

VOL 27, NO 9

RMGA 2020 Membership Drive

Ho, ho, ho, members,

I hope you had a great Thanksgiving.

It's traditional that we all take a moment to put into words things that we are thankful for at this time of year. We look forward to the December/January holidays in the spirit of giving. I am thankful for our membership and your support in this association. It's the most wonderful time of the year. So, I'm looking forward to seeing you all at the RMGA holiday party where we can all enjoy each other and celebrate together.

Our tour guides give all year long. We give the gift of joy and happiness when we give them a look at the State Capitol, we take them to see the Blue Bear, we lift their visions at Rocky Mountain National Park, or we just tell them what a special place Colorado is.

I believe that I can speak for everyone on the Board of Directors of RMGA and say that each one of us wishes each and every one of you the very best for this holiday and the next year, 2020.

Best wishes,
Sherry Moon
President RMGA
Thank you,
Sherry Moon
President RMGA



December 2019

A Member of



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FROM THE EDITOR

Deadline for submissions for the January 2020 *Guide Line* is **Saturday, December 28.**

IMPORTANT NOTE Regarding February Guideline: I will be out of town beginning January 20, so the deadline will be VERY early for the February edition. The deadline will be Friday, January 17. Alternatively, if someone else wants to put the February edition together with a later deadline, please let me know.

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

COLORADO TRIVIA

by Sherry Moon

How much do you know about Colorado's governors?

1. Who is the only Colorado governor convicted for a crime?
2. What Colorado governor is noted for his brutality in crushing the miners' strike in Cripple Creek?
3. What Colorado governor is perhaps best known for making a speech on the Senate floor criticizing the extramarital affair of actress [Ingrid Bergman](#), who at the time was married to Petter Lindström?
4. Who is Adams County named for?
5. The brother of the governor mentioned above also served as governor of Colorado. But when he was a state senator, he helped found Alamosa State Normal School. What was his name and the newer name of the university?
6. Before becoming the first governor, this man was territorial governor.
7. Who was the second Colorado governor and what did he have to deal with?
8. What governor defended the rights of Japanese American citizens during World War II?

(Answers on Page 9)

COMMITTEE UPDATES

Nominations Committee

Submitted by Mike Pearl, Nominations Committee Chair
RMGA 2018 Nominations

The following people were elected for the 2020 RMGA Board of Officers at the Regular Membership Meeting, November 11, 2019, Englewood Public Library, **1000 Englewood Parkway, Englewood Civic Center**, Englewood, CO:

- President: Sherry Moon.
- Vice President: Ethan Magusin.
- Secretary: Nancy Brueggeman.
- Treasurer: Wendy Pickering.
- Director-at-Large: Mike Pearl.

Rocky Mountain Guides Association, a Colorado corporation, is required by Colorado law to have 20% of the voting Membership (Professional, Associate, and Business Members, the latter being allowed one vote) in attendance. A Quorum was present. The Elected Board of Directors takes office January 1, 2020.

Public Relations Committee

Submitted by Tom Jensen

Visit Denver Partnership Meeting

RMGA was well represented at the 110th Annual Visit Denver Partnership Meeting on November 14th. The members seen were Sid Wilson and Kim (A Private Guide), Joe Sokolowski, Sherry Moon, Nancy Brueggeman, Carol Carder, Bonnie Custer, Mike Dulude, Monique Madison (Mile High Bike Tours), Jim Watson, Tom Jensen, Austin Shrader, Patty Finke, and Mike Pearl. A couple of former members spotted in the audience were Roger Trimmer (Mile High Bike Tours) and Donald (Colorado Railroad Museum).

Both Governor Polis and Mayor Michael Hancock expressed their support of tourism. They thanked Visit Denver and the Partners for the economic impact they bring to Denver and Colorado.

2019 in review (through September):

- \$6.5Billion in Spending
- 31.4M annual visitors
- 254,284 meeting delegates
- \$549M in economic impact from convention sales
- 844 future meetings books with an economic \$3.8B economic impact

The keynote speaker was Jamie Clarke, an adventurer who shared wisdom learned from his repeated attempts to climb Mt. Everest. A few takeaways:

- Have the courage to step into something without having a fear of the unknown
- Live life rich in experiences not stuff
- Don't hide your dreams – share. There are people willing to help
- If you receive a rejection ask “why?” Learn from this experience
- No amount of talent will replace a bad attitude
- Be of service to the team – stop worrying about yourself
- Success can be achieved with collective brains – ask for help
- Be thoughtful and introspective
- Failure is feedback – discover and learn areas of improvement
- Focus on each step – live a life of your design

To watch the Visit Denver's The Year in Review Video, click

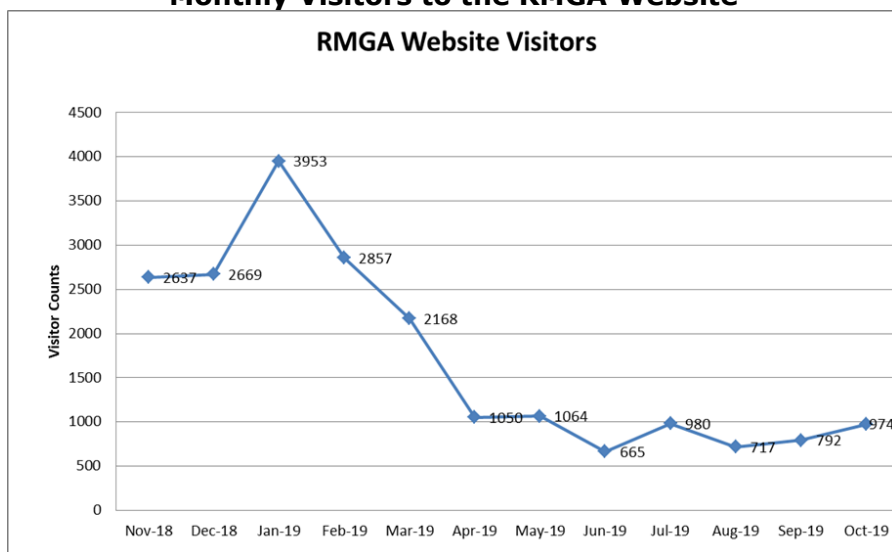
<https://www.youtube.com/watch?v=hZte4xdu8sw&feature=youtu.be>

Website Committee

What's New on the Members Only Page?

- *May Guide Line*
- *September Guide Line*
- *October Guide Line*
- *November Guide Line*
- *October Program Review*
- *November Program Review*
- *Request for Reimbursement Form*
- *October 16, 2019 Membership Roster*
- *October Program PowerPoint Presentation*
- *November Program PowerPoint Presentation*

Monthly Visitors to the RMGA Website



Upcoming Industry Events



VISIT DENVER C.H.A.T.

At this time Visit Denver is not showing a CHAT evening for December.

Watch your e-mail for additional information and a link to RSVP.



SVP to:

<https://www.denver.org/rsvp/?action=registrationForm&eventid=4073&sessionuid=> Be sure to specify RMGA as the company name

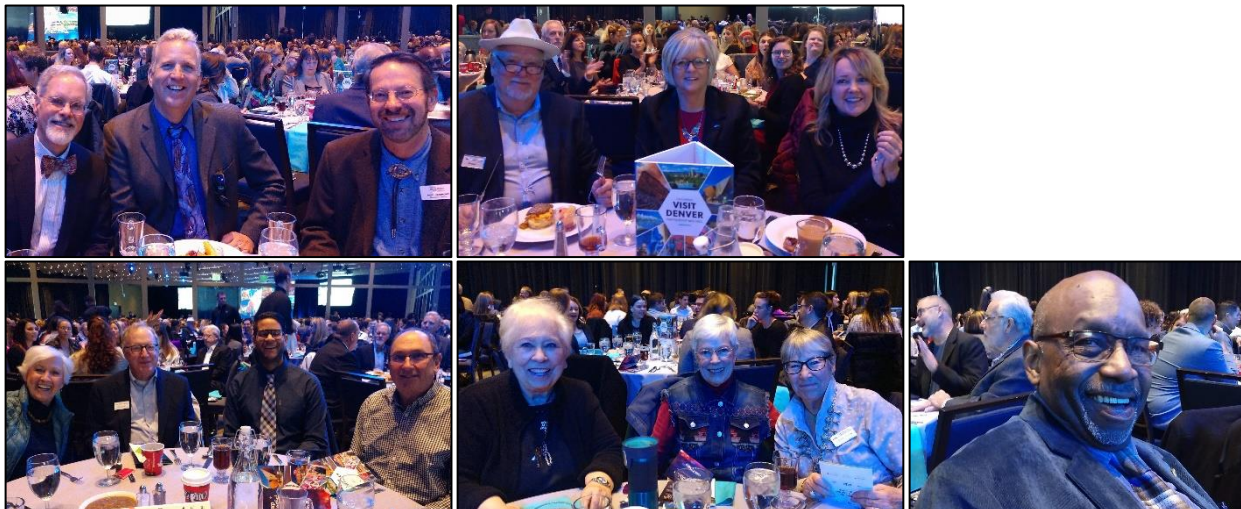


Colorado Scenic and Historic Byways Symposium – Save the Date – May 6-7, 2020, San Juan Skyway, Ouray CO



2020 Colorado Governor's Tourism Conference
 Wednesday, September 16, 2020 to Friday, September 19, 2020
 Snowmass

Announced at the end of the 2019 Governor's Tourism are the dates and location of next year's event. Continue to check Guide Line for additional information.



RMGA Members enjoying the breakfast and camaraderie at the VISIT Denver Annual Meeting, November 14, 2019 in the Sewell Ballroom of the Denver Center for the Performing Arts. Photos by Mike Pearl.

DECEMBER & JANUARY BOARD OF DIRECTORS MEETINGS

Board of Directors Meetings

Monday December 2, 2:00-4:00

Monday, January 6 2:00-4:00 at

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

All Members are welcome to attend.

DECEMBER MEMBERSHIP MEETING

WHAT: RMGA MEMBERSHIP MEETING – Holiday Event - \$5/person

WHEN: December 9, 2019, 6:00 pm – Networking, 6:45 pm – Short Meeting, 7:00 pm – Holiday Event - Sharpen Your Competitive Edge

WHERE: The Clubhouse at Riverwalk, 27521 West Riverwalk Circle, Littleton, CO 80123

PROGRAM: This Holiday Event is a casual get-together again. Study your Colorado Trivia so your team will be the grand winner of an exciting game of Jeopardy-like fun facts – all about Colorado.

Please RSVP to Nancy Brueggeman – contact information below. Please send a check or arrange to pay at the door – again \$5/person. I am looking forward to seeing you all at this event!!!!

Reservations must be made no later than Wednesday, December 4th. Thanks!!

Sherry Moon has worked up some terrific Colorado trivia to test your knowledge!!! So, get your thinking cap on and be prepared to win a prize!

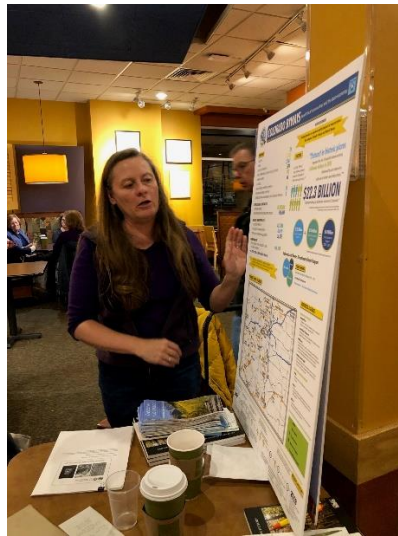
FOOD: Please bring a sweet treat or savory dish to share. Punch and coffee will be provided.

DIRECTIONS: Riverwalk Circle is located off Prince Street between Belleview and Santa Fe. When you come to a 4-way stop sign, turn south (north is into a shopping center). Follow Riverwalk Circle around the round-about and the Clubhouse will be in front of you.

PARKING: A parking lot at the Clubhouse and street parking is available.

GUESTS: Members are encouraged to invite potential members as guests.

MEETING NIGHT CONTACT: Nancy Brueggeman – 303.979.4852, 303.809.7535, nancybcolo@yahoo.com.



Snapshots from the November Members Program Meeting - Photos contributed by Sherry Moon.

RMGA BYLAWS REVIEW

Submitted by Mike Pearl

Bylaws are the official rules by which a nonprofit corporation operates. Rocky Mountain Guides Association is no exception. The bylaws are the board's internal rules and instruction manual for how RMGA is governed. It may be the RMGA's single most important document. From time to time a corporation's Bylaws need to be reviewed to ensure the presence of sound internal governance practices and their legal compliance. A further rationale for conducting a bylaws review is located online for your reference: <http://www.nonprofitlawblog.com/7-reasons-review-bylaws-now/>

A review of RMGA's Bylaws is appropriate at this time. The last review, with amendment, was completed April 6, 2015. RMGA members are urged to report any changes or corrections to the Bylaws that might need to be made. These notes will assist the Bylaws review committee in their work. RMGA members wanting to sit on the Bylaws review committee and/or suggestions for review should contact me at mike.pearl.rmga@gmail.com or 303-868-0023.

ANSWERS TO Trivia Questions

1. **Clarence Morley.** After leaving office, Morley established a stock brokerage firm in Indianapolis, Indiana. In 1935, Morley was arrested on charges from mail fraud and convicted for 21 counts of mail fraud and using political influences to defraud customers.
2. **James Peabody**, but he is also noted by some for his public service in Cañon City.
3. Edwin C. Johnson, who was, in addition to being governor, was a U.S. Senator from Colorado.
4. Adams County, Colorado, is named for **Alva Adams**. He served four years and two months as the fifth, tenth and 14th Governor of Colorado from 1887 to 1889, 1897 to 1899, and briefly in 1905.
5. **"Billy" Adams and Adams State University.**
6. **John Long Routt.** Routt's time as Territorial Governor was largely spent deliberating the contents of the Colorado state constitution.
7. **Frederick W. Pitkin** served two terms as governor, dealing with a number of crises including the railway feud involving the Atchison, Topeka-Santa Fe, and the Denver-Rio Grande rail companies. He ordered the suppression of the Ute Indian uprising at the Milk Creek Battle or Meeker Massacre in 1879. In 1880, he declared martial law during the mining strike at Leadville.
8. **Ralph Lawrence Carr.** The Ralph L. Carr Colorado Judicial Center is the home of the Colorado Supreme Court, the Colorado Court of Appeals and a number of other judicial and legal agencies. Named in honor of Colorado's 29th governor.

VOLUNTEER OPPORTUNITY

RMGA member **Adrian Swenson** is a member of the Denver Police Volunteers in Police Service. Each year he helps with the Christmas Crusade. The Christmas Crusade is an organization made up of Police Officers who throughout the year nominate children they have seen through their job duties. These children come from a variety of backgrounds but all of them are going through a hard time. Officers nominate the children for sponsorship. They include items the children desperately need such as winter clothes or household items. Officers also include a toy because it provides an escape. Are you passionate about what we're doing? Let us know! We are always looking for volunteers to help us make our vision a reality. We'll help you find a way to volunteer that best suits you. Whether you help through monetary donations, volunteering your time, or spreading our mission through word-of-mouth, thank you. Last year we had about 600 kids. All money, toys and clothing go directly to the children. There is no middleman. WE can always use some extra help!

Colorado Governors Conference 2019

Submitted by Mike Pearl.

The 2019 Colorado Governor's Tourism Conference was held September 29-October 1, 2019 at the Sheraton Denver Downtown Hotel, Denver, Colorado. I attended as a representative of Rocky Mountain Guides Association. The theme of the conference was **CO Further**. A full list of sessions may be found at: <http://www.coloradotourismconference.com/>

Find slide presentations at <http://www.coloradotourismconference.com/presentations>

Rocky Mountain Guides Association was represented by Sherry Moon, Ethan Magusin, Nancy Brueggeman, Mike Pearl, and Tom Jensen. Other RMGA members in attendance were Eileen Pearl, Steve Kaverman, and Michelle Kempema. Here are "take-aways" from their reports. Full reports are posted on the RMGA Website "Members Resources" page.

Sherry Moon, President

- Colorado is the second most desirable state in the nation to visit, behind Hawaii
- Tourism brings in \$22 billion to Colorado
- The tourism industry is concerned about over-crowding and is looking for solutions
- Research shows that most important to visitors is the "great experience"
- Denver International Airport (DEN) is still under construction but making headway and is now the 5th busiest airport in the U.S., 20th busiest in the world
- DEN is the fastest growing airport, with international travel making the most impact in numbers
- The speakers suggested that tours should be resident-focused and that current tour companies should rethink itineraries (doing the same old thing might not work anymore)
- Residents need to be part of the value of a tour and that they should be part of the branding
- We need to analyze our preferred visitors and target that audience

Mike Pearl, Director at Large

- Rocky Mountain Guides Association is respected throughout the tourism industry across Colorado
- Tourism is Colorado's second largest employer
- Tourism is a transformational experience for both visitor and resident
- Treat visitors like a guest, they treat us (guides and residents) like a host
- The marijuana industry is moving from the negative connotations of the word "marijuana" to the neutral connotations of the word "cannabis."
- A tour itinerary and its tour guide should be authentic to the location
- Tour guides and attractions should add value for guests
- Google Travel Services is fast becoming the one-stop for all a traveler's needs, plus it is anticipating what a traveler might not think about.

Tom Jensen, Public Relations Committee Chair

- The Colorado Tourism Office's Colorado Concierge Program is a free resource for all Colorado frontline workers to build a statewide community of visitor-friendly ambassadors who can answer the question, "What's there to do around here?" BeAColoradoConcierge.com.
- Former Colorado Poet Laureate David Mason's "Love Letter" to Colorado has been made into a video capturing the beauty of Colorado: https://youtu.be/d2vII0_zEZ8.

- Overcrowding at attractions is an issue – think RMNP in the summer, Hanging Lake, or Maroon Bells. One of the success stories of attracting visitors away from Denver is the Historic Hot Springs Loop. The towns of Steamboat Springs, Buena Vista, Nathrop, Salida, Pagosa Springs, Ridgway, Ouray and Glenwood Springs have created a 5-day itinerary which pulls visitors into the less explored parts of Colorado.
- Branding – a description of why you are unique – is important to a city, region, or person. As tour guides/directors, how do we differentiate ourselves from other guides? The experience of Clear Creek County is worth modeling.

What's in Your Narrative?

Submitted by Mike Pearl

On-Site Research for Free

Need to do some preparation for a tour or an attraction? Unwilling to pay admission fees for a quick visit? Some attractions in Denver are available at no cost. All you need is a library card. The Denver Public Library (DPL) has partnered with nearby museums and cultural institutions to offer admission for DPL cardholders. The pass program is designed to give local residents who might not otherwise visit cultural institutions in the greater Denver area, the chance to visit nearby museums and cultural institutions:

- Butterfly Pavilion
- Denver Center for the Performing Arts behind the Scenes Tours
- Denver Firefighters Museum
- Denver Museum of Nature and Science
- Denver Trolley
- Denver Zoo
- History Colorado Center
- Molly Brown House Museum
- Museum of Contemporary Art Denver

Some restrictions apply. Check out the program at <https://www.denverlibrary.org/museum-passes>
Are there similar opportunities elsewhere around Colorado? Send your report to rngaeditor@rockymountaintourguides.com

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	Sherry Moon	720-425-5931
Vice President	Ethan Magusin	734-502-7307
Secretary	Nancy Brueggeman	303-979-4852
Treasurer	Wendy Pickering	217-621-1960
Director-at-Large	Mike Pearl	303-868-0023

Committee Chairpersons		
Certification	Carol Carder	303-777-9194
Education	Michael Dulude	720-236-5345
Hospitality	Lily Ewing	303-250-9679
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	Mike Pearl	303-868-0023
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594