

VOL 31, No 3

March 2023

President's Message

Submitted by Mike Pearl, President

The February Program and Meeting led by Kyle Patterson, Management Specialist/Public Affairs Officer at Rocky Mountain National Park, was highly informative. She talked about the park's attendance for 2022 and projections for 2023; the status of maintenance projects; and plans for the future as park attendance continues to grow. She also encouraged RMGA members to download and explore the National Park Service app.

Member Steve Kaverman's January presentation describing the plight of the Colorado River continues to resonate. The Boulder International Film Festival (March 2-5) will screen *A River Out of Time*, a documentary which chronicles the 2019 commemorative recreation of John Wesley Powell's 1869 expedition of the Green and Colorado Rivers. The March 2023 issue of 5280 magazine features a series of short articles entitled "When Will the Water Run Out?" on the dwindling Centennial State water resources beginning on page 86. The topic of Colorado water seems to be top of mind right now.

The April program/meeting – and RMGA's Annual Meeting – will be held in person at the offices of RMGA member business VISIT Aurora Monday evening, April 10 on the second floor of the Stanley Marketplace in Aurora. We will hold elections for next year's RMGA officers at the meeting. Make plans now to attend.

Swapping books and resource materials at in-person monthly meetings is proving popular. The tub of materials will be available at future meetings. Bring books and pamphlets that you would like to share with other members. Leave one, take one. Talking about research and swapping materials is a great way to bond during any of our meetings.

RMGA members need 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 April 2023 *Guide Line* is **Wednesday, March 29**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at rmgaeditor@rockymountaintourguides.com. If anyone has photos to share, please send them along with either a short description and/or names.

COMMITTEE UPDATES

Communications Committee

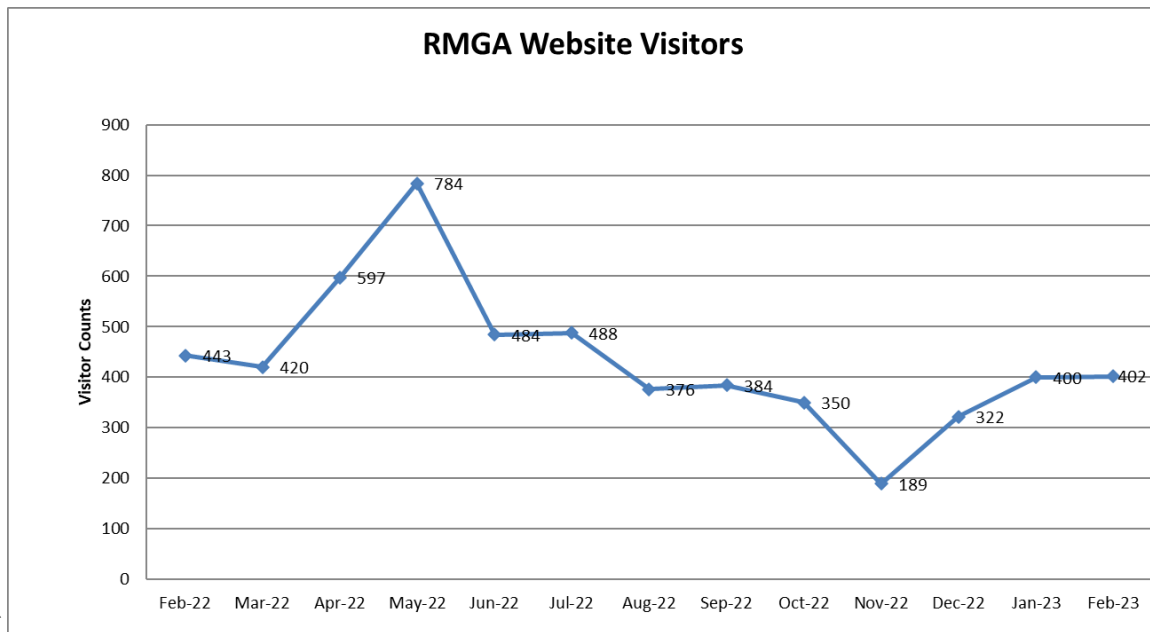
Submitted by Tom Jensen, Communications Committee Chair

What's New on the Website?

- February Guide Line
- February Member Roster
- Member Survey Results 2022 (Mike Pearl, Author)
- Notes from 2023 NFTGA Conference (Mike Pearl, Author)
- Added an additional year of experience to each of the profiles
- Added a profile for new member Samantha Wood (Rocky Mountain Food Tour) with appropriate indexing
- Removed persons and businesses from the "Find-a-Guide" grids who are no longer members
- General clean-up of grid to make it easier to read.

Monthly Visitors to the RMGA Website

As of February 26th, the RMGA website had 402 visitors for the month. The number of visitors continues to increase since the November low.



RMGA just renewed our contract with Rick's Cheap Domains for another two years. Rick's houses our website, provides our email service and secures our two domains. I believe Rick's is a good value for our site. In addition, Rick's provides excellent support whenever we have website issues. You are encouraged to invite others to be a member of RMGA so that we can continue improve our site.

What's Coming Up

Access to Members Only Page – Soon members will receive the new access code and instructions for the Members Only page. On this page you will discover archived copies of the Guide Line, Program reviews, FAM trip reviews, and governing documents.

Profile Update – Profiles from people who did not renew have been removed. A year will be added to the "Years Experience" category. If you have changes to your Profile, send them to rmgawebsite@rockymountaintourguides.com. People renewing after February 1st will have to resubmit the categories to which their profile is linked.

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@rockyountaintourguides.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

- Added information on February meeting

- Approved postings submitted by members -- Colorado River issues, new architectural tours, exciting new buildings, and BLM land exchanges.
- Posted information on tourism topics

Be sure to post your travel stuff on the Facebook account.



RMGA

Be sure to join the our Facebook page <https://www.facebook.com/groups/RMGAssoc>. You'll find postings of upcoming events, industry happenings, and photos. All members are welcome send in their pictures or posting. If you are a member already, be sure to like the postings. This increases the number of people who can view our site.

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.

Of the 39 members needing to renew membership, 30 did renew, which is a membership decrease of 23%. Offsetting that decrease is that 2 memberships were carried over from 2022 and one previous member returned to membership.

RMGA's membership stands at 42 members: Professional-20; Business-5; 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

Nominations are being sought for the offices of President, Vice President, Secretary, Treasurer, and Director-at-Large. When a member of the Nominations Committee contacts you about serving as an officer for the 2023-2024 term of office, please give serious thought to that request. Better yet, contact a current Officer with your interest. Nominations will be announced at the March Program/Meeting. Elections will be held at April's Annual Meeting. Officers begin their term June 1.

Program Committee

Submitted by Mike Pearl

The March program will feature Mitch Bach, co-founder of [TripSchool](#) in Brooklyn, NY. He will provide a talk on how to use information technology (you know, computer stuff) to enhance the tour experience for your guests. This is a shortened version of the talk he gave at the National Federation of Tour Guides Conference in San Antonio last month. We are very fortunate that his schedule allows him to join us. Even if you're not that "tech savvy" there are some things you can do with technology that will enhance your guests' tour experience – and maybe increase your tips!

The March Program/Meeting will be held March 13, 2023. **Please note this time change:** The ZOOM meeting will open at 5:45 pm to admit participants, at 6:15 pm the program will begin, at 7:30 pm the business meeting will begin followed by networking. Watch your email for an invitation.

Mitch Bach has been a tour guide ever since his first year as a university student at the University of Paris-Sorbonne. He has led group tours around the world for 18 years. Before TripSchool he became a sought-after consultant and trainer, running company trainings and seminars for tour companies like Disney, Globus, G Adventures/Travelsphere, Worldstrides and EF Tours, among dozens of others. He's spoken at conferences internationally like IATDG and Arival. He's also the author of four popular guidebooks.

The TripSchool offers lifelong learning opportunities for the travel professional, both online and in-person, from tour guide training and tour director certification to tour business coaching and consulting.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair

This article is used by permission from Leah Charney. It originally appeared in the Winter 2023 edition of the Historic Denver News



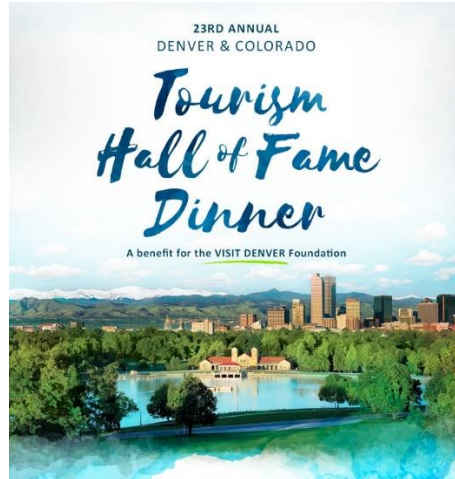
Colorado Governor's Tourism Conference

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



Wednesday, March 8, 2023
The Mission Ballroom

5:00 - 6:30 p.m.
Silent Auction, Cocktails, Hors D'oeuvres

6:30 - 9:00 p.m.
Tourism Star Awards, Dinner
Hall of Fame Induction Ceremony

Patron Table: \$5,000
Corporate Table: \$4,500
Premier Seating for Two: \$1,500
Individual Ticket: \$275

REGISTER NOW

<https://www.denver.org/foundation/tourism-hall-of-fame/register/>

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.

RMGA Member Survey

Submitted by Mike Pearl, President

At the request of members, the Board of Directors conducted a survey of the professional members regarding their tour activities for the 2022 season. The brief survey sought information about the types and frequency of tours that members gave and ranges of pay members received for their services. The purpose of the survey is to describe the status of the profession in the Rocky Mountain region by statistical means. Responses have been submitted and will now be tabulated. One example:

Of the 25 members eligible to respond to the survey, 11 did respond for a 44% rate of return. Of the 11 respondents, 8 (73% of those responding) led half-day or partial day step-on tours during 2022. These tours were primarily of 3-4 hours in length for large groups of 15-54 people. 3 respondents reported receiving payment of \$200-\$249, another 3 reported receiving \$100-149, while 1 at \$150-\$199 and one at less than \$100. Even though length of the partial day tour and the number of guests remained fairly stable among the respondents, the rates of pay varied widely.

The complete results are available on the RMGA Members Only web 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 has become 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*:



As we prepare for the summer tourist season, it's good to get a refresher on the concepts that make up Care for Colorado. Check out this video describing "Trash the Trash" produced by The Care for Colorado Coalition

<https://www.colorado.com/videos/care-colorado-trash-trash>

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

What Are Our Guests Learning about Colorado?

Have you ever wondered about the advertising messages about Colorado that are sent to other areas? It's prudent to be aware of those messages, because they set guest expectations. Here's one about Boulder, "Watch: Boulder's Top Must-Sees"

<https://www.colorado.com/videos/watch-boulders-top-must-sees>, produced by the Colorado Tourism Office.

Here's a video about Denver, "History & Heritage in Denver's LoDo Neighborhood"

<https://youtu.be/QVOo27TLmTY>, produced by VISIT Denver.

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

Colorado Concierge Training and Certification

[Colorado Concierge Training](#) is a free certification for frontline workers to become Colorado experts and grow their Colorado-style hospitality. The training is online at BeAColoradoConcierge.com. You can also download the app from [Google Play](#) or the [Apple App Store](#).

The training includes seven modules:

- Colorado Essentials
- The Care for Colorado Principles
- Colorado's Eight Travel Regions
- Colorado-Style Customer Service
- Colorado Traveler Safety
- Hunting & Fishing
- Inclusive Colorado Culture

Certified businesses, organizations, and individuals also receive the benefits outlined at <https://oedit.colorado.gov/colorado-concierge-training-and-certification>

Which RMGA members have attained Colorado Concierge Certification? What are your impressions of the program? 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, March 9 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!

BOARD OF DIRECTORS MEETINGS

Monday, March 6, 2023 (6:00 pm)

Monday April 3, 2023 (6:00 pm)

Monday, May 1, 2023 (6:00 pm)

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

All Members are welcome and invited to attend.

MEMBERS MEETINGS

The second Monday of January, February, March, April, May, October, November, December

Monday, March 13, 2023 (6:00 pm) (Meeting via ZOOM: **Mitch Bach, TripSchool**; an invitation to attend is emailed to Members, who are encouraged to forward the invitation to prospective members.)

Monday, April 10, 2023 (6:00 pm) Annual Meeting (In person: election of officers for 2023-2024. Watch for details; an invitation to attend is emailed to Members, who are encouraged to forward the invitation to prospective members.)

Monday, May 8, 2023 (6:00 pm) (Meeting via ZOOM 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	David White	720-217-8643

Committee Chairpersons		
Certification		
Communications	Tom Jensen	303-968-0515
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
Nominations	Mike Pearl	303-868-0023