

**VOL 30, No 8**

**November 2022**

## President's Message

Submitted by Mike Pearl, President

I'm totally bummed that I was unable to attend the Program and Meeting October 10 at The Center. I was beginning a multi-day tour in Santa Fe. I look forward to reading a synopsis of the program on the "Member's Only" section of the RMGA website. Thanks to Vice President and Program Chair Mark Blaising for arranging the event.

As a substitute, I met with RMGA's newest member, Allen Steele, a resident of Santa Fe. We discussed RMGA's purpose and history and how he would be able to contribute. Check out his recently published book *Santa Fe's Fonda, The Story of the Old Hotel at the End of the Trail*.

Generally, program/meetings will be available in-person, then in a recorded form via the RMGA website. Do you know ways to stream and record meetings that are hybrid (participants are joining in-person and online)? Please contact any Board member to offer your expertise.

Let your voice be heard! Remember to submit your ballot for the 2022 Elections by 7:00 pm, Tuesday November 8! For Colorado Voting information click [here](#). For New Mexico Voting information, click [here](#). For voting information for any other state, click [here](#).

Congratulations to Janine Conklin, a volunteer tour guide at the State Capitol, for being named a Denver 7 Everyday Hero October 31. Her recognition brings attention to all tour guides. See the article [here](#).

Swapping books and resource materials at 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](mailto:rmgapresident@rockymountaintourguides.com). – Mike Pearl, President, RMGA

A Member of



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## FROM THE EDITOR

Deadline for submissions for the December 2022 *Guide Line* is **Saturday, December 3**. Future contributions should be emailed to *Guide Line* editor Eileen Pearl at [rmgaeditor@rockymountaintourguides.com](mailto: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

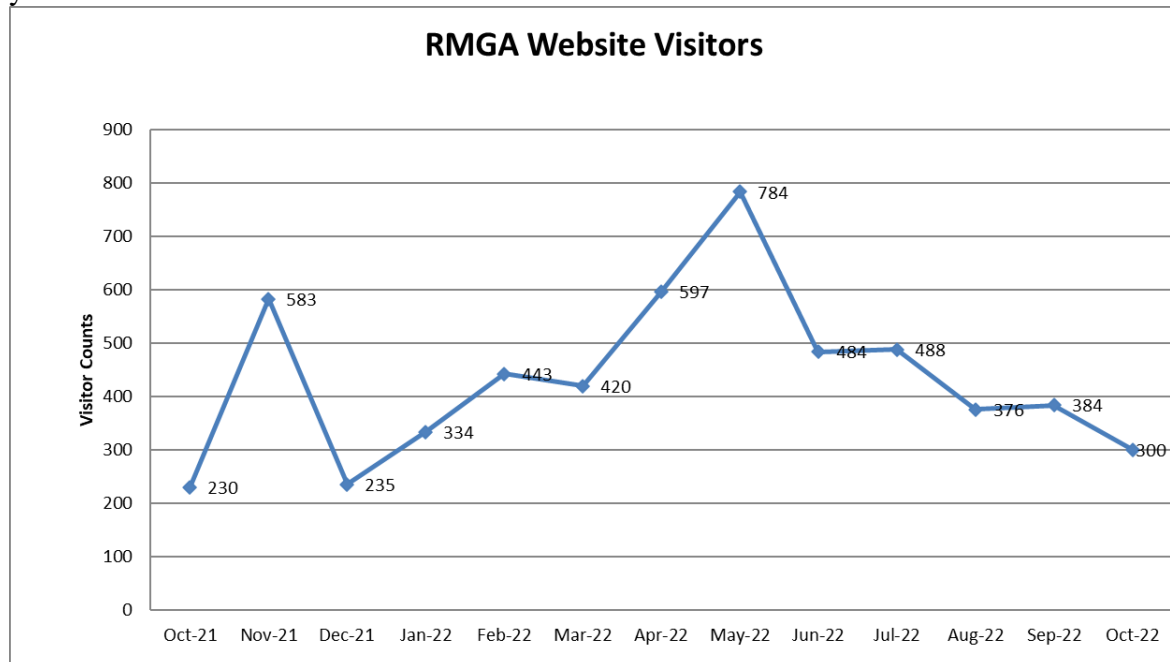
Submitted by Tom Jensen, Communications Committee Chair

#### *What's New on the Website?*

- *Added October Program Announcement*

### Monthly Visitors to the RMGA Website

The monthly visitor to our website remains constant. Here is a comparison with October of last year.



### **Profile Update**

If you have changes to your Profile, send them to [rmgawebsite@rockymountaintourguides.com](mailto:rmgawebsite@rockymountaintourguides.com).

### **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](mailto: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](mailto:rmgacommunications@rockymountaintourguides.com).

### **Facebook**

- Shared articles from other sources
- Set up an event for October Members Program

Be sure to join the RMGA 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.

### **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.

RMGA welcomes new members! Do your part to improve and expand RMGA's knowledge base by increasing our membership roster. 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**

No submission this month.

### **Program Committee**

No submission this month.

## Public Relations Committee

Submitted by Tom Jensen, Public Relations Committee Chair

The Rocky Mountain Guides Association recently renewed its membership with Tour Colorado and Visit Colorado Springs. Another year of Zoom service was also renewed for the Board of Directors' meetings and for the monthly membership meetings, when applicable.



The Colorado Tourism Office (CTO) is pleased to announce the launch of the [CTO Learning Labs](#). This is a new online educational platform that is free to all industry partners and will house the Colorado Concierge program, the CRAFT Learning Labs and other resources to help advance visitor experiences and connect further with the CTO.

Upon completion of the updated Colorado Concierge program, you will receive a new certificate to acknowledge your Colorado expertise.

Please do not hesitate to reach out to [Jackson Feld](#) if you have any questions about the program updates or the new platform. Thanks for being a part of the Colorado Concierge community!

## 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. If you would like to host a future Colorado Governor's Tourism Conference, please email [Altitude Events](#).

**Save the Date: Gov Con 2023**

**September 27-September 29**

**Fort Collins, Colorado**

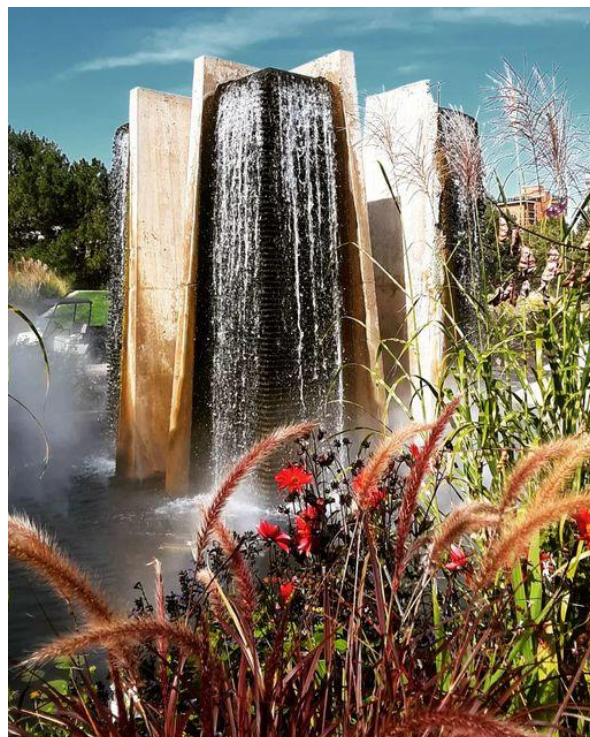


# Looking Back

Submitted by Tom Jensen, Photos by Mark Blaising

Now that summer and fall are behind us, it would be interesting to read about the adventures our members had during these seasons. What new attractions did you visit? What has changed at ones you were familiar with. Please send even a sentence or two or a photograph to our editor, Eileen Pearl at [rngaeditor@rockymountaintourguides.com](mailto:rngaeditor@rockymountaintourguides.com).

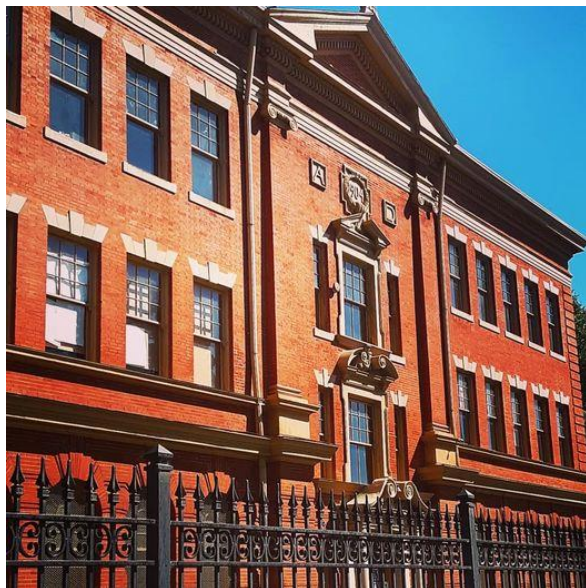
We have one member, Mark Blaising, who explores the city of Denver, sharing his explorations on Facebook. Here are some of the sights he's seen. How many can you identify?



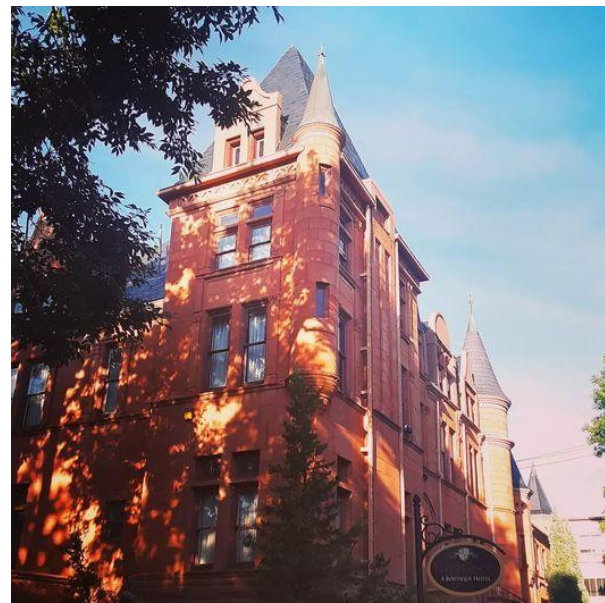
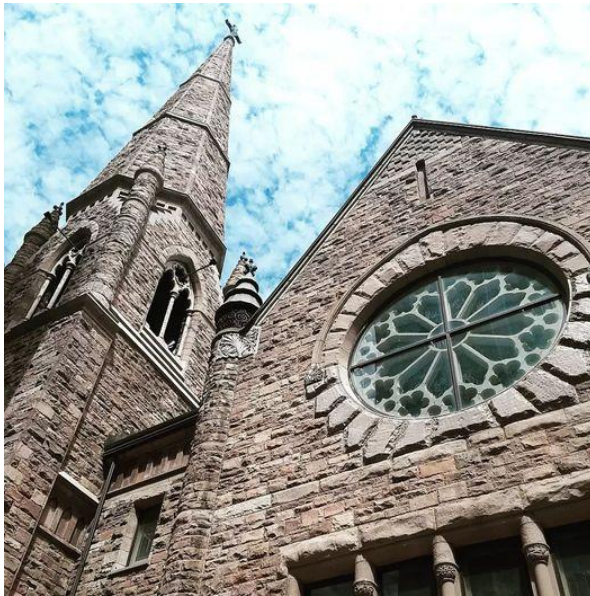




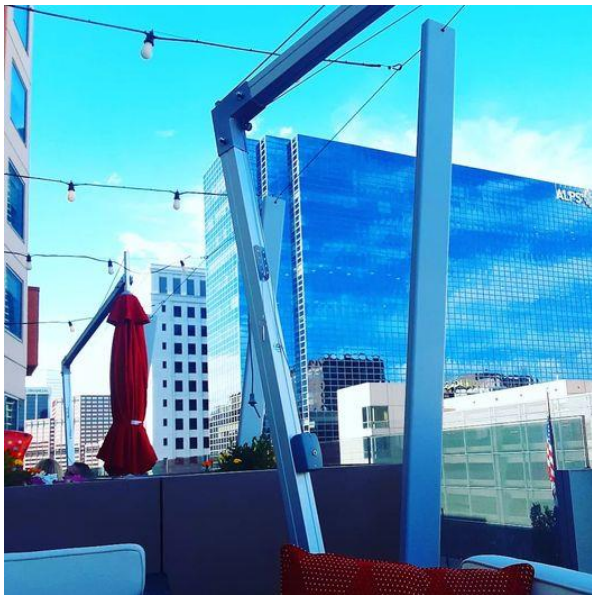
Okey, this isn't in Denver















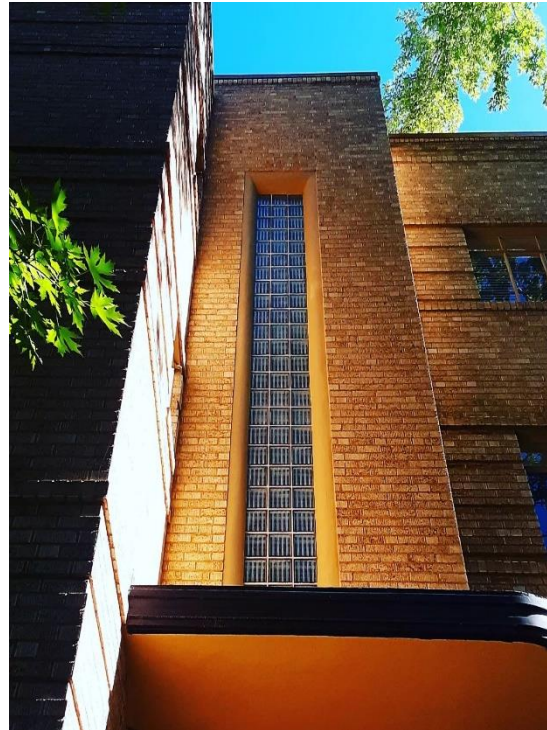
RMGA FAM Trip



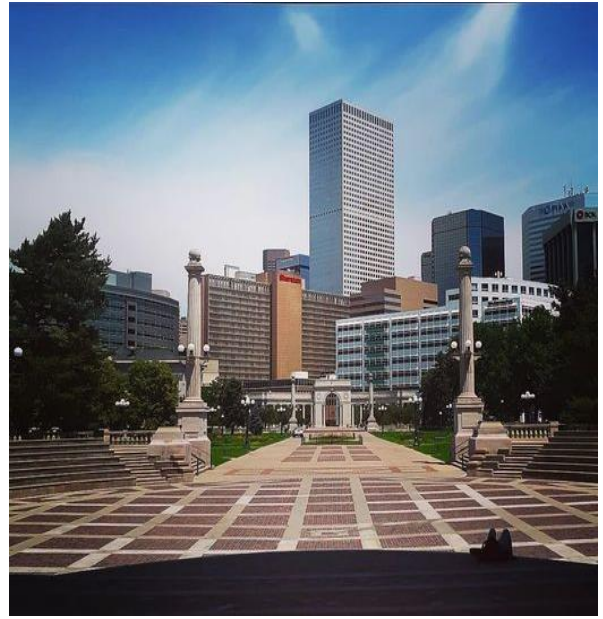




RMGA Walking Tour







**Thanks, Mark!**

## 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.

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.

At the request of members, the Board of Directors will conduct a survey of the professional members regarding their tour activities for the 2022 season. The brief survey will seek information about the types and frequency of tours that members give and ranges of pay members receive for their services. The purpose of the survey is to describe the status of the profession in the Rocky Mountain region by statistical means. Respondents will remain anonymous, responses will be aggregated, and results will be published in the *Guide Line*. Send your ideas about topics and questions to RMGA 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 transmitted 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 the summer tourist season winds down, it's good to get a refresher on the concepts that make up Care for Colorado. Check out this video describing "Care for Coloradans: Explore with Kindness" produced by The Care for Colorado Coalition. [Video](#)

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 tourism offices are sending to other areas? It's prudent to be aware of those messages, because they set guest expectations. Here's one about "See Rocky Mountain National Park." Watch the [Video](#) produced by the Colorado Tourism Office.

Here's a video about Denver, "Coffee, Adventure, Repeat" [Video](#), produced by VISIT Denver.

Tour Colorado, Colorado's link to the group tour industry, offers [Itineraries & Maps](#) on their website.

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](https://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 October meeting featured a report from NFTGA vice president Janie Cardena of the Professional Tour Guide Association of San Antonio regarding NFTGA's biennial national conference. It will be held January 25-28, 2023, in San Antonio, Texas, at the Drury Plaza Hotel San Antonio Riverwalk.

You may want to tour the Alamo on Friday afternoon while you are there, then on Friday or Saturday night walk over to San Fernando Cathedral to see The Saga [The Saga - San Antonio](https://www.visitsanantonio.com/san-antonio-the-saga) <https://www.visitsanantonio.com/san-antonio-the-saga>.

For registration go to: [www.nftgaregistration.com](http://www.nftgaregistration.com) or go to the NFTGA webpage and click on the link.

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

**Find your next tour job at [www.TourGuidingJobs.com](http://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, November 7, 2022 (6:00 pm)

Monday, December 5, 2022 (6:00 pm)

Monday January 2, 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, November 14, 2022 (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.)

Monday, December 12, 2022 (6:00 pm) **The RMGA Membership Drive and Holiday Gathering!** (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.)

Monday, January 9, 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	<a href="#">Mike Pearl</a>	303-868-0023
Vice President	<a href="#">J. Mark Blaising</a>	303-830-8440
Secretary	<a href="#">Dawn Nelsen</a>	303-898-6853
Treasurer	<a href="#">Wendy Pickering</a>	217-621-1960
Director-at-Large	<a href="#">David White</a>	720-217-8643

Committee Chairpersons		
Certification		
Communications	<a href="#">Tom Jensen</a>	303-968-0515
Education	<a href="#">David White</a>	303-868-0023
Hospitality	<a href="#">Lily Ewing</a>	303-250-9679
Membership	<a href="#">Mike Pearl</a>	303-979-7594
Newsletter Editor	<a href="#">Eileen Pearl</a>	303-868-0021
Program	<a href="#">J. Mark Blaising</a>	303-830-8440
Public Relations	<a href="#">Tom Jensen</a>	303-968-0515
Nominations	<a href="#">Mike Pearl</a>	303-868-0023