Business Multiple Listing-2; Retired-5; Friend-1. Please examine the membership directory, then reach out to those whose names are missing and invite them back to membership.

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. 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

Officers have been elected for 2023-2024:

- President – Mike Pearl
- Vice President – J. Mark Blaising
- Secretary – Dawn Nelsen
- Treasurer – Wendy Pickering
- Director-at-Large – Tom Jensen

Program Committee

Submitted by J. Mark Blaising, Program Committee Chair

RMGA Monthly Meeting Monday May 8th, 2023, 6-8pm

Colorado Springs and Denver International Airport Presentations

Join fellow members and invited guests for an informative Zoom Gathering where we will find out what's up in Colorado Springs this season and will learn what is new at DEN. Our presenters will include Holly Taylor and Heather Kaufman.



HOLLY TAYLOR

MANAGER OF DESTINATION SERVICES

719-685-7626

Holly@VisitCOS.com

Holly has lived most of her life in Colorado Springs and comes from a background of event planning and vendor relations. She has been with Visit Colorado Springs for four years helping to bring family and class reunions to the Springs as well as servicing all corporate, association, and wedding groups. Holly loves working with groups, helping them with attractions, restaurants, day meeting space and transportation. She enjoys driving through Garden of the Gods Park and is most likely to have plans for dinner and drinks with friends or family. You can ask Holly about the all the must-sees around Colorado Springs!

She will give us the inside scoop on places to see and offer ideas as to how guides can utilize their services. She will include additional contact information for colleagues like Lindsey Pevey who leads group sales and convention services.

We will also be hearing from special guest Heather Kaufman Director of Arts & Events at DEN.



Heather Kaufman

Heather has been with the airport for approximately 8 years, responsible for overseeing the *temporary art exhibits* within the airport, DEN's robust campus wide *permanent collection of public art*, and manages all *special events* for both public and staff at the airport, including installations on the DEN Plaza, plus surprise and delight events in the Jeppesen Terminal and on the Concourses. Heather is a 4th generation Colorado native; she grew up in Durango, CO and has been in the Denver area since 2003. Her passion for the Arts and Cultural scene in Denver extends far beyond her role at the airport, with past work history at both the Denver Botanic Gardens and the Denver Center for the Performing Arts, and she has been actively involved with SCFD and the CBCA.

Brief overview of the presentation to include:

- High level information on the Concourse Expansions, including the patios
- High level update/vision for Great Hall
- Vision 100 initiative
- Current and upcoming exhibits at DEN
- Overview of the public art collection- current
- Overview of new art coming
- Special Events planned for the summer at DEN

Heather Kaufman with RMGA



Member Michael Dulude.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair

Public Relations May 2023



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

Start Planning for National Travel & Tourism Week 2023

National Travel and Tourism Week (NTTW) will be held May 7-13 this year, with the theme: TRAVEL FORWARD. Established in 1983, NTTW is an annual tradition to celebrate the U.S. travel community and the value it holds for our economy, businesses and personal well-being. We encourage the Colorado tourism industry to celebrate NTTW as we showcase our industry's role in fostering vibrant communities and powering a strong economy.

Each year, U.S. Travel provides a free toolkit to encourage tourism partners to get involved and this year, the CTO will be providing a Colorado-specific toolkit that will be available to all partners soon. In the meantime, checkout the U.S. Travel toolkit on the [CTO NTTW Website](#).



Our member **Barbara Bowman** was one of the presenters at the April Member meeting held at the Stanley Marketplace. As the spokesperson for Care for Colorado, she gave us an update on Care for Colorado. One update was about some exciting changes that were coming, but she couldn't tell any secrets. Stay tuned.

The Care for Colorado Coalition met last week for the Quarterly Coalition Meeting in Colorado Springs followed by a trail beautification project in Stratton Open Space.



The Care for Colorado Coalition met for an afternoon of pet waste and litter cleanup, along with trailhead outreach to help trail users discover the why behind Care for Colorado Leave No Trace Principle, Trash the Trash.

RMGA is a Member of Care for Colorado.



This year, the Colorado Lottery will give \$75,706,639 million in proceeds to GOCO (Great Outdoor Colorado) to fund parks, recreation, conservation, and open space projects across the state.

How did Colorado landmarks get their names?



RMGA Member and RMNP expert, **Dave Lively** was interviewed by Colorado Public Radio on how the Never Summer mountains got their name.

In north-central Colorado, in the far western part of Rocky Mountain National Park, the Never Summer mountains rise to nearly 13-thousand feet. So how did this range get its name? CPR News got this question as part of its Colorado Wonders feature. [Read all about it here.](#)



History Colorado

ICYMI: A Little Off the Top, Please



Elitch Gardens Debuts New Rollercoaster



Debuting on April 29 – which is also the opening day of the 2023 season – Elitch Gardens’ new rollercoaster takes riders through the sights, sounds and winds of a real tornado. With a name that originated in 1964, Twister III: Storm Chaser, is a refurbished version of Twister II.

New Mural to Honor Denver’s Historic Chinatown

This mural being painted on the fire station across from Sakura Square will honor Denver’s historic Chinatown.



<https://denverite.com/2023/04/02/denver-1>

*Rendering of the mural representing Denver's historic Chinatown.
Courtesy of Nalye Lor*

In the late 1800s, several blocks of what is now known as Lower Downtown was home to a thriving Chinatown, made up of Chinese immigrants who owned restaurants and businesses. That changed on Oct. 31, 1880, when white rioters murdered Look Young, a Chinese worker. The attack began with a bar fight and ended with the mass burning of Chinese-owned properties.

For decades, the only sign the neighborhood existed was a marker in LoDo titled “Hop Alley/Chinese Riot of 1880,” which was criticized for retelling the history of the area through the lens of white historians. That marker was taken down last August.

Read the whole Denverite article here: https://denverite.com/2023/04/02/denver-asian-american-community-starts-chinatown-mural/?utm_medium=email&utm_source=denverite&utm_campaign=denverite20230403



News Release from Rocky Mountain Conservancy - Park staff and volunteers assist with preventative search and rescue (PSAR) efforts at Hidden Valley

Estes Park, Colo. – Hidden Valley is one of Rocky Mountain National Park’s most popular winter destinations, where families come to sled and play in the snow while skiers and snowboarders head up the mountains for some adrenaline-fueled backcountry runs. Any recreation in the backcountry, however, comes with some level of risk.

To address visitor safety issues at Rocky Mountain National Park (RMNP), staff and volunteers assist with preventative search and rescue (PSAR) efforts. PSAR involves educating the public through a variety of methods to prevent search and rescue incidents from happening. Beginning this year, with funding support from the Rocky Mountain Conservancy, RMNP added to ongoing outreach efforts with the hiring of a seasonal PSAR ranger with an Emergency Medical Technician (EMT) qualification at Hidden Valley.



Did you miss the Visit Denver Industry Update + C.H.A.T.at the Denver Zoo on April 19th? You can find the slide deck from the state of the Travel Industry in Denver and Colorado presentation [here](#). The word of the year is “Growth.”



C.H.A.T.

Wednesday, May 17th
Time: 4:00 p.m. - 5:30 p.m.
Location: Parlur
Cost: \$12

Join Visit Denver for C.H.A.T. (Connecting Hospitality & Tourism) for an opportunity to talk with fellow VISIT DENVER partners and meet the staff in a relaxed and casual atmosphere. You may pay in advance online or pay at the door with cash, check or credit card.

PARLUR

RTD Free MallRide

The RTD Free MallRide continues to run during the 16th Street Mall Project, rerouted to 15th and 17th streets until the project is complete. **The detour is currently from Wazee Street to Civic Center Station.** For more information on RTD's Free MallRide detours, visit [rtd-denver.com/app/alerts/routes/MALL](https://www.rtd-denver.com/app/alerts/routes/MALL).



Our Members Write

I just wanted to inform everyone at RMGA that there is a new sign along Westbound I-70. It says “Downtown Denver Use Interstate 25 South.” This sign was much needed as there was one eastbound approaching Interstate 25 right under the Pecos Street overpass. I had brought to the attention of the Colorado Department of Transportation that a sign for westbound travelers would help tourists and guides identify what exit to take to get to downtown Denver.

I want to add that the old Denver Post building at the intersection of Interstates 25 and 70 is getting torn down to make way for World Trade Center Denver.

Thank you
Charles Foster

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 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.

What's in Your Library?

Submitted by Mike Pearl, President

RMGA members wanting to form a book club, contact President Mike Pearl. See the book title that Steve Kaverman recommends on the RMGA Facebook page.

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.

Are You Colo-Ready?

RMGA has become 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 concepts that make up Care for Colorado. Check out this video describing "Stick to the Trails" produced by The Care for Colorado



Coalition [Video](#)

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. Here's one about "Spring in Glenwood Springs." Watch the [Video](#) produced by the Colorado Tourism Office.

Here's a video about Denver, "Red Rocks Amphitheatre: Denver's Legendary Concert Venue" [Video](#), produced by VISIT Denver.

The ideas expressed in these videos can't be exhaustive lists. What ideas are missing in the videos? Send your thoughts to the *Guide Line* [Editor](#).

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. To kick off the campaign, CTO Communications Manager Hayes Norris was featured in a segment on [Colorado & Co.](#)

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, May 11 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!

Board of Directors Meetings

Monday May 1, 2023 (6:00 pm)

Monday, June 5, 2023 (6:00 pm)

Tuesday, September 5, 2023 (6:00 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, May 8, 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, October 9, 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

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	Tom Jensen	303-968-0515

Committee Chairpersons		
Certification		
Communications	Tom Jensen	303-968-0515
Education		
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