

VOL 26, NO 3

PRESIDENT'S LETTER

March 2018

Dear RMGA Members:

I want to take this opportunity to thank you for your membership in Rocky Mountain Guides Association. Your being a member of RMGA encourages my being a member.

Wow! I was blown away at Monday's meeting and program. The History Colorado Center certainly was gracious in their time and hospitality. The "100 Objects" exhibit is truly a gem we should be showing off to our guests. I'm delighted that the objects chosen were not of the "trite and true" category, so that visitors get diverse perspectives.

I represented you, RMGA members, at the biannual delegate meeting of the National Federation of Tourist Guide Associations February 21-23 in Philadelphia. Watch for my report in the April Newsletter.

Thanks for your time, effort, and expertise:

- Larry Foos and the Membership Committee for managing the renewal activities for 2018.
- Barbara Johnson, Treasurer, for her assistance in the renewal process.
- Tom Jensen and the Website Committee for preparing the RMGA site for 2018.
- Sherry Moon for revising the email blast address list.
- Dawn Nelsen and the Program Committee for an exciting year of monthly programs.

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 March 12th meeting and program, is the Bradford Washburn American Mountaineering Museum in Golden. Attendance at February's meeting/program was 27 – 22 members and 5 guests. I look forward to seeing 40 people Monday, March 12. The reward? Professional value for each RMGA Member and enhanced guest experience.

-Mike Pearl



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FROM THE EDITOR

Deadline for submissions for the April *Guide Line* is Wednesday, March 28.

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

1. Elvis Presley once flew in his private jet from Memphis to Denver's Stapleton Airport just for a sandwich. What did he order from the Colorado Gold Mine Company Steakhouse?
2. Who was Denver named after?
3. What was the object that convinced Denver City, Auraria, and St. Charles leaders to accept the name Denver?
4. During the Denver Broncos' AFL years, how was their win/loss record?
5. What is the longest continuous street in America?
6. Denver is one of the sunniest cities in the US, how many days does the city boast?
7. The city is proud of the Denver Performing Art Complex. How does it rank with other art complexes in the country?
8. What makes Colorado Rockies' Coors Field unique from the other ballparks in the nation?
9. What event brings beer drinkers and producers from all over the country to taste and compete?
10. True or false: Denver's bright blue sky is bluer than many other cities'.

Check your answers are on Page 10.

COMMITTEE UPDATES

Education Committee

Submitted by Michael Dulude, Education Chair

The RMGA Education Committee is looking for energetic members who have lots of creativity and like to think out of the box to bring new and exciting activities to our members. One of the activities I would like to have the committee address initially is membership-building strategies.

I have been able to set up very limited Hard Hat tours of the Gaylord Rockies project (\$850,000,000) which will have 1500 rooms and will function as a fully appointed destination resort. These initial tours were strictly limited as to number of participants, so the few RMGA members included will be sharing their experiences via the newsletter and/or in conversations with other members. We'll be looking to try and set up a full Fam tour at the Gaylord after the resort opens this this fall.

Looking forward to any and all input from the members as I am new at this job and would appreciate your support.

Michael R. Dulude, Education Chair RMGA [720.236.5345](tel:720.236.5345) mrdmela@gmail.com

Website Committee

Submitted by Tom Jensen

Tour Preparation Resources

Remember to check out the Members Only page for archived copies of the Guide Lines and previous programs. These are valuable resources as you prepare for your tours this year.

New information on your “member only” page includes the current membership roster, the February *Guide Line*, and both the January and February Program Reviews.

Access to “Members Only” page

On February 15th, members received an e-mail on how to access the “members only” page. If you cannot access the “Members Only” section, contact Larry Foos (303-979-7594) or Tom Jensen (303-968-0515).

Shortly after the beginning of each year, access to the “members only” pages of the RMGA website changes. This is done to ensure that only active members have access to this important resource. Access to the “Members Only” pages is only for current members. Please do not give the access to anyone. Direct them to a member of the website committee.

Public Relations Committee

Submitted by Tom Jensen

RMGA Flyers

The Public Relations Committee is working on two flyers to help promote the RMGA:

1. A brochure explaining the benefits of joining RMGA for prospective new members
2. A brochure to distribute to tour operators and other industry companies explaining the benefits of hiring an RMGA member

Thank you to those who have provided ideas for the brochures. Once the initial design is finished, it will be presented to the Board of Directors for final approval.

Colorado Tourism Office (CTO)

The Colorado Tourism Office is pleased to unveil the new and improved Colorado Tourism Industry Partners website at <http://industry.colorado.com/>. It's been rebuilt top to bottom to offer new social features, highlight industry events and provide easy navigation to far more informational content about CTO programs and opportunities.

The CTO has created two new channels to facilitate industry communication: the [Colorado Tourism Buzz](#) Facebook page and [Colorado Tourism Exchange](#) Facebook group.

Follow Colorado Tourism Buzz for the latest about CTO happenings, events and updates about what we're doing around the state or world.

Join the Colorado Tourism Exchange (you'll need approval for access) to interact with your tourism colleagues around the state to share news, post job openings and ask questions in a contained forum.

Colorado.com

The Rocky Mountain Guides Association is now listed on the Colorado.com website. Our listing describes the services offered by RMGA members to anyone visiting Colorado:

We're Colorado's only resource for professional tour guide services. Whether you require a step-on guide, walking guide, tour director, or foreign language-speaking guide, contact one of our independent tour guides or tour operators. Visit our website to "Find a Guide."

Potential visitors are directed to the RMGA website for additional information.



19TH ANNUAL DENVER & COLORADO TOURISM HALL OF FAME DINNER

WEDNESDAY, MARCH 14, 2018

For more information see: <https://www.denver.org/tourism-hall-of-fame/awards/hall-of-fame-dinner/>

Denver's \$5 billion tourism industry will honor some of its top leaders and innovators at the 19th Annual Tourism Industry Hall of Fame dinner on Wednesday, March 14, 2018 at the Seawell Ballroom at the Denver Performing Arts Complex.

Upcoming Industry Events



March VISIT DENVER C.H.A.T

4 pm - 5:30 pm

Earls Kitchen + Bar

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 how to RSVP.

TRAVEL & ADVENTURE SHOW®

Travel & Adventure Show Denver

March 24 and 25, 2018

Colorado Convention Center

More information: <https://travelshows.com/shows/denver/>

On both March 24 and 25, one of the speakers will be Rick Steves Travel Writer, Host of Rick Steves Europe and Travel with Rick Steves on European Travel Skills. Rick spoke at the 2017 Governor's Conference. RMGA members Mike Pearl, Eileen Pearl, Steve Kaverman, and I found him to be very educational and entertaining.

Other speakers include Russell Hannon, Phil Keoghan, Angel Castellanos, and Peter Greenberg.



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.

More information to come.



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.



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

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Rocky Mountain Guides Association

MARCH MEMBERSHIP MEETING

Submitted by Larry Foos

WHAT: RMGA MEMBERSHIP MEETING – Bradford Washburn American Mountaineering Museum

WHEN: March 12, 2018, 6:30 pm – Networking, 7:00 pm – Short Meeting, 7:15 pm – History and tour of the American Mountaineering Museum

WHERE: 710 10TH STREET, GOLDEN, CO 80401

PROGRAM: Susan Henley and her assistants will provide the history and tour of the Bradford Washburn American Mountaineering Museum.

FOOD: RMGA will provide the water.

DIRECTIONS: The museum is on the corner of Washington Avenue and 10th Street. East on I-70: Exit towards Hwy 58/Central City and take exit at Washington Ave. Go left, heading south on Washington Ave. Turn left after the speed detector onto 9th Street. Take the next right and an immediate right into the parking lot. From C-470/6th Avenue: Exit at 19th Street and go east/right. Turn left at Washington Avenue. After the bridge over Clear Creek, turn right at the light onto 10th Street. Take the next left (Jackson) and the parking lot is on your left. You can also turn right onto 9th Street.

PARKING: Go north on Washington Avenue to the first right turn after 10th Street and continue to the next right and an immediate right into the parking lot. There is a double door to enter the building and the lobby is a climbing wall. You can also turn right onto 10th street. Take the next left (Jackson) and the parking lot is on your left. You will be greeted by one of the tour guides.

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

GUEST FEES: 1st and 2nd Time Guest: Free, Third thru Fifth Times, Same Guest Visit is \$10 each time. Succeeding Times, Same Guest Must Join RMGA.

MEETING NIGHT CONTACT: Larry Foos – Cell Phone 720-581-3820.

APRIL MEMBERSHIP MEETING

The April business meeting will be held on Monday, May 9, Cherry Creek Shopping Center area.

MARCH and April BOARD OF DIRECTORS MEETINGS

Monday, March 5, 2018 2:00-4:00 pm

Monday, April 2, 2018 2:00-4:00 pm

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

All Members are welcome to attend.

FEBRUARY MEMBERSHIP MEETING NOTES

Submitted by Nancy Brueggeman

RMGA – Membership Meeting – History Colorado Center - February 12, 2018

Program Chair, Dawn Nelsen, introduced **Jason Hanson, Chief Creative Officer & Director of Interpretation and Research for History Colorado**. Jason has been with History Colorado full-time for two years. He was with CU Boulder as research faculty and worked with the current state historian, Patty Limerick. His focus there was on oil shale, fracking, and water. He came to History Colorado as Patty's envoy and stayed.

History Colorado has had many changes over the past two years:

- New Board of Directors
 - New Executive Director
 - New Chief Creative Officer & Director of Interpretation and Research – who oversees exhibits and collections
 - There is a staff of 100 throughout all the museums in the state (Emily Poish is the volunteer coordinator)
1. A new exhibit opening on the Rockies baseball home opener on April 7th called **“Play Ball – Celebration of America's Game”** will have the baseball collection of a local baseball fan. This collection is reported to be second only to the Baseball Hall of Fame collection in Cooperstown, New York. This exhibit will stay open as long as the Rockies are playing baseball this year (i.e., if they make the playoffs or the World Series). About 10% of the collection is at HC now. A bit of trivia – the first baseball game played in Denver was in 1862!
 2. Legorado – “create your state” will allow the public to have the opportunity to build Legos to create a version of Colorado

Then on to **Zoom In – the Centennial State in 100 objects** - This tour took 14 months to prepare and sponsored by **Colorado State University** (CSU). The gallery itself was sponsored by a grant from the **Boettcher Foundation**. This exhibit is a “core” long-term exhibit and Jason expects these items to be on display for at least six years. There is no Sand Creek information here at this time – there will be a special exhibit coming later. Also, there is no KKK artifact in this exhibit. Only 10 of the items are on loan, the other 90 are owned by HC

For additional information and the complete write-up, visit the Members Only page on RMGA's website

ANSWERS TO TRIVIA QUESTIONS from Page 2

He ordered 22 Fool's Gold Loafs, a sandwich containing a jar of peanut butter, a jar of grape jelly and one pound of bacon for him and his friends. They dined on the sandwiches with champagne and then returned home; **2.** Denver was named after Kansas Territorial Governor James Denver in hopes of gaining political favor, but by the time the town was named Governor Denver had retired. **3.** It wasn't difficult to convince others to name the city after they shared barrel of whiskey. **4.** the Broncos had the worst record of any AFL team, however, they were also the first AFL team to beat an NFL team; **5.** At just over 26 miles long, Colfax Avenue; **6.** 300 annual days with some sunshine each year; **7.** It is the 2nd largest performing arts center in the world next to Lincoln Center in NYC; **8.** It is one of the best ballparks in the nation for home runs, the field has twice broken the record for major league home runs hit in a single ballpark in one season; **9.** Denver is home to the Great American Beer Festival, the American brewing industry's top beer event; **10.** True, because of Denver's elevation, the air has less water vapor than it would at a lower altitude, making for a gorgeous sky!

THIS AND THAT

National Park Service Entrance Fee Update

Submitted by Mike Pearl

The National Park Service (NPS) closed the period for public comment regarding the entrance fee proposal on December 22, 2017. The NPS decision regarding the entrance fee increases is forthcoming. Monitor developments on the [NPS website](#).

RMGA GOALS FOR 2018

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.
- **Attend programs/meetings.** The larger the attendance at the monthly events, the more knowledgeable and professional we all become.
- **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.

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 March 2018 is

A professional tourist guide dresses appropriately for the type of tour being conducted.

At first glance, this Standard seems straightforward. The guide conducting a hiking tour would likely be dressed in active-wear and shoes. The layer of “appropriateness” for such a physical activity would likely be “nice,” i.e., “professional.” Lesser levels of appropriateness would likely be “not as nice,” i.e., “shoddy,” or “crude.”

Personal appearance and grooming for a professional tourist guide speaks the loudest. Even before a tourist guide speaks, the guest has already formed an opinion about the guide (and the tour) just by what they see. First impressions (“judging the book by its cover”) makes all the difference in whether the tour will be a success.

There are numerous websites, magazine articles, and whole books written about professional grooming: hair styles, quality of clothing fabric and construction, bathing, body hair, etc. Learn from them.

Wardrobe choice can be difficult. A catchy hat or accessory can set you apart from the group as the leader. Yet, an item of poor quality, unfinished appearance, or crumpled look can detract from the tourist guide’s credibility. A particular accessory can be either an indication of a nod to local customs, or just a “gimmick.” The discerning guest will know the difference by how other locals react.

The point is to make a clean and crisp personal appearance on the guest’s first view. The guide must project credibility as a manager of a group of people, as well as knowledgeable about the facts of the location. AND maintain professional credibility with the group as the tour continues, but be able to project the “first impression” at each venue or attraction along the way.

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		
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Hospitality	Ginny Gelbach	303-906-3842
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