

VOL 29, No 2

President's Message

Submitted by Mike Pearl, President

Like many businesses and organizations, the COVID-19 Pandemic is negatively affecting Rocky Mountain Guides Association. Methods of operation that were successful in the past are no longer viable. Long-time members are retiring or otherwise exiting from the industry due to the lack of business, leaving more recent members to take up the leadership mantle. RMGA members need to determine in what ways the organization is beneficial to them, then join to actualize that vision.

RMGA Members, please email your ideas and thoughts about the future direction of the organization to rmgapresident@rockymountaintourguides.com.

Members are encouraged to volunteer to lead these committees:

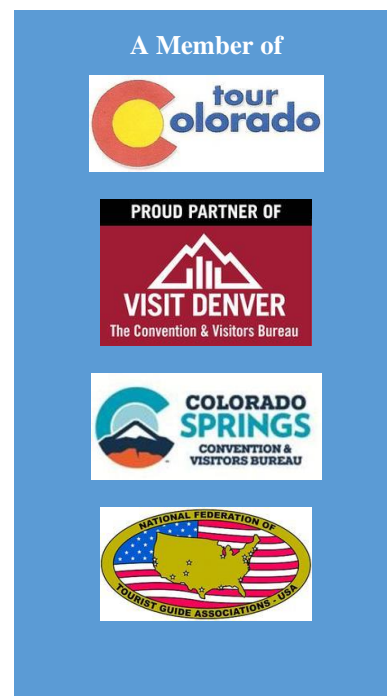
- Certification (Must have the RMGA Colorado Certification)
- Email Blasts

The Board of Directors is seeking a member to act as Secretary through May 31. Contact any Board member with your interest.

Thanks for attending the January RMGA meeting online. I appreciate your navigating the technology to join in. Meg Poole, Program Coordinator for the Colorado Springs Pioneers Museum, gave a delightful presentation. She was very appreciative of RMGA Members' interest and questions. Tom Jensen's computer skills kept us all connected. (Thanks, Tom!) J. Mark Blaising's outreach is resulting in some wonderful programs from around the state (Thanks, Mark!)

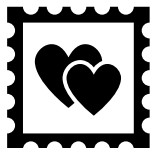
You know Colorado is home to three National Heritage areas: Cache la Poudre River, South Park, and Sangre de Cristo. They boast the natural beauty, activities, and Western history Colorado is known for, while also representing Colorado's many contributions to our [PURPOSE](#) nation's diverse ancestry. The areas have launched a combined awareness brand "Colorado's Heritage Journey." Check out their [website](#) and Facebook [page](#).

February 2021



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Adrian Swenson submitted the following with **Valentine's Day** in mind:
"Sealing something 'with a kiss' became a popular practice during medieval times, when most people were illiterate. Someone who could not sign his name on a contract could instead draw an X and then kiss the mark to make it legally binding. That's why the xs in xoxo stand for kisses."

FROM THE EDITOR

Deadline for submissions for the March *Guide Line* is **Thursday, February 25**.

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.

COMMITTEE UPDATES

Membership Committee

Submitted by Mike Pearl, Membership Committee Chair

Membership Renewal

Renewal season has closed. As of January 28, RMGA has received renewals in these numbers:

- Individual Member (Associate or Professional): 18
- Business Member: 4
- Friend Member: 2
- Retired Member: 8

Membership Year 2020 closed with enrollment:

- Individual Member (Associate or Professional): 41
- Business Member: 16
- Friend Member: 6
- Retired Member: 6

The Membership Committee will be personally contacting those who have not renewed to verify their intentions. Any Members wanting to assist the committee in this outreach should contact Membership Committee Chair [Mike Pearl](#). The outreach activity will occur during the first week of February.

Members are encouraged to invite their guide colleagues into RMGA. Membership Fees for 2021

- Individual Member (Associate or Professional) Fee – \$30.00
- Business Fee – \$36.00
- Friend Fee – \$15.00
- Retired Fee – \$15.00

Membership application forms are available [online](#).

Liability Insurance

Liability insurance for guides is available for 2021 at \$98.00. Send payment to Treasurer Wendy Pickering by February 15, 2021. Coverage will begin upon receipt at NFTGA. There is no proration of premium for partial year coverage. Wendy reports that 7 members are participating in the insurance program, so far, for 2021. For more information, contact Treasurer [Wendy Pickering](#) 217-621-1960.

Nominations Committee

Submitted by Mike Pearl, Nominations Committee Chair

Nominations for Officers for the 2021-22 term of office will be presented at the regularly scheduled meeting of Members, March 8, 2021. Elections for officers will be held at the regularly scheduled Annual Meeting of Members, April 12, 2021. These elected Officers will begin their terms June 1, 2021.

For more information, contact Nominations Committee Chair [Mike Pearl](#).

Program Committee

Submitted by J. Mark Blaising, Program Committee Chair

WHAT: RMGA February Members Meeting

WHEN: February 8, 2021

6:00pm – Networking

6:30pm – Short Meeting

6:45pm – Program:

WHERE: via Zoom

PROGRAM: Welcome to the Land of Love!

Join Chris Bierdeman and his team for an exploration of Loveland. With a name like Loveland, anytime is a sweet time to visit. Loveland earned the Sweetheart City designation because of its international recognition for the 73-year-old Valentine Re-mailing Program that sends hundreds of thousands of cards all around the world each year for the holiday. So whether it's Valentine's Day or any other day you want to express your love, join us in Loveland to lock your love on one of the nation's largest LOVE lock sculptures! Nestled in the foothills of the mountains just 45 minutes north of Denver, Loveland is hailed as the Gateway to Estes Park and Rocky Mountain National Park and is the perfect basecamp for northern Colorado and western US adventures.

REFRESHMENT: your call

DIRECTIONS: To Join the Meeting click on this link or copy it to your browser: . You may start to join the meeting at 5:50 pm. click on "Join" in the invitation, enter the necessary codes, and wait to be admitted.

PARKING: Your garage, driveway, or curbside.

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

CONTACT: J. Mark Blaising, Program Chair 303-830-8440 (voice) 303-263-8647 (text)

Public Relations Committee

Submitted by Tom Jensen.

Third in a Series on the history of RMGA written for the RMGA 20th Anniversary in 2013; originally published in December, 2012.

AN RMGA MEETING... BUT WHEN WAS IT HELD?

When was a guide association meeting held at the Denver Hilton South, Denver Technological Center (DTC)? There were thirty members present! The agenda covered and discussed at the meeting included:

- Three Educational FAMS planned in the coming months
- Steering Committee Report
- Fill out goals and guidelines forms
- Upcoming Election
- Meetings/FAMS
- Publicity
- Finance
- Report: International Tour Guide Day (February)
- Report: National Convention Committee to plan national convention in Denver next year
- Report: Committee to work with other organizations – currently Historic Denver
- A geological coach trip coming up in April
- Discussion: What do DMCs look for in Guides and Guide Management Systems
- Report on upcoming national convention in Boston (7 members to attend)
- Committee Chair Reports: Professional Development/Education
- Public Affairs
- Newsletter
- Membership/Nominating Committee
- News note: A peak in the Sangre de Cristos named for the shuttle Challenger. This peak can be seen from the Sand Dunes.

“...there is lots of enthusiasm and involvement...”

The above report is taken from a Rocky Mountain Chapter/Professional Guides Association of America meeting in February, 1990. The RMC/PGAA existed several years before the Rocky Mountain Guides Association was incorporated in May 1993. At the very first meeting of RMGA, several people many of us know were present, including Douglas Bowen, Sid Wilson, Kay Willson, the late Abbott Fay (author of **I Never Knew That About Colorado**), Don Fox, Marilyn Kinnie, Ruby Ellen Hale, Joan Fitch, Cheryl Sadler, The Arrangers, Elaine Wieser, Sandy McCormick, and others. In July, 1993, Dick Schwendinger had signed up—a member and friend to many of us until his passing just a few years ago. Lynette Hinings-Marshall attended the first RMGA meeting as owner of the International Guide Academy. Frank Slater (current IGA owner) joined the Association the following month.

Mary Thompson, RMGA Vice-President [Mary passed away in 2014]

RMGA Facebook Group



T

The RMGA Facebook group at <https://www.facebook.com/groups/RMGASoc> is active once again. Members can post an item of interest to share with the other members. Perhaps it is a photo from your last tour, fall colors in the Rockies, a shot of you quarantining at your kitchen table, or a pet that has become part of your family. This will be a quicker way to communicate among members.

Website Committee

Submitted by Tom Jensen

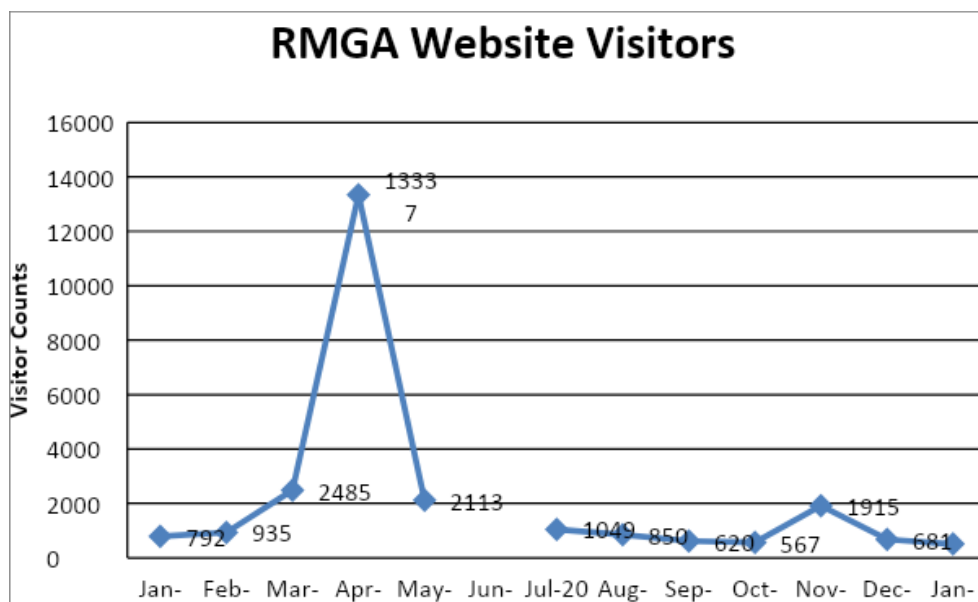
What's New on the Members Only Page?

These updates have been made to the website since the January report:

- *Sent copy of emails addressed to rmgacommunications to personal email accounts*
- *Added 2021 to directory of Guide Line*
- *Uploaded January Guide Line*
- *Started gathering information to make changes to Find-a-Guide Profiles and links*
- *Uploaded New Individual Member application*
- *Uploaded New Business Member application*
- *Deleted former members from the RMGA Communications address book*
- *Added February Member Program Announcement*
- *Added March Member Program Announcement*

Monthly Visitors to the RMGA Website

The monthly visitor to our website remains constant. Through January 26th, the number of hits was 509.



E-mail distribution

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.

Upcoming Industry Events
Submitted by Tom Jensen
Upcoming Industry Events



VISIT DENVER C.H.A.T.

Watch your e-mail for information on the February C.H.A.T.

WEBINAR: VISIT DENVER Industry Update
9:00 AM - 10:00 AM Feb 11, 2021
(General)

Hear from President & CEO, Richard Scharf, and VISIT DENVER's Leadership Team to learn about current updates, conditions, travel research, programs and other ways VISIT DENVER is supporting our partners and our destination.

Register Here: https://zoom.us/webinar/register/WN_TEcV0Z-bRHeGybWwDE-ZiA



2021 Colorado Governor's Tourism Conference

The 2021 Governor's Colorado Tourism Conference will be held Sept. 22–24 at the Westin Snowmass Resort. Continue to check Guide Line for additional information.

Organization Activities

Submitted by Mike Pearl, President

Guide Resources Update

On the Members Resource page of the RMGA website, two documents have been updated. Located in the Tour Operation Resources section, “Passenger Loading Zones” and “Coach Parking Possibilities” were accurate as of July 15, 2016. David White, with assistance from Adrian Swenson, has revised the information on the two documents and has combined them into one convenient and easy-to-follow version.

Watch for the updated document to be posted on the RMGA website. “Thank you” to David and Adrian for their research and revision and to Webmaster Tom Jensen for the posting.

David and Adrian welcome responses from RMGA regarding the information in the document and its format.

International Tourist Guide Day

A project of the World Federation of Tourist Guides Associations (WFTGA), World Tourist Guide Day occurs February 21, 2021. RMGA is collaborating with the National Federation of Tour Guides Associations (NFTGA-USA) with activities to mark the day. NFTGA will host a webinar/virtual conference for guides 10:00 am-1:00 pm (MST). The theme is “Guides as Cultural Ambassadors.” Guides from across the US will present as well as panelists from the U.K., Turkey, Italy, and Costa Rica. Watch for notices about registration. There is no cost for the event.

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>.

NFTGA Leadership Meetings and Tourism

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 (including a member-written quarterly newsletter the *National Standard*) from NFTGA via our email Blast system.

President Ellen Malasky has been hosting monthly virtual meetings of representatives of the local associations because of the COVID-19 situation. I have been attending these virtual meetings to represent RMGA. The latest meeting occurred January 27, 2021:

- “Good for Guides” initiative – Methods to assist guides with booking cancellations. A webinar about the initiative will be held February 10, 2021. See <https://www.goodforguides.com/>
- World Tourist Guide Day webinar, February 21, 2021.
- The World Federation of Tourist Guide Associations is hosting a virtual world-wide conference March 4-6, 2021. See <http://www.wftga.org/>. Watch for registration information.
- The Guides Association of New York City is presenting their “Apple” Awards February 22, 2021 via a virtual platform. Looks like a lot of fun. See: <https://www.ganyc.org/2020-ganyc-apple-awards> for a review of the 2020 awards and to register for 2021.
- Destination Capitol Hill, sponsored by the US Travel Association, is set for March 17, 2021. It is a virtual event this year. All RMGA members should meet with the Colorado Delegation to promote tourism. See: <https://www.ustravel.org/events/DCH> to register. The event is free.

To see resources for tour guides, go to NFTGA’s [Guide Resources](#).

FEBRUARY MEMBERS MEETING (Virtual)

Submitted by J. Mark Blaising, Program Committee Chair

WHAT: RMGA February Members Meeting

WHEN: February 8, 2021

6:00pm – Networking

6:30pm – Short Meeting

6:45pm – Program:

WHERE: via Zoom

PROGRAM: Welcome to the Land of Love!

Join Chris Bierdeman and his team for an exploration of Loveland. With a name like Loveland, anytime is a sweet time to visit. Loveland earned the Sweetheart City designation because of its international recognition for the 73-year-old Valentine Re-mailing Program that sends hundreds of thousands of cards all around the world each year for the holiday. So whether it's Valentine's Day or any other day you want to express your love, join us in Loveland to lock your love on one of the nation's largest LOVE lock sculptures! Nestled in the foothills of the mountains just 45 minutes north of Denver, Loveland is hailed as the Gateway to Estes Park and Rocky Mountain National Park and is the perfect basecamp for northern Colorado and western US adventures.

REFRESHMENT: your call

DIRECTIONS: To Join the Meeting click on this link or copy it to your browser: . You may start to join the meeting at 5:50 pm. click on "Join" in the invitation, enter the necessary codes, and wait to be admitted.

PARKING: Your garage, driveway, or curbside.

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

CONTACT: J. Mark Blaising, Program Chair 303-830-8440 (voice) 303-263-8647 (text)

Board of Directors Meetings

Monday, February 1, 2021 (10:00 am)

Monday, March 1, 2021 (10:00 am)

(Meetings via ZOOM; email Webmaster Committee Co-Chair [Tom Jensen](#) for an invitation)

All Members are welcome and invited to attend.

MEMBERS MEETINGS

Monday, February 8, 2021 (6:30 pm)

Monday, March 8, 2021 (6:30 pm)

(Meetings via ZOOM; an invitation to attend will be emailed to Members)

MARCH MEMBERS MEETING PREVIEW

Submitted by J. Mark Blaising, Program Committee Chair

WHEN: March 8, 2021

6:00pm – Networking

6:30pm – Short Meeting

6:45pm – Program:

WHERE: via Zoom

PROGRAM: Explore Pueblo: Our mild winters and sunshine make us a great location for you to get reacquainted with your wanderlust spirit. Join the many walkers on the Historical Arkansas Riverwalk and learn how this has become the focal point of our community. Enjoy rich historical architecture and an evening stroll in Neon Alley. Shop our wide range of eclectic stores on Union Avenue. Learn how this area of the west was settled, or how Pueblo has become the Home of Heroes, in one of our engaging museums. Make a stop at one of our 5th generation farm stands, with produce right from the field and home-baked goods. Take a scenic drive to Lake Pueblo for bird watching and stop by the Raptor Center to view birds of prey that are rehabilitated and released back into the wild. No visit would be complete without eating at one of our culturally diverse eating establishments where the families of immigrants who came to work at the steel mill continue their cuisine traditions. Let Pueblo be your hub for venturing out to other great attractions such as the Royal Gorge in Canon City or Old Ben's Fort in La Junta. Join Linda Lutz from the Visit Pueblo Convention & Visitor's Bureau and her team as they invite us to experience the flavor of Pueblo.

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		
Treasurer	Wendy Pickering	217-621-1960
Director-at-Large	David White	303-868-0023

Committee Chairpersons		
Certification		
Education	David White	303-868-0023
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
Email Blasts	Tom Jensen	303-968-0515
Nominations	Mike Pearl	303-868-0023
Website	Tom Jensen	303-968-0515