

April 2025

VOL 33, No 4

President's Message

Submitted by Mike Pearl, President

What a pleasant member meeting and program on March 10! Fifteen members showed up on the ZOOM screen to hear from Lenore Bates of the Colorado Department of Transportation (CDOT). She is the CDOT manager of the Colorado Byways Program. Lenore gave us an arm-chair tour of the 26 Scenic and Historic Byways in Colorado, 13 of which are also designated as "America's Byways" by the US Department of Transportation. Check out the Members Only page of the RMGA website to access the PowerPoint slide deck and video from that meeting.

Speaking of the Members Only Page, Webmaster Tom Jensen has changed the access code. Then check out a generous offer from the History Colorado Center detailed there.

Nominees for the Board of Directors for the 2025-26 term will be presented at the April membership meeting. There's still time for you to add your name for nomination. I hope that you can see your way to volunteer for an office on the Board of Directors for at least the upcoming term. Elections are held every year, so you can hold the office for as long as you want. See which positions are [available](#).

In addition, Eileen Pearl will no longer edit the newsletter after the May issue. An informal poll of those in attendance at the March 10 meeting showed that members read and value the newsletter. Are you willing to take over for her? Even for one year? Contact [Eileen](#).

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The April and May meetings will be in-person: April at the offices of VISIT Aurora and May at a location Charles Foster will announce at the April meeting. Of course, both meetings will have an online presence to accommodate members from outside Denver Metro.

Of the eight monthly meetings scheduled for 2025, two have no program yet: October and November. What can you do to put together one of these programs? Because of our ZOOM account, programs can originate from any of our members' locations in Colorado and New Mexico.

Are you craving a Familiarization Trip? All you have to do is start setting one up. Find some guidance [elsewhere](#) in this issue of the *Guide Line*.

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 serve tour guide professionals only if current members engage in organizational activities. Check out the **Leadership and Volunteer Opportunities** available in the Association [listed](#) elsewhere in this issue. I am tremendously grateful for the members who volunteer to take on Board positions and or Committee Chair positions.

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.

FROM THE EDITOR

Deadline for submissions for the May *Guide Line* is Sunday, April 27, 2025.

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.

My last newsletter for the RMGA will be the May 2025 issue. Please contact any Board Member if you are willing to take up this monthly responsibility.

-Eileen Pearl

COMMITTEE UPDATES

Communications Committee

Submitted by Tom Jensen

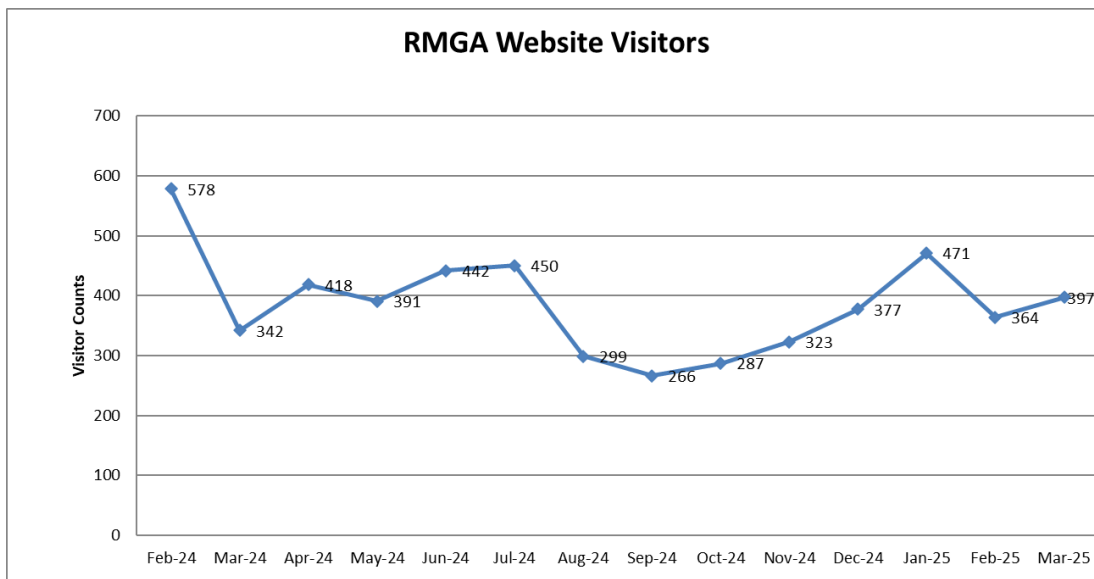
What's New on the Website?

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

- Added March Program PowerPoint deck and video to 2025 Program Review Page
- Provided Membership Chair with list of attendees at March 10th meeting.

Monthly Visitors to the RMGA Website

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



What's Coming Up:

Access to Members Only Page – In March 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 and FAM triip reviews, and governing documents.

Profile Update – Profiles from people who did not renew their membership will be removed. A year will be added to the “Years Experience” category. For instructions on creating or changing your Profile see the “Creating & Changing Your Profile” button on the Members Only page.

E-Mail Distribution:

The distribution of e-mails continues to be done on a temporary basis. If you are interested in sending out the e-mail blasts, contact Mike Pearl at rmgapresident@rockymountaintourguides.com.

If you are not receiving e-mails please contact Tom Jensen at rmgacommunicaations@rockymountaintourguides.com.

Education Committee

Submitted by Mike Pearl

Call for Familiarization (FAM) Tours. Did you come across an experience that all members should know about? Is there a venue, attraction, or place that you'd like to learn about? That's a great excuse for a FAM trip. We haven't had many since COVID that we've forgotten why and how to conduct them.

FAM trips usually occur over a 6-hour time (ideally, 9:00 am-3:00 pm) on a weekday. Members get an inside look at a venue or attraction (or two) during a morning session and an afternoon session and have lunch together in the middle. The event provides a great opportunity for members to sharpen their knowledge about places and to network with venue and attraction operators. (As well as each other.)

Organize a FAM Trip. Contact President [Mike Pearl](#) to get the ball rolling.

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. Is your information correct?

RMGA welcomes new members! Do your part to improve and expand RMGA's knowledge base by increasing the number and diversity of our members. The best means is for each of us to make a personal connection with non-member tour guides.

Invite tour guides to RMGA's next meeting in-person or on Zoom. Send their contact information to Membership Committee Chair [Mike Pearl](#) so they can be included on the Zoom Meeting Invitation.

Nominations Committee

Submitted by Mike Pearl, Nominating Committee Chair

Nominees for the Board of Directors for the 2025-26 term will be taken at the April membership meeting. Members wanting more information about the duties, responsibilities, and time commitments associated with serving should contact a board member. Contact information may be found on the last pages of this *Guide Line*.

President – Mike Pearl
Vice President – Hans Kleinschmidt
Secretary – Dawn Nelsen
Treasurer – Brad Hatfield
Director at Large – Tom Jensen

Program Committee

April Members Meeting & Program: Annual Meeting & Summer Season Preview

WHEN: Monday, April 10, 2025

6:00 pm Networking

6:30 pm Business Meeting – Elections for next term's Officers

6:45 pm Program

WHERE: VISIT Aurora Office, 2501 Dallas St Suite 290, Aurora, CO 80010
In Stanley Marketplace.

WHAT: Representatives from VISIT Colorado Springs, VISIT Denver, VISIT Aurora, Colorado Tourism Office, Denver International Airport, RTD, and Rocky Mountain National Park will present highlights for the summer tourist season.

ONLINE: The meeting will also be available via ZOOM. Watch for an invitation.

Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair



Gov Con Save the Date

Save the date for the 2025 Colorado Governor's Tourism Conference (Gov Con), taking place Oct. 22-24, 2025 at newly opened Hotel Polaris in Colorado Springs.

Gov Con brings together tourism leaders for the state's premier travel industry event and provides opportunities to gain expert insights on the latest trends and issues. The annual three-day event consists of educational sessions, insightful programming, networking and opportunities to learn from industry peers. For more information please click [here](#).

VISIT DENVER was named Convention & Visitor Bureau of the Year by ConferenceDirect

VISIT DENVER was named Convention & Visitor Bureau of the Year by ConferenceDirect. This prestigious honor recognizes VISIT DENVER as the "Best Convention & Visitors Bureau to Work With." This award is particularly meaningful as it was voted on by over 300 ConferenceDirect associates, who collectively book approximately 12,000 meetings worldwide each year. It is a

testament to the exceptional leadership, hard work and dedication of the VISIT DENVER team in positioning the Mile High City as a premier destination.



Colorado's Sesquicentennial logo



Emily Turner of the History Colorado Center in Denver invites RMGA members to visit the History Colorado Center to see **Where is Denver's Chinatown? Stories Remembered, Reclaimed, Reimagined.** "We'd like to offer a complimentary general admission ticket for all your members to visit the History Colorado Center museum during our normal operating hours of 10:00 AM to 5:00 PM daily. To redeem the comp tickets, members must reserve their ticket online and enter the code RMGA25 at checkout. The code is valid only once per person, and the comp ticket must be reserved online. (It is not available at our front desk.)" Please do not share this code with anyone else. It's only for RMGA members. Closes August 9, 2025.

To thank the History Colorado Center for the ticket, email Emily:
emily.r.turner@state.co.us.





Save the Date: September 25-28 for Doors Open Denver 2025

Doors Open Denver 2025 will celebrate the places and the people of our city that best represent this year's theme "Architecture and Nature in Harmony." With this concept in mind, our programming will encourage exploration of the vital relationship between the built environment and the natural world in Denver's unique setting



Membership Meeting Grand Lake, Colorado!

We are heading to Grand Lake, Colorado on April 17th and 18th, 2025 for our Tour Colorado Membership Meeting. I am very excited to see many of you there!

Please RSVP and start making your room reservations.

[Meeting RSVP](#)



How Well Do You Know Colorado?

1. Which of the following footwear was invented in Colorado:
 - a. Denver Boot
 - b. Crocs
 - c. XeroShoes
2. Rank these Colorado Life Zones from lowest elevation to highest elevation. Match the elevation range with the Zone. Based on elevation, identify an attraction in each Zone

Life Zone	Elevation	Attraction
Sub-Alpine	8,000-10,000 feet	Tiny Town
Alpine	below 5,500 feet	Leadville: Highest incorporated city in North America

Montane	10,000-11,000 feet	Rocky Ford: Sweet Melon Capital
Plains	5,600-8,000 feet	Pikes Peak Summit Visitor Center
Foothills	above 11,000 feet	Phoenix Gold Mine, Idaho Springs

3. Identify the National Historic Sites in Colorado

- Amache, Granada, CO
- Bent's Old Fort, La Junta, CO
- Sand Creek Massacre, Kiowa County, CO
- Yucca House, Cortez, CO

Answers on pages 15-16.

Patricia Lee Musselman 3/7/1940 – 3/19/2025

Pat was a big supporter of RMGA. Each April she would host the Members' Meeting at the Cherry Creek Shopping Center. She would invite speakers from Denver's major attractions to give us an update on what was new for the upcoming season.



Obituary

It is with heavy hearts that we share the passing of Pat Lee Musselman who dedicated more than 45 years to shaping and promoting tourism across Colorado and the U.S. For her commitment to the hospitality industry and love of life, she was honored with Proclamations from the State of Colorado and Denver City & County naming May 22, 2018 as Pat Lee Day.

Pat's work earned her many accolades, including being named Outstanding Tourism Individual of the Year in Colorado and her 2007 induction into the Colorado Tourism Hall of Fame. She served with distinction on the Board of Directors for Visit Denver for 25 years, contributed to the International Committee for the Colorado Tourism Board, and held leadership roles with Shop America Alliance.

Pat was a pioneer in the tourism industry, known for her boundless energy, strategic vision, and passion for connecting people to the places and experiences that make our communities special.

As the founder and leader of Pat Lee & Associates, she led impactful marketing campaigns for an impressive array of clients including Cherry Creek Shopping Center, Denver Theater & Arenas, Red Rocks Amphitheatre, the Telluride Airport, the National Western Stock Show, Greenway Foundation, and the Queen Anne B&B, among many others.

Her influence extended far beyond Colorado, as she served as a Senior Tourism Consultant for Shop America Alliance, representing more than 200 shopping centers across the country.

Before launching her own firm, Pat held leadership positions at Continental Airlines, where she orchestrated large-scale events to support air service, and at Aspen Airways, where she made history as one of the first women to serve as Vice President of Sales and Marketing for a U.S. airline. There, she grew passenger traffic by over 60% and spearheaded international tourism initiatives like The American Rockies, bringing travelers from Asia to the American West.

Pat Lee's legacy lives on in the countless friends and professionals she mentored, and the spirit of hospitality she infused into every project. She was predeceased by her husband Birch Musselman and is survived by her twin brother Steve Lutz and two nieces and their families all in California.

A celebration of her life is being planned later in the spring

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, Hans Kleinschmidt 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 Hans Kleinschmidt 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.

The RMGA Website and the RMGA Facebook Page are the digital faces of the organization. They are resources available for members to use to promote their own activities and develop business leads.

The *Guide Line* newsletter disseminates relevant information to members in nine monthly installments.

RMGA Email Blasts inform members of available job opportunities as well as time-sensitive information.

VISIT Denver “Go the EXTRA Mile” Training

Submitted by Mike Pearl, President

VISIT Denver’s Front Line Staff Training Program “Go the EXTRA Mile” has returned. Many members of RMGA have taken the training and have found it very valuable. The training program is free to RMGA members because of RMGA’s partnership with VISIT Denver.

The training program is completely online. Once you have completed the course, you will receive a certificate and access to the Go the Extra Mile Savings Pass. Go to <https://qrs.ly/uufb2z5>. There you will set up an account, then proceed through the course information and learning modules.

After you receive your certificate, add that information to your biography on the RMGA website.

NOTE I followed the directions in the article above and completed the course. Upon successful completion, I received the app: *VISIT Denver Experiences* where I located the “Go the Extra Mile Savings Pass.” Inside I found discounts on tickets for 7 experiences, including one from RMGA member Discover Denver Tours. The online course took me about 30 minutes to complete. – Mike Pearl

What’s in Your Library?

Submitted by Mike Pearl, President

RMGA members wanting to form a book club, contact President Mike Pearl.

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 and Volunteer Opportunities

Members are encouraged to volunteer to lead these committees:

- Certification Committee Chair (Must have the RMGA Colorado Certification)
- Education Committee Chair
- Email Distribution Committee Chair
- Program Committee Chair

Contact any Board member with your interest.

Memorable Experiences on Tour

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](#).

Colorado Destination Stewardship Strategic Plan

Preserving Colorado's Legacy: Protecting our natural wonders, communities, and cultural heritage for generations to come.

<https://www.ctostewardship.com/>

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* program which specifically targets Colorado residents. This campaign features relevant topics including fire safety and prevention, backcountry safety, trash mitigation and more. Check out the 16 videos on the [website](#). <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](#).

Future Conferences & Meetings

Are you going? Send stories of your experiences to the [Editor](#). Post comments to the RMGA Facebook [page](#). This way, we can all learn.

Tour Colorado Quarterly Meeting April 2025; Grand Lake, CO. Hosted by RMGA member David Lively.

Care for Colorado Coalition Quarterly Meeting April 2025. Online. All RMGA members are welcome to sit in on the meeting. Contact President [Mike Pearl](#) for a link.

GOVCON-Colorado Governor's Tourism Conference October 22-24, 2025; Hotel Polaris, Colorado Springs, CO.

World Federation of Tourist Guide Associations (WFTGA) Fukuoka, Japan, February 5-17, 2026. Registration opens in the spring. <https://wftga.org/activities/convention/2026-fukuoka-japan/>

National Federation of Tourist Guide Associations-USA (NFTGA-USA) Salt Lake City, Utah, January 2027. Registration opens in 2026.

NFTGA Leadership Meetings

Submitted by Mike Pearl, President

RMGA is a member of the National Federation of Tourist Guides ([NFTGA-USA](#)), 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.

Under the leadership of newly elected president Jim Carr, NFTGA is taking on two initiatives for the next two years. The first initiative is to provide educational programming from a national perspective to all local association members via monthly webinars. The first of these featured Carylann Assante, CEO of the Student & Youth Travel Association ([SYTA](#)) who spoke on trends in student and youth travel. The next webinar is set for April 21 and deals with cemeteries and gravestones.

The second initiative is to provide a library of resources to member associations. These resources include “Best Practices” documents for local associations. The initiative aligns with NFTGA’s mission to support local associations in their endeavors to serve their members. At the March 13 meeting, the group began a handbook for Membership Committees based on the best practices of the local associations. The next NFTGA Leadership Meeting will be held Thursday, April 10, 2025 via ZOOM 6:30-8:00 pm. The topic will be website management. All RMGA members are welcome to sit in on the meeting. Contact President [Mike Pearl](#) for a link.

2026 also marks Colorado’s Sesquicentennial (150th) Anniversary. Check out <https://www.historycolorado.org/colorado-150> for more information.

The associations “next door” to us are the Utah Tour Guide Association ([UTGA](#)) and the Santa Fe Tour Guides ([SFTG](#)). Check out their websites. When you’re traveling, check the NFTGA membership [page](#) to locate the web address for the organization serving your destination. Then, reach out to the organization and make a connection.

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

Answers to How Well Do You Know Colorado?

How Well Do You Know Colorado Answers

1. Which of the following footwear was invented in Colorado?

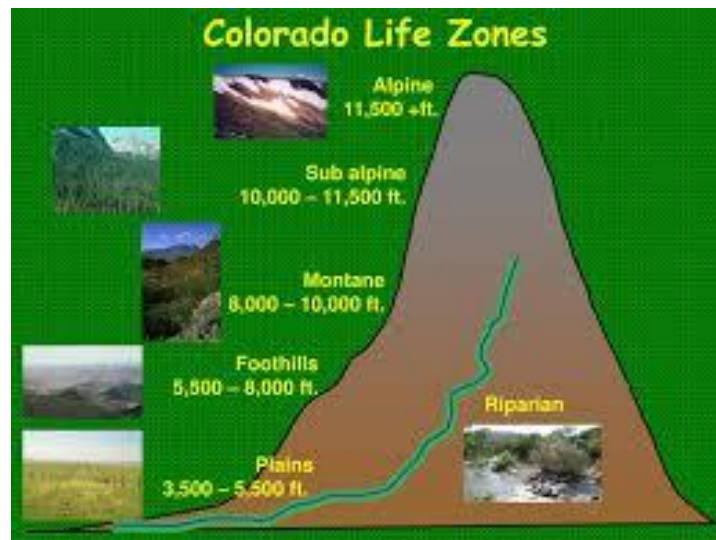
- Crocs: Invented in 2002 by Scott Seamans, Lyndon Hanson, and George Boedecker Jr. in Boulder, Colorado
- Denver boot: Invented in 1944 by Frank Marugg in Denver, Colorado to prevent motor vehicles from being moved. Denver was the first place in the country to employ them, mostly to force the payment of outstanding parking tickets. Marugg was a pattern

maker, a violinist with the Denver Symphony Orchestra, and a friend of many Denver politicians and police department officials.

- XeroShoes: Invented by co-founders Steven Sashen and Lena Phoenix, husband and wife in Boulder Colorado

2. Rank these Colorado Life Zones from lowest elevation to highest elevation. Match the elevation range with the Zone. Based on elevation, identify an attraction in each Zone

- Alpine: above 11,000 feet; Pikes Peak Summit (14,115)
- Sub-Alpine: 10,000-11,000 feet; Leadville (10,154)
- Montane: 8,000-10,000 feet; Phoenix Gold Mine (8,200)
- Foothills: 5,600-8,000 feet; Tiny Town (7,306)
- Plains: below 5,500 feet; Rocky Ford (4,180)



3. Identify the National Historic Sites in Colorado

- National Historic Site – Amache, Granada, CO
Amache, also known as the Granada Relocation Center, near Granada, Colorado was one of ten incarceration sites established by the War Relocation Authority during World War II to unjustly incarcerate Japanese Americans. Over 10,000 people, most American citizens, were incarcerated at Amache from 1942 to 1945.
- National Historic Site -- Bent's Old Fort, La Junta, CO
In the 1840s the Arkansas River was the border between territory claimed by the United States and Mexico. Located along the river, Bent's Fort was an adobe trading post on the Santa Fe Trail, where traders, trappers, travelers, and the Cheyenne and Arapaho

tribes came together in peaceful terms for trade. Today, a reconstructed fort allows visitors to explore the front line of Westward Expansion.

- National Historic Site -- Sand Creek Massacre, Kiowa County, CO
On November 29th, 1864, Chiefs Black Kettle, White Antelope, Left Hand and others were encamped with around 750 Arapaho and Cheyenne people in a valley by the Big Sandy Creek. A hope for peace, brought forth by Black Kettle was in the balance. It was a tragic day where the blood of the Cheyenne and Arapaho was shed, and a painful memory for generations of Native Americans was made.
- National Monument -- Yucca House, Cortez, CO
Yucca House National Monument preserves a large unexcavated pueblo with a stunning setting in Montezuma Valley, nestled between Mesa Verde and Ute Mountain. Since Yucca House was protected as a national monument in 1919, it has remained largely untouched, offering intrepid visitors a sense of discovery and preserving the pueblo's beauty and integrity for future generations.

Board of Directors Meetings

The first Monday of January, February, March, April, May, June, September, October, November, December

Monday, April 7, 2025 (7:00 pm)

Monday, May 5, 2025 (7:00 pm)

Monday, September 8, 2025 (7:00 pm)

Monday, October 6, 2025 (7:00 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, April 14, 2025 (6:00 pm) Annual Meeting, Election of Officers for 2025-26.

Monday, May 12, 2025 (6:00 pm)

Monday, October 13, 2025 (6:00 pm)

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	Hans Kleinschmidt	303-990-2505
Secretary	Dawn Nelsen	303-898-6853
Treasurer	Brad Hatfield	303-522-3944
Director-at-Large	Tom Jensen	303-968-0515

Committee Chairpersons		
Certification	<i>Vacant</i>	
Communications	Tom Jensen	303-968-0515
Education	<i>Vacant</i>	
Hospitality	Lily Ewing	303-250-9679
Membership	Mike Pearl	303-868-0023
Newsletter Editor	Eileen Pearl	303-868-0021
Program	<i>Vacant</i>	
Public Relations	Tom Jensen	303-968-0515
Nominations	Mike Pearl	303-868-0023