

VOL 26, NO 4

PRESIDENT'S LETTER

April 2018

Dear RMGA Members:

The March meeting/program at the American Mountaineering Museum in Golden was truly a treat.

First, I was delighted to greet retired RMGA member Ernie Witucki. His interaction with new and current members shows important continuity within RMGA.

Second, the Museum provides an intimate guest experience. The exhibits are carefully executed; docents are present to answer questions; and the compactness of the space mimics the intimacy of mountaineering.

Third, the Museum volunteers who hosted our visit were exceptionally generous with their time and expertise.

Fourth, RMGA members in attendance have working relationships with the Museum and its staff, fulfilling one of RMGA's Professional Standards.

I am always humbled by the amount of time venue hosts and presenters donate to RMGA members at meeting/programs. These people join us after their regular work day – for free! – to share with us their information and enthusiasm.

Thank you for your membership in Rocky Mountain Guides Association. Your participation in RMGA activities encourages my – and others' – participation.

What I appreciate about RMGA is that ours is truly a membership organization. We the members provide the energy to propel RMGA's activities, not a hired staff.

I'm glad to see that so many members find value in belonging to RMGA.

The site for the April 9th meeting and program is 801 Chophouse in the Cherry Creek Shopping Center.

Attendance at the March meeting/program was 15 – 14 members and 1 guest. I look forward to seeing 40 people Monday, April 9. The reward? Professional value for each RMGA Member and an enhanced experience for our touring guests.

-Mike Pearl

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Rocky Mountain Guides Association

FROM THE EDITOR

Deadline for submissions for the May *Guide Line* is Friday, April 27.

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

Submitted by Sherry Moon

Colorado has so much great geology with its millions of years of creation. How much do you know about some of the geologic features?

1. By what other name is the Palmer Divide known?
2. Along what area did the highest toll road in the nation once run?
3. Colorado railroads widely used the narrow-gauge tracks because of the troublesome mountain routes. How wide is narrow-gauge?
4. Tepee Buttes are located between what two towns on the east side of I-25?
5. The San Juan, Sangre de Cristo, and Sawatch mountains encircle what valley?
6. Colorado is known as the mother of what geologic feature?
7. What is the largest flat-topped mountain in the world?
8. How many counties does Colorado have?
9. The Dragon Spine was a Native American term referring to what area of Colorado?
10. What canyon in western Colorado is narrower but deeper than the Grand Canyon?

Check your answers are on Page 12.

COMMITTEE UPDATES

Education Committee

Submitted by Michael Dulude, Education Chair

We completed our first FAM tour as a new Education team to the Amazing **Gaylord Rockies Resort** March 14th. (Photos on Page 13) There was a very limited number of Board and Committee members included due to transportation constraints at the construction site. We may have another “Hard Hat” tour later and then our membership will be invited to a soft opening late 2018.

This resort will be the largest hotel in Colorado (1501 rooms) 2 million square feet and cost \$850,000,000.00 The convention center attached, and all the resort amenities are all top shelf. The 75 square foot flat screen tv in the main bar was very impressive. The Gaylord Rockies Resort is the anchor for the futuristic development near DIA referred to as the Aerotropolis, which when fully developed will be larger than Denver metropolitan and the DTC developments.

I will be posting pictures and promotional material in the very near future for all to be better informed about what some senior Tour Guide owners refer to as a game changer in our tourist industry for the Rocky Mountain Region.

Look for more exciting “FAM” tours for our membership to learn, grow and attract more members.

Website Committee

Submitted by Tom Jensen

Additions to the “Members Only” page

- A link under Member Resources to view the reports from RMGA delegates attending affiliated member conferences. The first reports are from the NFTGA Conference.
- Program review of the March Members Meeting at the Bradford Washburn American Mountaineering Museum.

Public Relations Committee

Submitted by Tom Jensen

RMGA Flyers

The Public Relations Committee continues to work on the RMGA promotional flyers. Three prototypes were created by Sherry Moon. “Thank you Sherry!” These have been presented to the Board of Directors for comments before a final version is selected.

Upcoming Industry Events



April VISIT DENVER C.H.A.T

April 18, 2018

4 pm - 5:30 pm

Location to be announced

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.

Watch your e-mail for information on the location and how to RSVP.



National Travel and Tourism Week

May 6 – 12, 2018

This week celebrates the contributions and accomplishments of the U.S. travel community. The annual tradition brings industry professionals together to highlight the value of travel and consider the broad impact it holds for communities across the country.

<https://www.ustravel.org/events/national-travel-and-tourism-week>



SOCO Tourism Summit

May 16 to 18, 2018

Pueblo Convention Center, Pueblo

The Southern Colorado Tourism Summit will be held at the Pueblo Convention Center this spring, designed to engage, empower and connect those who are rural by choice to build a new, vibrant economy for southeast Colorado.

Full schedule and registration available at: www.SOCOTourismSummit.com

EARLY-BIRD REGISTRATION ENDS SOON!

Register before April 2nd and receive \$25 off! Enter Promo Code "SOCO" at Checkout!



IPW

May 19 to May 23

Colorado Convention Center, Denver

www.ipw.com

U.S. Travel's IPW brings the world to America, and this year, they're bringing it to the Colorado Convention Center in Denver! IPW is the travel industry's premier international marketplace and the largest generator of travel to the U.S. In just three days of pre-scheduled business appointments, more than 6,000 delegates representing U.S. travel organizations from every region of the USA and international and domestic buyers and media from 70+ countries meet face-to-face to conduct future travel business to the USA.

(More on IPW on Page 9.)



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.

APRIL MEMBERSHIP MEETING

Submitted by Nancy Brueggeman

NOTE: RSVP REQUIRED BY APRIL 5 FOR APRIL MEETING!

APRIL 9, 2018 -- - RMGA MEMBERSHIP MEETING – CHERRY CREEK

SHOPPING CENTER – DENVER TOURISM UPDATE

WHERE: At 801 Chophouse – restaurant in CCSC - next to Restoration Hardware.

PARKING IN THE GARAGE WILL BE COMP'D. BRING IN YOUR RECEIPT, or-- - you can find free parking on the street after 6 pm.

Here's your opportunity to get the latest information on what's happening around Denver for the summer season at many venues.

WHEN: April 9, 2018, 6:00 – 6:45pm – networking, 7:00 – 8:00pm - program. Pat Lee of CCSC will introduce representatives of various tourism venues to update us on what is happening in Denver for the 2018 tourism season.

ADDITIONAL REQUEST: Since we are being hosted by 801 Chophouse, please bring \$5 for the staff tip jar.

I hope to see you all there!!!!

PLEASE RSVP to Nancy Brueggeman before April 5th. Either send me an e-mail at nancybclo@yahoo.com, or call me at 303.979.4852 or 303.809.7535. **THANKS!**

MAY MEMBERSHIP MEETING TEASER

Submitted by Dawn Nelsen

The Colorado Coalition for the Homeless invites you to learn about issues impacting people experiencing or at-risk of homelessness. We will explain the numbers, causes of, barriers to, and impact of homelessness in our state, as well as help to debunk myths and stereotypes often applied to people experiencing homelessness. We will show what Denver is doing to combat the issue through direct service, laws, and legislation, and provide a brief interactive piece to demonstrate that we are all only one paycheck, disaster, or medical bill away from homelessness.

To recognize the importance of understanding the topic and contribution to the mission of the Coalition, we are collecting useful items to donate. If members would like to contribute to the Coalition, we will organize Wellness Kits for the outreach team which meets people experiencing homelessness where they are at, often times lacking basic necessities. Items for spring that they will certainly be in need of, and are grateful for, in any quantity include:

- Ponchos
- Sunscreen
- Lip balm with SPF
- Visor or baseball caps
- Durable water bottles
- Travel size hygiene items
- Granola/Protein bars
- Tarps
- Backpacks
- Bus tokens

If you would like to contribute items, please bring them to the May 14th meeting. Also, items may be dropped off prior to the meeting with Dawn Nelsen for donation. [303-898-6853](tel:303-898-6853)

What: The Coalition for the Homeless

When: May 14 6:30-8:30

Where: [2111 Champa Street, Denver](#)

Food: Bring your own water

Directions: Near 21st and Champa Street

Parking: There are 5 paid parking meters outside the front door, and right across the street; there are free spaces on 21st Street. A block away on Curtis Street, there are more paid meters. It is easier to find parking around this area in the evening, so they don't suspect that being an issue. However, it can be a little desolate at night here, so using the buddy system, removing valuables from your car, and keeping an eye and ear out is always advised.

Contact: Dawn Nelsen [303-898-6853](tel:303-898-6853)

APRIL and MAY BOARD OF DIRECTORS MEETINGS

Tuesday, April 3, 2018 2:00-4:00 pm

Monday, May 7, 2018 2:00-4:00 pm

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

All Members are welcome to attend.

IPW

Submitted by Mike Pearl and Michael Dulude

May 19-23, the annual gathering of more than 1,000 travel organizations from every region of the U.S. and about 1,300 international domestic travel buyers who will conduct business negotiations at the Colorado Convention Center and throughout the city, will likely generate more than \$4.7 billion in future travel to the U.S. Additionally, about 600 journalists from across the globe will attend the Brand USA Media Marketplace seeking new travel story topics in six hours of intensive meetings with U.S. travel destinations. www.ipw.com/

VISIT Denver has announced IPW-specific Front-Line Hospitality Training by way of a supplemental program: “Reach the PEAK (**P**repare and Learn – **E**mbrace Differences – **A**sk Questions – **K**now you Make a Difference.” Two-hour sessions will be held at the Sheraton Denver Downtown Hotel Tuesday, April 24 6-8 pm; Thursday, April 26, 6-8 pm; and Saturday, May 12, 10 am-12 pm. VISIT Denver will open registration soon, and RMGA will *blast* that information by email to members.

MARCH MEMBERSHIP MEETING NOTES

Submitted by Nancy Brueggeman. Photos submitted by Michael Dulude

March 12, 2018 – RMGA Membership Meeting
Bradford Washburn American Mountaineering Museum
710 10th Street, Golden, CO 80401

Short Business meeting: Chaired by President Mike Pearl. New member introduced – Jessica, who runs Denver Like A Local – a walking tour company. The company gives unusual tours and unusual information about well-known sites, i.e., the Blue Bear.

Next Board meeting will be Tuesday, April 3, 2018. April 9th program will be at Cherry Creek Shopping Center at the 810 Chop House (same site as last year). Nancy Brueggeman announced that RMGA would contribute \$200 to CCSC to compensate for the cost of parking for this event.

Larry Foos introduced the docents for the tour of the **Mountaineering Museum** – Sue and Dave are volunteer docents and Katie is the librarian and also runs the museum. The museum is open Tuesday through Saturday – 10-4 most days. Tours are available – call ahead to arrange a docent tour – there is no additional charge for a docent led tour. Restrooms are available, free parking behind the building and an elevator.

The building was originally Golden High School – 1924-1956 – designed by Groves, architect who also designed the Canon City High School and Civic Center.

- Renovation cost \$7 million
 - Former gymnasium is now the museum
 - Museum opened in 2008 – named for Henry Bradford Washburn, Jr., who made many first climbs of mountains in Alaska and Canada
 - Photo in the entry to the museum is of the Mount Everest climbing scene - made up of more than 130 photos spliced together
 - Climbing wall in entry hall replicates North Table Mesa
 - Rare Books Room – largest mountaineering library in the world
 - Also have Colorado Mountain Club's archives
 - American Alpine Club has 5-6 climbing ranches: Tetons, El Paso, West Virginia (New River Gorge), New York and New Hampshire
 - Colorado Mountain Club – offers many classes – run by volunteers and reasonably prices
 - Other offices in the building include:
 - Colorado Trail Foundation – built trail from Denver to Durango – 500 miles
 - Continental Divide Trail – 2,000 miles from Canada to Mexico
 - Big City Mountaineers – take disadvantaged kids to the mountains
 - Outward Bound
 - Cowboy Poets

For a complete writeup, please visit RMGA Members Only page on the website.

Photos from the meeting from Michael Dulude



IMG_0106.JPG



IMG_0111.JPG



IMG_0113.JPG



IMG_0122.JPG



IMG_0127.JPG



IMG_0128.JPG



IMG_E0106.JPG

ANSWERS TO TRIVIA QUESTIONS from Page 2

1. Monument Hill; 2. The Continental Divide over Independence Pass at 12,095'; 3. three-feet; 4. located between Colorado Springs and Pueblo; 5. The San Luis Valley; 6. Rivers; 7. The Grand Mesa; 8. sixty-three; 9. The Rocky Mountains; 10. Black Canyon of the Gunnison

PHOTOS FROM GAYLORD FAM

Submitted by Michael Dulude



Aerotropolis project

- 21,000 acres
- 10 million square feet of retail space
- 30 million square feet of office space
- 40 million square feet of industrial and commercial space
- Includes the Aurora Highlands, which could have up to 23,000 new homes

The Denver Post

More photos on next page.....



NFTGA CONFERENCE

National Federation of Tourist Guides Associations Delegate Report

Submitted by Mike Pearl, Delegate

The National Federation of Tourist Guides Associations (NFTGA) held their biannual conference February 21-23, 2018 in Philadelphia, PA. The complete delegate report of the conference is located in the “Members Only” section of the RMGA website. Presenters’ notes and other materials from the conference were sent to RMGA members by way of an email blast March 7, 2018 and are available in the “Members Only” section of the RMGA website.

Delegates Meeting:

Ellen Malasky, President, points out that NFTGA is an association of associations. The point of NFTGA is to serve the local associations so that they can serve their members.

Why do people join a professional organization – for the Code of Ethics and Standards

Conference Welcome

- Ellen Malasky, NFTGA President, noted the importance of enhancing the touring and guiding profession.

State of Tourism in the U.S. – David Huether, Senior Vice President, Research

- The travel industry is not creating jobs as fast as the rest of the economy.
- Travel Industry jobs are “High touch,” labor intensive

Business of Guiding

William Caldwell (CEO) and Lisa Curtin (COO) of Caldwell & Co. lcurtin@caldwellcpas.com

- The business of guiding as it relates to taxes.
- Their philosophy: Visiting other places brings people together, because we have more in common than we think we do.

National Parks and Tour Guides

Donald Leadbetter, National Tourism Program Manager, National Park Service

- NPS Mission: (a balance among)
 - Visitor Experience
 - Preservation
 - Conservation

Pat Jones, Chief of Interpretation and Education in Philadelphia.

- Plan your trip into NP – entry, screening, parking, dining, activities

Working with Industry Tourism Partners

Peter Pantuso – American Bus Association (ABA)

- Change in industry – more mergers, fewer vehicles

Paul Caputo – National Association for Interpretation

- Mission-based tour guiding, supporting the larger goals of the venue

Morgan Maravich, National Tour Association

- The NTA Career Center is operational and no one is required to be an NTA member to sign up for it. There is a break on the fees through NFTGA.

Lisa Berretta, Student and Youth Travel Association

- 185-billion dollars are represented in the student travel industry,

Technology and Tour Guiding

Annette Morejon, Whisper System

- With these devices, the guide doesn't speak loudly, and all can hear. There are no hangers-on overhearing your commentary.

Fred Behnke, Map Social

- An App for visiting places that connects people with the experience

Nic Cvetkovic – How are we doing as tour guides?

- Generic tour guiding is being mechanized; a living guide needs to make a specialty tour and to make the tour experience unique.

International Tourism

Jim DePhillippo, Philadelphia Convention and Visitors Bureau

- Characteristics and desires of visitors from India

Dr. Yang Yang, Department of Tourism and Hospitality, Temple University

- Characteristics and desires of visitors from China

Benjamin Altschuler, assistant professor of Sport, Tourism, and Hospitality Management at Temple University

- Cultural Intelligence for tour guides is a must

Incorporating African American and other ethnic groups perspectives

Greg DeShields, PHLDiversity

- Diversity training is important for the guide

Tami Sortman, Philadelphia Gay Tourism Caucus

- Pursuing the LGBTQ market does pay off

Ibrahima Diallo, GANYC, immigrant from Senegal

- Include the minorities on the tour, segregate no one.

Next Conference – 2020 Charleston, South Carolina

THIS AND THAT

Submitted by Mike Pearl

National Tourism Association

Submitted by Mike Pearl

The National Tourism Association (NTA) has created a section of their website to bring job seekers and potential employers together. To find it go to <https://ntaonline.com/>, open the dropdown box “MY NTA” and click on “NTA Career Center.” Or click here <http://careers.ntaonline.com/>. As a job seeker, you are provided a free account.

After creating your account, follow the prompts to create your profile. Once your profile is complete, the NTA Career Center matches your preferences with jobs tourism employers have posted. You may also view all jobs posted in the NTA Career Center.

Good luck, job seekers!

RMGA Goals for 2018 (and how we are progressing)

Submitted by Mike Pearl

- **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.
 - 11 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
- **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.
 -
- **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](#)."

From time to time, a Standard is published in the *Guide Line* for RMGA members to consider for their professional growth. The Standard for April 2018 is

A professional tourist guide extends professional respect and a spirit of cooperation to fellow guides and strives to establish a good working relationship with all service providers on the tour route.

In network television news, it appears that all the on-camera reporters, whether local or national, know each other by first name. This familiarity is no accident. The goal of such familiarity is to give the viewer the impression of a seamless news department across the network and its local affiliates.

The same should be true for tour guides. Guests should feel as though their guide is a welcomed member of a venue's or attraction's staff. To be that person, guides should be familiar with the site's rules, regulations, and expectations so as to inform their guests. Guides could introduce guests to key on-site staff, direct guests to particular locations within the site (e.g., restrooms, beverage counter, observation point, photo spot, etc.). Guides can't staff the cash register or the table service, but they can facilitate matters by organizing their guests for timeliness and efficiency.

Guides and drivers, as well as multiple guides on a tour, are expected to be a "team." It follows, then, that guides of different groups visiting a site would also act as a team. Guides should coordinate so that

their guests have a prime experience at the venue, without “tripping” over each other. When guests see their guides communicating and coordinating, they get the impression that the guides are used to problem-solving together, even though the guides may never have met prior.

Just as the TV affiliates and the national TV network show their viewers a seamless program experience on the channel, guides and venues can show their visitors a seamless guest experience. To do that, guides need to take the initiative to learn – and remember – the names of venue staff, the site’s locations and expectations, and other pertinent information. The guides also need to make a point of meeting their counterparts from other tours visiting the location.

The goal that all parties are working toward is a memorable experience for the guest. When guides establish an efficient working relationship with venue staff, service providers, and other guides, the guests perceive a seamless, coordinated operation – just like on TV.

RMGA Members are encouraged to share their comments regarding this Standard. 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
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	Carol Carder	303-777-9194
Education	Michael Dulude	720-236-5345
Hospitality	Ginny Gelbach	303-906-3842
Membership	Larry Foos	303-979-7594
Newsletter Editor	Eileen Pearl	303-868-0021
Program	Dawn Nelson	303-898-6853
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Sherry Moon	720-425-5931
Nominations	Larry Foos	303-979-7594
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594