



GUIDE LINE

September 2023

VOL 31, No 6

President's Message

Submitted by Mike Pearl, President

The summer tourism season for 2023 is winding down. In a few days we'll begin the fall color tours. At the same time, RMGA returns to its monthly business schedule with issues of the *Guide Line*, Board of Directors Meetings, and general membership meetings.

I hope you have had a meaningful and prosperous summer season. Please use the *Guide Line* to share some of your memorable experiences so that we can all learn. Email your submissions to the [Editor](#). You may also post to the RMGA Facebook [page](#).

With this issue of the *Guide Line*, the RMGA Board of Directors introduces an updated logo for the organization. Check out how the logo looks on other organizational materials elsewhere in this issue.

I am concerned for the health of RMGA as a viable organization representing the state's tour guides and tour directors/managers to the tourism industry. The pandemic decimated the organization's membership numbers. Fewer members means less that the organization can do to serve its members. RMGA has been operating with the same core group of leadership (all volunteers) for three years.

As a civic organization, RMGA is owned and operated by its members. It is truly a democratic organization and relies on its members to give it relevance and life. RMGA will continue to

A Member of



PROUD PARTNER OF



serve tour guides professionals only if current members engage in organizational activities.

I challenge members to demonstrate their commitment to RMGA by doing the following activities over the next nine months:

- After reading the *Guide Line*, email the Editor thanking her for publishing it and include a note about what you appreciated about it. Do this for at least 8 of the next 9 issues.
- Attend 7 of the 8 program/meetings October through May, either in person or online.
- Bring one person with you to a program/meeting October through May, either in person or online.
- Go to the RMGA Facebook page and click on “Like” for the postings. Write a public comment for 3 postings over the next 9 months.

I agree that we’re all busy with our families and lives. I urge you to express your gratitude for the time and effort that the volunteer leaders of RMGA provide by acknowledging their contributions. Attendance at programs/meetings validates everyone’s membership. Without a little bit of effort on the part of all members, RMGA will become unhealthy.

NOTE: The following paragraph has been published verbatim in the last 27 issues of the *Guide Line*. I have yet to receive a response.

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 October *Guide Line* is **Friday, September 29.**

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 and/or names.

COMMITTEE UPDATES

Communications Committee

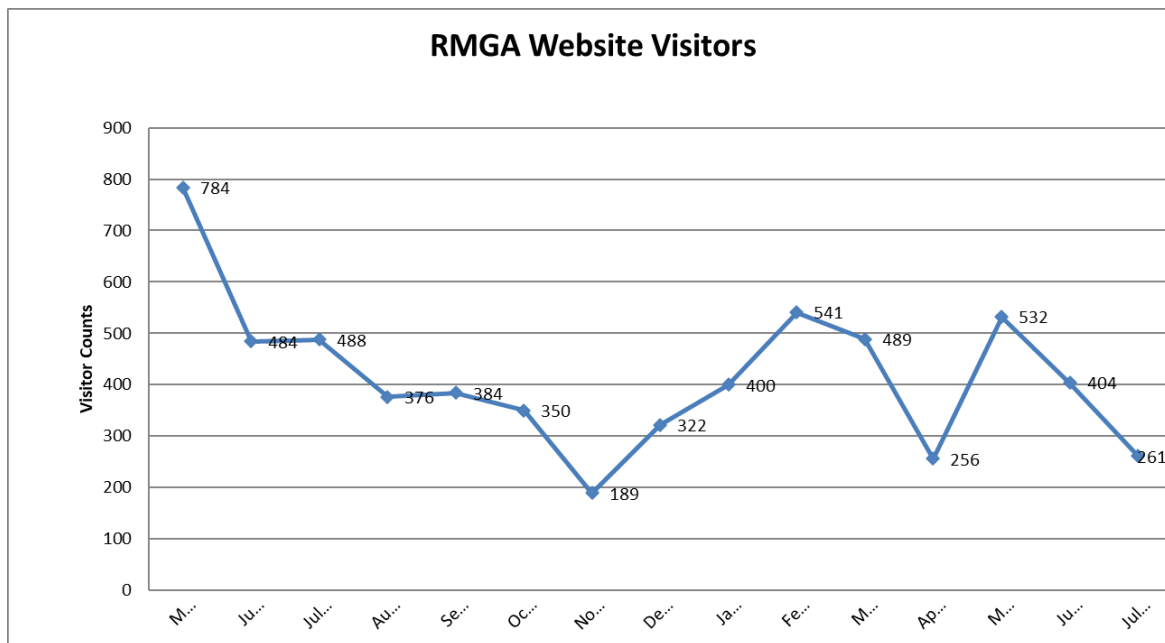
Submitted by Tom Jensen, Communications Committee Chair

What's New on the Website?

- RMGA E-mail Accounts were renewed

Monthly Visitors to the RMGA Website

Below is a year-to-date comparison of the number of visitors that viewed the RMGA Website.



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

Have you checked out the RMGA Facebook Group?

Good stuff!



<https://www.facebook.com/groups/RMGAssoc.>

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'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

No report received this month.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



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



2023 Gov Con Volunteer Opportunity:

On **Tuesday, Sept. 26, 2023 at 1 p.m.** the CTO, Leave No Trace and Visit Fort Collins will be kicking off 2023 Gov Con with a volunteer stewardship event. Participants will have the opportunity to give back to one of Fort Collins' beautiful natural spaces, by participating in a trail clean-up, and learn more about Leave No Trace and protecting the outdoors along the way. You do not need to attend 2023 Gov Con to participate as a volunteer.

Sign Up to Volunteer



MICHELIN Guide Colorado Reveal Date Officially Announced for Mid-September

Earlier today [August 15, 2023], The MICHELIN Guide team announced the official reveal date for its first Colorado Guide selections. Chefs will be invited to the Mission Ballroom in Denver the evening of Sept. 12 to discover whether their restaurant teams have earned a MICHELIN Star, Bib Gourmand or another MICHELIN Guide distinction. The MICHELIN Guide Colorado is the latest statewide expansion of the MICHELIN Guide, and it will cover Denver, Boulder, Aspen and Snowmass Village, the Town of Vail and Beaver Creek Resort.

The debut event highlights the dedication of Colorado's culinary industry and reinforces the state as a premier dining destination. This will be the first time any Colorado restaurants will be up for a Michelin designation. Check out the full press release for more information.



Two Ways to Explore the Daniels & Fisher Clock Tower

There are now two ways to experience Denver's legendary Daniels & Fisher Clock Tower! The 330-foot tower was originally constructed in 1910 as part of the Daniels & Fisher department store. Its height made it the tallest structure between the Mississippi River and California at the time it was built. It was designed by architect Frederick Sterner, inspired by The Campanile (St. Mark's Bell Tower) at the Piazza San Marco, in Venice, Italy. The department store vacated the building after it was purchased by the May Company in 1958. The tower was listed on the National Register of Historic Places in 1969. By 1971, however, the rest of the department store had been demolished. Fortunately, the tower was saved and in 1981 it was renovated into office space.

There are now two ways for you to tour the clock tower. Our expert guides lead tours of the Tower on Saturdays at 10 AM. We'll take the elevator to the 17th Floor observation deck. For those who are interested in an even higher view, they can follow the stairs up to the 20th floor. Following the tour of the tower, we visit Larimer Square, Denver's oldest block and first historic district. We recommend advance tickets for these tours, as they often fill up. Book your spot on our [website](#).

The second option is brand new! Beginning this month, on Mondays through Thursdays from 10 AM to 4 PM, you can access the top floors of the D&F Clock Tower through [clocktowertours.com](#). This new, self-guided option allows you to visit the observation decks. Use the promo code HD at checkout to get 20% off the cost of admission.

Both are great way to experience this iconic part of Denver's skyline!

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*

The Colorado Asian Pacific United (CAPU) has recently installed three markers to honor the former Chinatown and acknowledge the contributions of Chinese Americans in the region. These markers replace the old “Hop-Alley” marker

1520 16th Street – History of the Chinese in Denver Historical Marker

1620 Wazee – Denver's 1st race riot

1890 Lawrence – Lynching of Look Young



Here is the marker near 16th and Blake. The others are similar.



Reclamation of Vital Chicano/a/x Mural



The culturally significant Huitzilopochtli mural in the Sun Valley Neighborhood was recently restored. Among 40 other murals, Huitzilopochtli was named to the National Trust for Historic Preservation's 2022 list of "America's 11 Most Endangered Historic Places" due to gentrification, lack of legal protection that leads to risk of destruction and Colorado's harsh climate that threatens the mural. The restoration of this mural represents a victory for the [Chicano/a/x Community and preservationists](#) across Colorado.

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.



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 is 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*:

The Care for Colorado Coalition has joined with Do Colorado Right to amplify the message. RMGA has access to Care for Colorado assets such as stickers and flyers. Contact President [Mike Pearl](#) with your request for materials.

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. Check out the [website](https://www.colorado.com/do-colorado-right). <https://www.colorado.com/do-colorado-right>

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

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, September 13, 2023 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!

Resource at Denver International Airport (DEN)

Meeting groups and connecting them with their motorcoach at Denver International Airport – the third busiest airport in the world – can be a daunting task. The parking and ground transportation staff have a plan and some suggestions to ease our anxiety and make their job easier as well.

1. Inform the airport parking and ground transportation department of the group pick-up. At best, give them a week's notice. Copy and paste the following form into an email.

Name of Transportation Company: *[Company]*

Contact Name: *[Your Name]*

Phone Number Cell *[(XXX) XXX-XXXX]*

Name of Group: *[Tour Company]*

Date(s) of arrival: *[mm/dd/yyyy]*

Time(s) of arrival: *[X:XX am]*

Number of Passengers: *[14]*

Group's Destination in Colorado: *[Hotel Name and Location]*

Driver Name: *[Driver Name]* *[(XXX) XXX-XXXX]*

List requests for special accommodations:

Once the bus group has collected their bags and is completely ready to board... *[Contact Name]* will call the holding lot to have the "Checked In" *[Transportation Company]* bus dispatched to Door *[XXX]* Curbside when available.

Send the email to

Amy Rodie, Parking & Transportation Supervisor: amy.rodie@flydenver.com

And CC the email to

Jeffrey Freer, Commercial Transportation Supervisor: jeffrey.freer@flydenver.com

George Abraham, Commercial Transportation Supervisor: george.abraham@flydenver.com

Walker Sears, Commercial Transportation Supervisor: walker.sears@flydenver.com

2. For Baggage Carousels 1-9 (Terminal East), have the motorcoach dispatched to Door 515. For Baggage Carousels 10-19 (Terminal West), have the motorcoach dispatched to Door 502.
3. While your group is waiting for the motorcoach, set the luggage in a line about 5 feet from the curb. Then ask your passengers to stand behind the line of luggage. This spacing allows for pedestrians and airport staff to pass by your group easily.

Updated RMGA Logo



**ROCKY MOUNTAIN
GUIDES
ASSOCIATION**

Here is the updated RMGA Logo. It was created at the request of the Board of Directors by Dan Ginsberg. The Board approved the logo at its May 2023 meeting. Next, the Board will consider how it will appear on membership badges, Board Member business cards, stationery, the *Guide Line*, the RMGA website, and other uses.

Board of Directors Meetings

Tuesday, September 5, 2023 (6:00 pm)

Monday October 2, 2023 (6:00 pm)

Monday, November 6, 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, October 9, 2023 (6:00 pm) (Meeting via ZOOM and/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, November 13, 2023 (6:00 pm) (Meeting via ZOOM and/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