

VOL 25, NO 10

PRESIDENT'S LETTER

December 2017

Dear RMGA Members:

At the end of the year, we generally pause to reflect upon the events of our lives during the previous year and take stock. Then we set up our resolutions for the next year.

In this issue of the *Guide Line* you'll find articles reviewing the activities of Rocky Mountain Guides Association in 2017. Reflect with me on whether RMGA is behaving in the ways we all expect it to do. Together we'll make whatever corrections are necessary.

Member attendance at the November meeting was gratifying. There were more than enough members present to elect officers. And such a large contingent showed Jayla Poppleton, Executive Director of Water Education Colorado (WEC), that RMGA appreciates her time and expertise.

One of the benefits of membership in RMGA is being able to purchase liability insurance at a reasonable cost. Barbara Johnson, RMGA's Treasurer, coordinates the insurance program. Please pay attention to her announcements in the *Guide Line* and email blasts so you don't miss out on enrolling.

Membership renewal occurs in January. Larry Foos, Membership Chairperson, is coordinating the effort. Yet, Larry and the Membership Committee have been enrolling new members into RMGA in October and November. Make sure to welcome those new members. I, for one, am eager to learn the latest practices that they bring to RMGA.

I am proud to be a member of Rocky Mountain Guides Association. Members show me just how competent and professional they are, which makes me a better guide. I hope the same feeling is true for all RMGA members.

Please use the *Guide Line* to share some of your tour experiences so that we can all learn. Email your submissions to the Editor, [Eileen Pearl](#).

I look forward to seeing 75% of members (70) in December. 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 January *Guide Line* is Wednesday, December 27.

COLORADO TRIVIA, submitted by Sherry Moon, returns for the second month. This will likely be an ongoing feature of *Guide Line*. Questions are below, and Answers are listed elsewhere in this *Guide Line*.

COLORADO TRIVIA

Submitted by Sherry Moon

As Rocky Mountain guides, we know a lot about our state. So, let's just see if you know any of these:

1. What candidate for the U.S. vice presidency was attacked with a broken pole in a Colorado town?
2. Where did Kit Carson die?
3. Who was the last territorial governor?
4. What special school opened its doors in Denver in 1916?
5. How long did Colorado remain the newest state in the United States?

Check your answers on Page 7.

TREASURER'S NEWS – NFTGA INSURANCE

Submitted by Barbara Johnson

As members of RMGA, we have been given the opportunity through the NFTGA (National Federation of Tourist Guide Associations) to obtain Personal Liability Insurance. Many of our members already carry this insurance. It is that time of year now to renew or apply for insurance for 2018. NFTGA's agent has confirmed a price of \$86 for the 2018 insurance, (the same amount as last year, and the terms of the policy are unchanged also).

If you are interested in Personal Liability Insurance coverage I will need to have your payment of \$86.00 no later than December 30, 2017. (I will be sending notification to NFTGA the first week of January with the list of people who have paid).

** Please include your name, address, e-mail address and phone number for NFTGA's records with your payment. Your check for \$86 must be made payable to "RMGA." (Please do not address to me). I will also accept checks at the Holiday Meeting on Monday, Dec. 11.

Please watch your email for the official RMGA announcement of this opportunity including the 3 attachments for more information, and hopefully answers to your questions (including the contact name and email address of the NFTGA Treasurer). Our members agree that being able to purchase this insurance through RMGA is one of the best benefits to being a member.

COMMITTEE UPDATES

Education Committee

Submitted by Mike Pearl

Committee Position Available

The Chairman of the Education Committee also serves as the President of RMGA. The numerous tasks required of the president on behalf of RMGA are leaving little time for coordinating with members to identify and arrange FAMS. Members available to take over as Chairman of the Education Committee are urged to contact RMGA President [Mike Pearl](#).

2017 Review

A Seminar and three Familiarization tours were conducted in 2017. Coordinators and attendance are listed in parenthesis:

- February 20 – Seminar: Leading a Successful and Safe Group Tour (Mike Pearl, 8)
- March 22 – Brewery, Distillery, Winery Tour (Rick Tyson, 10)
- May 30 – Leadville Day Trip (Lily Ewing, 14)
- October 18 – A Walking Tour of Globeville (Mary Lou Egan, 14)

Reviews of each event are published in the Members Resources section of the RMGA website.

2018 FAM Activities

As of November 26, the Education Committee has received no offers of Familiarization Tours for 2018. All Professional and Associate Members are eligible to set up a FAM for the benefit of the organization.

The Education Committee presents a full slate of FAM Tours for the year at the January Board of Directors Meeting for approval. The Committee is looking to present one multi-day FAM and two one-day FAMs during 2018. The committee is eager to hear from members soon, as January is fast approaching.

Planning and running a FAM Tour is a wonderful opportunity for RMGA members to hone their skills. FAM Planners learn by collaborating with their colleagues and by researching venues. They add to their professional contacts by meeting the people affiliated with the venue. Often, FAM Planners enjoy unique experiences that, in turn, they use to inform the tours they lead.

Keeping abreast of attractions and information is the responsibility of every professional. Without Familiarization Tours and similar activities, there can be no learning among RMGA member/professionals. Without RMGA member/professionals “stepping up” or “leaning in”, there can be no Familiarization Tours and similar activities.

To offer your ideas, no matter how modest or grandiose, contact the Chairman of the Education Committee, [Mike Pearl](#).

Nominating Committee

Submitted by Larry Foos, Nomination Committee Chairman

CONGRATULATIONS TO THE 2018 RMGA Officers/Directors!!

The elected 2018 RMGA Officers/Directors are **President**, Mike Pearl; **Vice-President**, Sherry Moon; **Secretary**, Nancy Brueggeman; **Treasurer**, Barbara Johnson; and **Director-at-Large**, Larry Foos. The vote was unanimous. The RMGA Annual Membership Meeting, November 13, 2017 program, was held at the Colorado Foundation for Water Education.

Public Relations Committee

Submitted by Tom Jensen

“Denver is honored to be the host for IPW, May 19-23, 2018,” said Richard Scharf, president & CEO of VISIT DENVER.

Check out the video: <https://vimeo.com/230216545>

There will be opportunities to volunteer for IPW. The Volunteer registration for IPW 2018 will open in January 2018.

From the Denver Architectural Foundation / Doors Open Denver

Please mark your calendars for Doors Open Denver 2018: September 22 + 23, and we look forward to seeing you soon. Happy adventuring!

President’s End-of-Year Review

Board of Directors Meetings: 9

Meeting/Programs: 8

Guide Line Published: 10 issues

Website: Updates completed; Security feature added

Members receiving RMGA Colorado Certification: 4

Members enrolled:

- Professional – 45
- Associate – 13
- Business – 21
- Friend – 8
- Retired – 2
- Total – 89

“Elevator Speech” describing RMGA developed, published

Wording for Tour Colorado planning guide revised, published

Wording for Visit Denver visitors guide revised, published

Wording for Colorado Tourism Organization visitors guide revised, published

RMGA was represented at Colorado tourism industry meetings and events:

- Visit Denver Partner Orientation, January 25
- Colorado Tourism Organization Tourism Day at the Capitol, January 23
- Colorado Tourism Organization Discover Colorado Roadshow, May 7
- Tour Colorado Membership Meeting (Denver), May 12
- Colorado Tourism Organization Southern Colorado Tourism Summit, May 17-19
- Visit Denver Extranet Training, June 6
- Visit Denver Partner Spotlight – Presentation, August 9
- Tour Colorado Membership Meeting (Alamosa), September 25
- Colorado Governors Tourism Conference, October 25-27
- Visit Denver Annual Partners Meeting, November 14

DECEMBER MEMBERSHIP MEETING

Submitted by Larry Foos

WHAT: RMGA MEMBERSHIP HOLIDAY EVENT MEETING – Buckhorn Exchange

WHEN: December 11, 2017

4:00pm – 4:45pm – Networking

4:45pm – 5:00pm - Short Business Meeting

5:15pm – History of the Buckhorn Exchange. *NOTE THE EARLY MEETING TIME.*

RSVP to Nancy Brueggeman – 303-809-7535, 303-979-4852, or nancybcolo@yahoo.com before Wednesday, December 6th. THANK YOU!!

WHERE: 1000 Osage Street, Denver, CO 80204-3918

PROGRAM: Bill Dutton, Manager and Partner, will share the history of the Buckhorn Exchange.

FOOD: Provided by the Buckhorn Exchange. Hors d'oeuvres will be provided. There will be a cash bar. Members - \$10.00 and Guests - \$15.00.

DIRECTIONS: 10th Avenue and Osage Street. The best way to get to the Buckhorn Exchange is to take Light Rail. It stops in front of the restaurant.

PARKING: Parking on the North side of the restaurant and on the South side across the street in the fenced area on the West side of the parking area where the white signs are on the fence.

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

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 Phone 720-581-3820.

JANUARY MEETING TEASER

Submitted by Dawn Nelsen

Kick off 2018 with a January 8th visit to learn about Colorado's Cash Crop. **Herban Underground** on Broadway will host our meeting to discuss and learn about legal marijuana and tourism in Colorado. Be sure to join us for a fun and informative meeting to have your questions and concerns addressed. We will view a dispensary and grow area. Sorry, no samples will be offered, but come anyway for a lively discussion!!

Herban Underground, a family-owned Medical and Recreational Dispensary, will host our meeting in their spacious 3rd floor meeting area. Bring your questions for a lively discussion about legal issues, taxes, strains and the impact legalization has on Colorado. Our evening will also include small group tours of the dispensary that has a full window view into the grow area. **FOR THE DISPENSARY TOUR YOU MUST BRING YOUR ID.** (No ID required to attend the meeting.)

Snacks and water will be provided by RMGA. If you would like to contribute snacks, please contact [Ginny Gelbach](#). All brownies will be checked at the door.

DECEMBER and JANUARY BOARD OF DIRECTORS MEETINGS

Monday, December 4, 2017 2:00-4:00 pm
Tuesday, January 5, 2018 2:00-4:00 pm
Bear Valley Church, 10001 W Jewell Av, Lakewood, CO 80232
All members are welcome to attend.

GOVERNOR'S TOURISM CONFERENCE 2017

Submitted by Mike Pearl

At the Governor's Conference on Tourism, held October 25-27, 2017 at the Two Rivers Convention Center in downtown Grand Junction, we were "Coloradoed." The conference theme – Colorado the World – invited those in attendance to think of Colorado both as a place and as an infectious attitude.

Among the All-Conference events, attendees learned about the economic successes of tourism in Colorado and the [United States](#), the Colorado Tourism [Roadmap](#) the [IPW Marketplace](#) coming to Denver in May, the Colorado [Hyperloop](#), and the [political](#) implications of travel.

The featured All-Conference guest [speakers](#):

- Roger Dow, President and CEO of the [U.S. Travel Association](#)
- Rick Steves, Guidebook Author and [Travel TV Host](#)

For Cathy Ritter's (Director of the Colorado Tourism Office) Top 10 Take-Aways from the Conference click [here](#).

Attending the Conference on behalf of RMGA were Mike Pearl, President, and Tom Jensen, Chairperson of the Public Relations Committee. Among other RMGA members in attendance were Eileen Pearl, *Guide Line* Editor; Sid Wilson, A Private Guide; and Steve Kaverman.

Next year's conference will be held in Vail.

NOVEMBER MEMBERSHIP MEETING NOTES

Submitted by Nancy Brueggeman

WATER EDUCATION COLORADO 1750 Humboldt Street, Suite 200 Denver, CO 80218

The meeting started with a business meeting – the Nominating Committee Chair, Larry Foos, presented the slate for the 2018 Board, Dave Lively moved that we accept the slate as presented, Marc Godwin seconded, motion carried. The 2018 Board will be: Mike Pearl, President; Sherry Moon, Vice President; Barbara Johnson, Treasurer; Nancy Brueggeman, Secretary; and Larry Foos, Director at Large.

Larry Foos read note from past Newsletter Editor Kay Willson thanking the membership for the photo plaque presented to her recently. Larry noted that Adrian Swenson had contributed the photos.

Tom Jensen talked about RMGA's ad in the latest annual *Tour Colorado* magazine and website.

Dave Lively gave us an overview of the proposed increase in National Park rates for cars, groups and tour buses. The current rates for a coach are \$200/day – expected to increase to \$900/day on top of a \$300 annual fee. This

is each park's annual fee rather than \$300 for all parks. RMNP's current daily fee is \$20 and \$30 for a week. 2019 fees will increase to \$70/day. The Senior Pass (lifetime) will increase to \$80 – it's good at any national park, any time. Dave commented that Grand County (where he lives) is against these increases. The National Park Service has a backlog of improvements and repairs that are urgently needed. Current visitor numbers are so large that the parks are overused, and repairs are constantly needed.

We then proceeded to the program – **Water Education Colorado**. **Jayla Poppleton, Executive Director**, welcomed us and then presented a PowerPoint presentation about Colorado's water history.

For Nancy's comprehensive notes about the Water Education Meeting, please visit the Member's Only section of the website.

VISIT DENVER PARTNERSHIP MEETING HIGHLIGHTS

Submitted by Nancy Brueggeman

103rd Annual Visit Denver Partnership Meeting

Tuesday, November 14, 2017

Sponsored by Johnson & Wales University

The 108th annual Visit Denver Partnership Meeting was held November 14, 2017 in the Seawell Grand Ballroom of the Denver Performing Arts Complex. RMGA members attending were Mike Pearl, Tom Jensen, Jim Watson, Carol Carder, and Wendy Pickering and business member A Private Guide (Sid Wilson, Britany Kay, Kim Smith).

VISIT DENVER presented a year in review, highlighting the key events, conventions and people that have put 2017 on track as one of the best convention years in Denver's history.

Awards were presented to “Go The EXTRA Mile” and “Mile High Energy Award” winners! These recipients have gone above and beyond in the tourism community, embodying the service and hospitality that Denver is known for.

This year's keynote speaker was Clayton Reid, President of MMGY Global, who presented on consumer travel trends. His presentation may be viewed [here](http://www.denver.org/partners/partner-event-calendar/annual-meeting/). www.denver.org/partners/partner-event-calendar/annual-meeting/

Click [here](https://www.denver.org/media-gallery/album/2017-annual-partnership-meeting/5a1368615587b5a392875a31/) to see a photo slide show of the event. <https://www.denver.org/media-gallery/album/2017-annual-partnership-meeting/5a1368615587b5a392875a31/>

ANSWERS TO TRIVIA QUESTIONS from Page 2

1. Theodore Roosevelt; 2. Fort Lyon; 3. John L. Routt; 4. Emily Griffith Opportunity School; 5. 13 years

National Park Service Entrance Fee Proposal Information

Submitted by Mike Pearl

The National Park Service (NPS) has extended the date for public comment regarding the entrance fee proposal to December 22, 2017. According to the NPS, “Already, more than 65,000 comments have been received on the proposals.” The monies raised from the fee increases would go toward improvements in infrastructure in the national parks. Only 118 of the 417 parks in the NPS system have an entrance fee.

The fee proposal applies both to private entry and to commercial entry. The commercial is made up of three separate payments. First, a permit to enter a specified national park at \$300 per year. Second, the entry fee paid upon arrival at the park. Third, an end-of-year assessment of \$5.00 per person for each guest brought into that park.

The NPS allows for 80% of income received at a national park to remain at that park. The remainder flows to the whole NPS. The fee increases are proposed only for the 17 premiere (most visited) parks in the system. Colorado’s Rocky Mountain National Park (RMNP) is one of those. Premiere parks near Colorado are Arches, Bryce Canyon, Canyonlands, and Zion National Parks in Utah; Grand Canyon National Park in Arizona; Grand Teton and Yellowstone National Parks in Wyoming; and Glacier National Park in Montana.

John Hannon of RMNP reports the following numbers for commercial entry. Numbers in parentheses () show the maximum capacity for the category of vehicle. Fees are levied based on maximum passenger seats.

	2015	2016	2017*	% Change
Sedan (7)	10	14	19	+ 47%
Van (15)	148	230	286	+ 93%
Mini-Van (25)	44	17	25	- 43%
Motor Coach (56)	384	405	425	+ 10%

*Data as of 11/17/17

Hannon notes, in an email response to Mike Perl, President of RMGA, “Certainly the use of high capacity vehicles can make a difference with reducing the number of single private vehicles used in the park, as we see with our own park shuttles. Keep in mind that even though that can reduce impacts on the road network and parking congestion as well as emissions, there are still impacts on park infrastructure and resources. We have found that with our own shuttles we can tax restrooms, trails and natural resources by pulsing visitors into areas over what a trail head parking lot would typically accommodate.”

Using the data on commercial entries provided by Hannon, the estimated amount of revenue generated thus far in RMNP, using both the current fee structure and the proposed fee structure, is shown in the table below:

	2017*	Current Fees	Total	Proposed Fees	Sub Total	Per Capita (\$5)	Total
Sedan (7)	19	\$25	\$350	\$160	\$3,040	\$665	3,705
Van (15)	286	\$75	\$21,450	\$370	\$105,820	\$21,450	\$32,032
Mini-Van (25)	25	\$100	\$2,500	\$600	\$15,000	\$3,125	\$18,125
Motor Coach (56)	425	\$200	\$81,000	\$900	\$382,500	119,000	\$501,500
			\$105,300				\$555,362

The calculations do not include the \$300 annual permit fee assessed per commercial entity.

Tour operators offering guests in a 56-passenger motor coach visiting Grand Teton, Yellowstone, Arches, Bryce Canyon, Canyonlands, Zion, and Rocky Mountain National Parks, for instance, would be assessed the

permit fee for each park, the entry fee for each park, and the end-of-year per-capita traveler fee. The fees for one such “circle tour” under the proposal is compared with a similar tour under the current policy in the following chart:

Fee Type	Proposed Fee Calculation	Proposed Fee Amount	Current Fee Calculation	Current Fee Amount
Permit	\$300 x 7 NP	\$2,100	N/A	\$0
Entry	\$900 x7 NP	\$5,600	\$200 x7	\$1,400
Per Capita	\$5 x 56 x 7 NP	\$1, 960	N/A	\$0
Amount	First Trip	\$9,660	First Trip	\$1,400
Amount	Each Next Trip	\$7,550	Each Next Trip	\$1,400

A Pew Charitable Trust Report, of January 2017 estimates \$63 million is needed for repairs to trails, waterlines and other infrastructure, using 2015 data. <http://www.pewtrusts.org/~media/assets/2017/01/rocky-mountain-np-case-study.pdf>. The Fort Collins *Coloradoan* reports on July 22, 2017 that \$75 million in deferred maintenance and requested park enhancements is pending at Rocky Mountain National Park. <http://www.coloradoan.com/story/news/2017/07/22/interior-secretary-zinke-funding-plan-rocky-mountain-national-park/500054001/>. Throughout the National Park Service, the amount of revenue needed is estimated at \$11.5 billion.

RMGA MEMBER BIOGRAPHIES

There were no Biography Submissions this month.

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 December, 2017, is

A professional tourist guide is prepared for each tour when the itinerary is furnished in advance; reports on time; and is responsible for facilitating the smooth, safe, efficient and timely movement of the tour.

Preparation and Punctuality – two “peas in a pod.” The adage “If you’re on time, you’re late” is especially true for professional tourist guides. They know that many of their guests live by that rule, so they arrive 30-45 minutes (or more) in advance of their “call time.” By arriving early, the professional tourist guide is able to head off any problems well in advance of the guests’ arriving. Early arrival also gives the professional tourist guide ample opportunity to take care of any “personal needs” before meeting guests.

Professional tourist guides know that the pre-arranged itinerary is always set-up to the original author’s tastes. Rarely does the itinerary describe the tour in the detail necessary for the guide or the driver. A review of the itinerary often results in its rewriting to suit the needs of the guide. Also, the professional tourist guide wants to have on hand the accessories needed for the tour, such as the proper clothing, administrative materials, water, sunscreen, and smart-phone charger, to manage their own comfort. Otherwise, the whole tour will seem “off” because the guide is lacking the essentials for themselves.

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		
Certification	Carol Carder	303-777-9194
Education	Mike Pearl	303-868-0023
Hospitality	Ginny Gelbach	303-906-3842
Membership	Larry Foos	303-979-7594
Newsletter Editor	Eileen Pearl	303-868-0021
Program	Dawn Nelson	303-898-6853
Public Relations	Tom Jensen	303-968-0515
Email Blasts	Sherry Moon	720-425-5931
Nominations	Larry Foos	303-979-7594
Website	Tom Jensen	303-968-0515
	Larry Foos	303-979-7594