

VOL 25, NO 5

PRESIDENT'S LETTER

May 2017

Dear RMGA Members:

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

In last month's issue of the *Guide Line* I asked for members to volunteer to present the beginning three-to-five minutes of the remarks they give to their guests. The presentations will occur during the networking time of our May meeting and program.

No sooner had the *Guide Line* been disseminated when Steve Kaverman, a member living in Cañon City, immediately offered. Even though he will be in Aurora representing Colorado Jeep Tours during the 2017 Discover Colorado Roadshow, he will present his opening remarks.

I am eager to hear and see Steve's presentation, since we work so much in isolation from one another. What insights we gain from this experience should be material for our own reflection and improvement.

This activity is a member's idea that I hope we can continue at future programs.

April program participation: 28% of members. The RMGA membership count is 95. Program participation is improving! I look to 75% of members (70) to attend in May. Visit Aurora and Gary Wheat are eager to partner with RMGA to bring visitors to the "Gateway to the Rockies." Check out the website: www.visitaurora.com/

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

- Mike Pearl



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FROM THE EDITOR

Deadline for submissions for the June *Guide Line* is Saturday, May 27.

Biographies are still welcome. 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

COMMITTEE UPDATES

Certification Committee

Submitted by Mary Bendelow

The certification study group has met over the winter and is near to completing its task of researching study materials and completing the study guide. Test dates will be April 28 and May 12. Anyone with questions should contact Mary Bendelow at mmbtravel@gmail.com.

Lily Ewing's and Lupe Duran's names are added to the list of RMGA members certified for 2017.

Membership Committee

Submitted by Larry Foos

Welcome to our new RMGA "Business Member" **Colorado Tour CO**. Austin Shrader, the owner of the company, is a graduate of International Guide Academy and Metropolitan State University, Denver. He has a degree in Tourism Management. Austin prefers small group tours in Denver and Colorado. He prefers bike and walking tours. He is also a docent at the State Capitol. Austin has been giving tours for a year and his business is growing. He is looking forward to expanding his business.

Website Committee

Submitted by Tom Jensen

What's New on the Members Only Page

During the past several months, the Website Committee has been working to keep the Website current. Here is what has been added recently:

- Photos from the March Meeting at Buffalo Bill's Museum (thanks Winston!) and the first 2017 FAM trip – Venue Management with Centennial Tours
- Member profiles from our new members and businesses
- February Program Review at the McNichols Event Center
- March Program Review at Buffalo Bill's Museum and Grave
- April Program Review at Cherry Creek Shopping Center updating members on Denver Tourism
- 2017 Seminar Review – Leading a Successful Group Tour
- 2017 FAM Trip – Venue Management with Centennial Tours

The articles contain information that is useful to becoming a better tour guide/director or when preparing your commentary.

Be sure to watch for the May 30th Leadville FAM Trip registration forms. You'll be notified via e-mail when they are available for downloading.

Education Committee

Submitted by Mike Pearl

The Leadville FAM set for May 17 has been **rescheduled to Tuesday, May 30**. The date change was made in consultation with Leadville/Twin Lakes Tourism officials, who were concerned that they would not be able to host our visit sufficiently. Venues and attractions are cleaning and preparing for the season which opens on Memorial Day Weekend. If we were to visit on May 17, as originally planned, they wouldn't be ready for us. On Tuesday, May 30, all the venues and attractions will be open and our hosts will be less stressed to show us around. Registration materials are available on the Members Only page of the RMGA website. A big "thank you" to Lily Ewing for organizing the Leadville FAM.

Public Relations Committee

Submitted by Tom Jensen

Here are a few upcoming events you may want to participate in:



SOCO [Southern Colorado] Tourism Summit

May 17 at 12 PM to May 19 at 3 PM
2101 San Juan Ave, La Junta, CO 81050

<https://www.socotourismsummit.com/>

This Summit will encourage and strengthen regional tourism partnerships that will ignite rural Colorado's economic health. At the SOCO Tourism Summit, you will hear how others have enticed travelers to step-off the beaten path and how you can bring visitors to come closer and stay longer in rural Colorado.

Contact Tom Jensen for information on accommodations.



Visit Denver C.H.A.T.
Law's Whiskey House
May 17, 2017
4:00 PM - 5:30 PM
Cost: \$12

RSVP: <http://www.denver.org/rsvp/?action=details&noredirect=1&eventId=2787>

You are invited to this C.H.A.T. event because RMGA is a partner with Visit Denver.

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.



2017 Discover Colorado Roadshow

Colorado Tourism Office

Mon, 05/08/2017 - 9:00am to Fri, 05/12/2017 - 4:00pm

<http://www.colorado.com/april-colorado-connection#roadshow>

The CTO staff and partners will travel via Colorado-branded bus through the state, making stops in several cities to introduce the new Colorado Tourism Roadmap, present the new summer marketing campaign and provide updates on what's new within the CTO and for Colorado tourism as a whole.

Stops Include:

Monday, May 8

Roadshow Stop: Golden

9:00am @ Golden Visitors Center

Roadshow Stop: Aurora

1:30pm @ Stanley Marketplace

Roadshow Stop: Burlington

7:30pm @ Old Town Museum

Tuesday, May 9

Roadshow Stop: Wiggins

2:00pm @ Long Meadow Event Center

Wednesday, May 10

Roadshow Stop: Fort Collins

10:30am @ Hilton Fort Collins, Green and Gold Room

Thursday, May 11

Roadshow Stop: Steamboat Springs

9:00am @ Centennial Hall

Roadshow Stop: Meeker

2:30pm @ Mountain Valley Bank Community Room

Friday, May 12

Roadshow Stop: Glenwood Springs

9:00am @ The Lookout Grille - Glenwood Springs Adventure Park

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Rocky Mountain Guides Association

MAY MEETING INFORMATION

Submitted by Larry Foos

RMGA MAY MEMBERSHIP MEETING – Visit Aurora

May 8, 2017, 6:30 – 7:00pm – Networking, 7:00 – 7:15pm – Short Business Meeting, Program 7:15.
Introduce Pam Martinez.

Meeting will be held at Visit Aurora Office 2260 South Xanadu Way, Suite 200, Aurora, CO 80014.

PROGRAM: Visit Aurora is the Destination Marketing Organization for the City of Aurora. What exactly is a Destination Marketing Organization?

Snacks and water provided by Visit Aurora.

DIRECTIONS: From the South, take I-225 North to Exit 5, turn left on East Iliff Avenue, and a quick right on South Xanadu Way. Destination on the right. The Country Club Building is on the right across from the golf course. **The Visit Aurora exterior sign has not been installed.** Enter the building and signs will direct you to the elevator and go to the second floor. Exit the elevator and signs will direct you to Suite 200, Visit Aurora.

From the North, take I-225 South to Exit 5, turn right on East Iliff Avenue and a quick right on South Xanadu Way. Destination on the right. The Country Club Building is on the right across from the golf course. **The Visit Aurora exterior sign has not been installed.** Enter the building and signs will direct you to the elevator and go to the second floor. Exit the elevator and signs will direct you to Suite 200, Visit Aurora

Parking is in the parking lot. Enter building, second floor, Suite 200.

GUESTS: Members are encouragef to invite potential members as guests to the meeting.
Guest Fees: 1st and 2nd Time Guest: Free; third thru fifth time, same guest visit is \$10 each time.
Succeeding times, same guest must join RMGA.

MEETING NIGHT CONTACT: Larry Foos – Cell 720-581-3820, or LBFoos@comcast.net

MAY FAM EVENT

Submitted by Mike Pearl

May FAM Event (Note Date Change)

Title: Leadville Day Trip

When: Tuesday, May 30, 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

2017 FAM Dates

(To offer your assistance, contact the coordinator)

May 30, 2017 – Tuesday – Leadville Day Trip ([Lily Ewing](#))

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

MAY BOARD OF DIRECTORS MEETING INFORMATION

Board of Directors Meeting, Monday, May 1, 2017 2:00 – 4:00 pm

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

All members are welcome to attend.

NO JUNE MEMBERSHIP MEETING

There is no Membership Meeting scheduled for June, 2017. The next general Membership Meeting will be Monday, October 9, 2017.

APRIL 2017 MEETING AT CHERRY CREEK SHOPPING CENTER

Submitted by Nancy Brueggeman

RMGA Membership Meeting

April 10, 2017

801 Chophouse – Cherry Creek Shopping Center

801 Chophouse offered the membership wine and hors d'oeuvres– our host was Cristo Charles. The General Manager of Cherry Creek Shopping Center (CCSC), Nick LeMasters, welcomed the group and gave us an update on the newest shops at CCSC and coming stores. Dave Dixon, our usual contact was not available this evening.

Pat Lee gave a slide show presentation of what's new at CCSC and what's coming soon. **Shinola** – an exclusive accessory store and **Odd Molly** – Tweens clothing, are the latest additions.

Joanne Lah, Manager of Guest Services supplied information about how the new parking system works and also provided vouchers so that our parking was paid for (by 801 Chophouse). There is complimentary parking available near the Bed, Bath & Beyond store for buses and vans. All parking is paid parking – this change was made to keep the parking lots open for CCSC shoppers. Condominium/apartments in the area have not been built with parking facilities so on-street parking is often not available and the residents have been parking overnight at CCSC.

Coach drop-off and pick-up is now at the Valet Parking area next to Neiman Marcus and California Pizza Kitchen. Pat also mentioned that the 83L bus from downtown comes directly to CCSC.

CCSC has 160 shops and CC North has an additional 330 shops – making a total of more than 500 shops and restaurants within a ten-block area.

Cherry Creek Shopping Center contact information:

- Nick LeMasters – General Manager – nlemasters@taubman.com – 303.388.2522
- Pat Lee – Tourism Marketing Specialist – patlee13@aol.com – 303.693.0560
- Bev Gerlock – Tourism Specialist – bevccsc@msn.com – 303.428.8883
- Joanne Lah, Manager – Guest Services 303.388.3900, ext. 0

The presenters included:

- **801 Chophouse** - headquartered in Denver, they also have restaurants in Omaha and other Midwestern cities.
- **Denver Center for the Performing Arts (DCPA)** –
- **Denver Museum of Nature & Science** –
- **Denver Art Museum** –
- **Denver Botanic Gardens** – Also operate The Botanic Gardens at Chatfield, the programs at the Plains Conservation space and Mt. Goliath.
- **Denver Zoo** –
- **Gray Line** –
- **B-Cycle** – Non-profit - Currently has 88 stations and 800 bikes
- **Visit Denver** – Kiosk at Union Station averages 160 visitors/day
- **RTD** – April 22nd – 1 year anniversary of A Line - 18,000/day ride A Line
- **Denver International Airport** – 58.3 million passengers last year – 7.9% growth (Stapleton's last year had 31 million passengers)

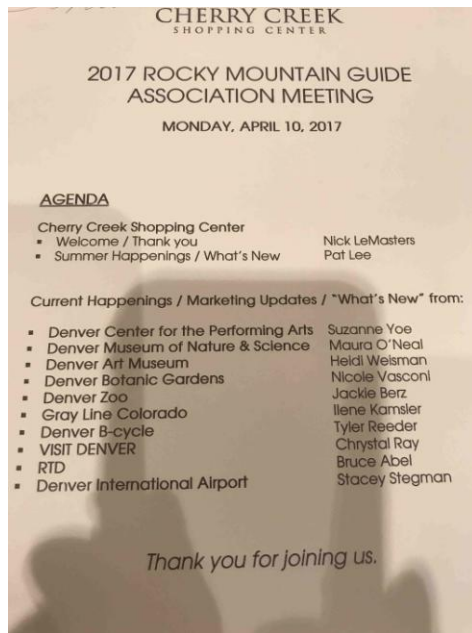
For additional information and contact information, please go to the Members Only page.

Some photos of the event submitted by Mike Pearl:



Following photos of the 801 Chophouse/Cherry Creek Shopping Center Meeting submitted by **Winston Walker**.

Enjoy the entire Fotki photo set from Winston Walker at: <http://public.fotki.com/wwalker48/rmga/801-chophouse-at-ch/>









UPDATE FROM THE FREMONT COUNTY TOURISM COUNCIL

Press Release: *The Fremont County Tourism Council Launches Rebranding Strategy*

A New logo, Website, and Slogan Aim to Show Visitors What the Royal Gorge Region is All About

CAÑON CITY, Colorado, April 21, 2017 -- The Fremont County Tourism Council (FCTC), a board of officials charged with promoting tourism in Colorado's Royal Gorge Region, today unveiled the evolution of its brand, which includes a new, contemporary logo and website, as well as slogans prompting visitors to Ditch the Crowds, Ditch the Ordinary, or Ditch the Routine and Explore the Royal Gorge Region.

Tourism in Fremont County continues to experience record-breaking numbers in travel spending, earnings, and tourism-related jobs. The launch of the FCTC's rebranding strategy represents the council's mission to enable a seamless connection between the area's many attractions and the visitors eager to experience them.

For a large-scale travel destination to thrive in the digital age, the FCTC hired Colorado-based design and marketing firm VistaWorks (www.VistaWorks.com) to create a website that is easy to navigate, offers a wealth of information suited to every interest, and is designed to meet contemporary standards. VistaWorks also created the new, streamlined logo—an image of the Arkansas River with the Royal Gorge Bridge above it—which reflects the evolution of tourism in Fremont County as well as the council's vision for the future.

In line with the FCTC's new slogans, Kristyn Econom, FCTC treasurer says, "Ditch the desk, hit the trails, and check out the Royal Gorge Region's sweet new website."

From epic adventures, like rafting, hiking, and biking, to attractions like the Royal Gorge Bridge and Park and the Royal Gorge Route Railroad, www.RoyalGorgeRegion.com offers detailed information, maps, and tips for every possible Royal Gorge Region adventure. Whether you're looking for a quiet stroll along a river, a visit to a nationally-recognized museum, or a high-flying zipline tour across the Royal Gorge, www.RoyalGorgeRegion.com has you covered.

A full directory of the area's business listings makes it easy to plan a trip to or an event in the Royal Gorge Region. And with new content added weekly, www.RoyalGorgeRegion.com is the most comprehensive resource on Fremont County and the entire Royal Gorge Region.

"We are thrilled to launch a fresh, new look for our website. It's a much-improved way to learn about the region. In 2016, we reached over 175,000 people interested in our remarkable part of Colorado. There is no way a small destination marketing organization like ours could do that without a compelling website and great social media presence. We have so much to offer here; it surprises a lot of people. Even new residents are amazed at all there is to discover and do in the Royal Gorge Region. We know visitors will love the new look of our new site and hope they will come back often as they plan their first or fifth visit to our area," says Steve Kaverman, Chairman of the Fremont County Tourism Council.

Media Contact:

Mark Krasnow

[719-395-5700](tel:719-395-5700)

Mark@VistaWorks.com

The **Royal Gorge Region**/Fremont County Tourism Council has
launched a new website, and has just unveiled a new logo.
Here's the [link](#).

Upcoming Events in the Royal Gorge Region

Submitted by Steve Kaverman

[79th Annual Music & Blossom Festival](#), May 4-6, Cañon City

[Southern Colorado Tourism Summit](#), May 17-19, La Junta

[After Flashback on Main Street](#), May 20, Cañon City. Featuring Pure Prairie League.

[Canon City Balloon Classic](#), May 27, 28, 29

[Park After Dark Concert Series](#), Royal Gorge Bridge & Park, Cañon City. July 1 – John Michael Montgomery; August 5 – Wynonna. BONUS: The Park closes to the public at Dusk, so concert-goers enjoy a unique experience – sunset scenery and a walk across the Bridge *at night*!

[Royal Gorge Whitewater Festival](#), June 23 & 24, Cañon City

[Fremont Adventure Recreation](#) has a series of events throughout the year. See their [events page](#) for a complete list, and come check out the Royal Gorge Region's newest trails for biking, or hiking; suitable for all fitness levels.

RMGA MEMBER BIOGRAPHIES

There were no Biography submissions this month.

THIS AND THAT

Submitted by Jim Watson

Here's a book that came to my attention recently: *A Compendium of Curious Colorado Place Names*, by Jim Flynn.

Perhaps it will be a valuable resource for you. The author was interviewed on Colorado Public Radio's (CPR) "Colorado Matters." Here's the website if you want to listen: www.cpr.org/news/story/golden-isnt-named-for-gold-and-other-stories-of-colorado-place-names

The book is available on [Amazon](#) or at your local library.

Submitted by Jim Watson

I was doing some work at the Denver Tourist Information Center and came across a great resource called the **Fifty Niner Directory** having some interesting biographical information about many early Denver history pioneers, settlers, etc. Here is the Link:

https://history.denverlibrary.org/sites/history/files/fiftyniners_directory.pdf

Submitted by Mike Pearl

Colorado Tourism Office 2017 Discover Colorado Roadshow (See more details under Public Relations Committee section)

The Colorado Tourism Office will "take its show on the road" for the second year. The route will wind through the Front Range, Northwest and Northeast regions of the state. Check the [website](#) for dates and locations. Plan to meet RMGA colleagues and other tour professionals at these stops. Remember to take plenty of business cards.

Submitted by Mike Pearl

National Travel and Tourism Week May 7-13, 2017

The US Travel Association (USTA) sponsors the annual National Travel and Tourism Week. This year USTA has marked May 7-13, 2017 for the event. Check the [website](#) for ideas, talking points, logos, and strategies you can use throughout 2017 in your tours.

Submitted by Sherry Moon

The 2017 Tour & Talent Exchange Conference and Recruitment Fair is November 10-13 at the brand-new Hilton Dallas/Plano Granite Park. While registration for the event and rooms are selling very well, you may want to get your reservation in soon, especially if you want to save some money.

Last November I attended their first conference and learned a lot, made great contacts, and networked with many of my fellow tour guides, tour directors and tour operators.

Register today here: <https://iatdg.regfox.com/2017-tour-talent-exchange-conference-and-recruitment-fair>.

Submitted by Ed Weising

UPCOMING TALKS & WALKING TOURS BY ED WEISING

- May 8 (1-2:30pm) – Talk: “Superstars in Colorado History” (Location: Colorado Springs Senior Center, 1514 N. Hancock Ave., Colorado Springs 80903). To register call 719-955-3400.
- May 9 (1-2:30pm) – Talk: “Civil War History In Colorado” (Broomfield Senior Center, 280 Spader Way, Broomfield, CO 80020). To register call: 303-464-5528.
- May 10 (1-2:30pm) – Talk: “Why Do They Call This Town, ‘Parachute’?—The Stories Behind Interesting Place Names in Colorado.” (Location: Chilson Recreation Center, 700 E. 4th Street, Loveland, CO 80537). To register call: 970-962-2428.
- May 11 (9:30-11:00am) – Talk: “Outlaws, Con Men & Gunslingers in Colorado History” (Location: Eagle View Adult Center, 1150 Prairie Center Parkway, Brighton CO 80601) For registration information, call 303-655-2075.
- May 11 (1:00-3:00pm) – Walking Tour: “School of Mines in Golden” (Starting Location: Golden History Museum, 923 10th Street, Golden, CO 80401). To register go to: www.GoldenHistory.org/events
- May 16 (1-2:30pm) – Talk: “The Fur West—Trappers, Traders & Mountain Men of Colorado” (Location: Golden History Museum, 923 10th Street, Golden, CO 80401). To register go to: www.GoldenHistory.org/events
- May 17 (1-2:30pm) – Talk: “Boulder—Athens of the West” (Location: Longmont Senior Center, 910 Longs Peak Avenue, Longmont, CO 80501). To register: Call 303-651-8578.
- May 18 (9:30am-1:30pm) – Tour: “Larimer Square & Gold Rush” Walking Tour (Sponsored by: Aurora Center for Active Adults, 30 Del Mar Circle, Aurora, CO 80011)
To register call: 303-739-7950

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	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