

CTPA QUARTERLY MEETING
Tour Guiding Means Business...Tour Guiding IS Business
With CTPA Member Presentations
Monday, JUNE 20, 2016

The meeting was called to order by president Donna Primas at 5:50pm. 50 people were in attendance.

General housekeeping items included:

Recognizing the Associate Members in attendance: Leah Axelrod of My Kind of Town Tours and Events, Alice Tell of My Kind of Town Tours, Tina Winther of Chicago Meetings and More, and the yet to arrive Brian Whittaker of Chicago Transportation Solutions. Bill Host is a Candidate Guide member, but also the CTPA “host” for our meetings at the Gage Center of Roosevelt University.

Recognizing Guests: Roberta Dawson, a Glessner House docent; Luis Tubens a potential new member who does tours of Pilsen; Barb Cunningham (Guest of Friend Don Lyle); as well as former CTG member Sherry Meyer in from Indiana.

A mention was made of the memorial held earlier on June 20 for Jennifer Robertson CTG, the owner of About Tours, who passed away after a valiant three-year battle with cancer. Officers Donna Primas and Sharon Sylvester along with numerous other CTPA members attended—nearly a dozen. It was a touching and lovely service held at the nature center of the Morton Arboretum in Lisle, IL.

Our next Quarterly Meeting will be 5:30 p.m. on Monday, October 17 and will feature **Kathleen Skolnick** who will speak about “**Fair Deco: The U. S. World’s Fairs of the 1930s**” at Roosevelt University, Gage Building, 18 S. Michigan Ave., 7th floor.

Certification Committee Update: Wayne Galasek has stepped down as the Committee Chair. The latest update to the written test is being fine-tuned. We are not yet sure of the study session and testing dates and locations will be revised due to this personnel change. We are looking for a younger demographic to be chair and may have Co-Chairs for this committee.

It is election year for CTPA Officers. Voting is in November. Wayne Galasek has expressed an interest to run to be President.

The Programs and Education Committee has suggested a few places for CTPA to consider visiting: the Surgical Museum, the old Playboy space at the Knickerbocker Hotel, and a visit to Glessner House as things have changed quite a bit over the last two years.

Sherry Meyer mentioned her Calumet Heritage July 2 tour. Visit www.calumetheritage.org to get more information.

The documentary *Zero Exit* had a free screening on June 25. It will be screened again and it is a good representation of the Calumet harbor area and the changes that have happened due to changes in the steel industry. Another documentary, ***Shifting Sands***, will both soon be featured on public TV, on both stations 11 and 20.

Our featured topic for this meeting:

Tour Guiding Means Business...Tour Guiding IS Business

Michael Levinson CTG – Courtesy Service

The evening began with Michael Levinson speaking about Courtesy Service, which he described “as the glue that binds your tour content”. Listening is an important skill and so is calling to reconfirm tour details. It is always good to contact and introduce yourself to the client before the tour and verify the itinerary, so that you can learn more about the group's stay in Chicago and address tour expectations.

Courtesy-Service either just before one steps on the bus OR upon stepping on the bus

- Making your personal introduction to the group leader/escort
- Learning more about their stay in Chicago
- Addressing tour expectations

Courtesy-Service during the tour

- Addressing logistical and geographical questions as they arise while on tour
- Taking "special" requests OR respectfully declining them

Courtesy-Service at the conclusion of the tour

- Ending your tour with smiles for everyone
- The last thing to do – Thank the Driver and recognize the group.

Margaret Hicks CTG – Presentation Skills

The next presenter, Margaret Hicks credited her Second City training and mentioned she is the official docent of Second City. One of the tenets of Second City is to make your scene partner look good...so make your tourist look good.

Her YES AND... suggestion refers to accepting whatever people say and then adding on to that comment. If a tourist makes a comment on tour, say “yes and” adding on to what they just mentioned.

She mentioned being mindful, being honest and also keeping our cool if things “go bad”.
(Sometime you are in a scene you do not want to be in.)

Dennis McClendon asked “What to do on a walking tour, when the group just does not stay together. When do you start giving content?” Margaret suggested to put someone in charge to make sure those in back keep up so that they don’t miss the heart of an explanation.

- "Yes, And" or BE GRACIOUS (someone referred a lovely job to me the other day, I wrote the person back to thank them. They said they refer almost 20% of business to other guides and I was the first to ever thank them. COULD THIS BE? It's my new thing...gratitude.)
- String reminder/a quick and easy way to check into your body posture, which may vary and help with content delivery.
- Try to practice with changing voice and body. Different stories require different ways of storytelling in voice, emotion and body language

Wayne Galasek CTG – Minding Your Business

How guides market themselves, how they can differentiate themselves and things that may help them get second/third calls from DMCs. How to keep records and measure success.

- Work for Guides
- Understanding your "Brand"
- Marketing 24/7
- Contracts

- Success Requires: Planning/Record Keeping/Follow-up/Measuring/Adjusting
- Professional Development/Volunteerism

Wayne Galasek presented *Minding your Business* with a **three-page hand out which is attached.**

Page 1 that included a variety of tourism and guide related jobs. The long list including transportation, meet and greets, shuttles, dine arounds; education related tour such as being a student tour manager or doing college visitations.; over-the-road and international travel as a tour manager; working conventions and with DMCs and other tour operators.

Page 2 of his hand out gave a basic job contract. He suggested that guides working as independent contractors should prepare something like this contract (or a letter of agreement) specifying the job and terms.

Page 3 included a detailed sample ledger page that shows good record keeping. He records the job (date, client, type of tour, number of pax, etc.), date & amount invoiced, gratuities received, payments received.

Wayne stressed that you need to think about marketing yourself 24/7/365. Besides understanding your brand, your continued success requires planning, record keeping, follow-up, measuring and adjusting.

Constantly work on professional development (taking tours, attending lectures, reading books, learning new things) and volunteerism (which may lead to recognition and future paid jobs).

A comment was interjected by Al Walavich who indicated members should be mindful of how they present themselves in the CTPA directory. Give an accurate description of the things you can do that will help employers understand your strengths.

Brian Whitaker of Chicagoland Transportation Solutions – How to Work with Employers

Brian Whitaker hires guides and he staffs tourism jobs (airport work, meet & greets, etc.). He made it plain what you should do for a smooth working experience/relationship. He gave many first hand (horror) stories of things he has encountered.

- Let your employer know what you do well. Specialty tours? Do you do transportation? Do you do hospitality desk? Whatever you do is okay—don't take thing you cannot handle and don't over promise.
- How do you like to be contacted? Cell? Email?
- When you take a job, know what it is. Read the paperwork soon after you get it—not the day of the job. Ask questions if you are not sure, make sure you can handle it.
- Honor your commitment. Do not take another job and act like you didn't know you agreed to work for us.
- Show up on time, dress appropriately and be ready to work.
- Know what to talk with guests and clients about. (No politics, religion, Chicago crime, etc.)
- Know what is expected of you. Do not make your own rules.
- Be flexible and customize the content for the group (age appropriate, areas of interest to them)
- Bill quickly and accurately. If not sure, call and ask.

As a comment, Leah Axelrod of My Kind of Town Tours & Events mentioned that sometime you never know what to expect until you are actually on the motor coach with the group. That is true, but rare or unusual, as Brian usually provides a Project Confirmation Sheet with all agreed details.

Greg Borzo – Power-up, Hit the Speaker Circuit

The final presentation was by Greg Borzo on *Power-up, Hit the Speaker Circuit*. He showed us using a Power Point (slide) presentation how a guide can take his or her knowledge, expertise and enthusiasm out to the rest of the world by giving slide shows or PowerPoint presentations at libraries, social clubs, churches, civic organizations, senior centers, and groups of history/architecture/cinema/music/literary buffs. These types of groups all have need of dynamic, engaging speakers for everything from weekly

lunch programs to annual meetings, continuing education sessions to social activities.

Offer them virtual tours—illustrated with colorful images—about the areas and topics you know best.

And guess what? Some of these groups pay well: \$150-\$200 per lecture. And after hearing you speak and viewing your images, some of them will want to take your real-world tour(s) or buy your books. So this is a great way to leverage your knowledge and expand your audience. May the Power be with you!

Greg also mentioned there are several brands of presentation software—Keystone, Media Shout, Prezi, SlideShare, Power Point—that makes putting together a presentation easy. You can drag and drop photos, videos, movie clips, images, etc. With your presentation format (images and bullet points) you inform the audience, stay on track, and enliven the program using the professional looking slide designs, fonts, colors, animations, etc.

You may find that you learn things from the audience.

A question was raised about copywrites and licensing of images from the internet. Greg and journalist member Leentje De Leeuw indicated that most uses are permitted as long as the presentation is for an educational setting and any videos and film clips are brief.

You can market yourself (as Wayne mentioned) via email with a flyer or information that includes program and speaker descriptions. As a comment, Donna Primas added that on her recent cruise vacation, that the cruise line had many “enrichment lectures” on diverse topics on the days at sea.

Minutes taken by
Gina V Driskell
Co-Secretary

Jobs/Work/Programs for Tour Guides.

Transportation:

Meet and Greet at Airport/Train Station – help travelers/visitors with bus transportation to hotel or venue

Sports/dine arounds – to sport venues and/or restaurants, answer questions, provide assistance

Convention Shuttle – to/from hotel and/or venue, direct visitors to proper bus, answer questions,

Private Events – be available on the bus for questions, local knowledge, recommendations

Educational:

Student Tour Manager – be with group as they navigate a pre-set itinerary, answer questions, solve problems
One day or multi-day programs, local and/or national and/or international.

Music Groups – be with groups as they set up, practice, perform, as well as manage their itinerary.

College Visitations – provide Tour Manager duties as the group visits colleges: confirm dates/meals/etc.

Over the Road:

Tour Manager – generally not required to plan the itinerary, but will have to fix problems, solve dilemmas,
confirm appointments, keep to schedule, deal with medical/equipment issues, etc.

International Travel:

Tour Manager – Experienced/specialized knowledge, but bi-lingual skills not always required.

Conventions:

Welcome Desk – welcome guests/visitors, provide information about event, pass out badges/bags/schedules

Information/Special Events and Programs – provide details about museums, restaurants, tours, special events

Tour Operators/Destination Management/Transportation Company Tours:

Tour Manager/Local Guide – one hour to a whole day, may require knowledge about venues
(museums, Navy Pier, restaurants, bathrooms).

Highlights Tour – one hour to a whole day general knowledge of architecture, history, local events, etc.

Specialized Tour – could be churches, sports venues, museums, neighborhoods, art/sculpture, cultural
institutions, cemeteries, etc. May require special knowledge.

Eco/Adventure Tours – archeological digs, scientific research, hiking/mountain climbing
Requires specialized skills and knowledge

Private Party Tours/Special Programs:

Lectures – Oral or PowerPoint

Weddings/Retirement/Special Events/Family Reunions/Company Events – something unique and interesting!

Individual/Family tours – walking, public transportation, rented vehicle – in city and/or neighborhoods

Tour Guide/Personal Services Contract

This contract is for a Chicago Tour Guide on (i.e.) Wednesday, Feb 20, 2015, between _____ (undersigned below, herein referred to as the "Purchaser") and _____ (undersigned below, herein referred to as the "Tour Guide")

1. Basic Terms

The Tour Guide agrees to provide a tour and the Purchaser agrees to hire the Tour Guide on the following terms and conditions:

Date and Time of Tour: (i.e.) **Wednesday, Sept 15, 2014, 1-5 pm. 4 hours total.**

Pick-up and Drop-off locations: (i.e.) **Palmer House, Wabash Entrance**

Transportation (i.e.) **Arranged by Purchaser. Working microphone, non-tinted windows and long cord, please!**

Tour Route: (i.e.) **Downtown and near environs of Chicago. Will do best to honor specific requests.**

Compensation: (i.e.) **\$40 hr (4 hr min) total \$140, plus parking cost**

Payable at the beginning of the tour by check or cash, along with signed copy of this contract.

Should Purchaser request an extended tour due to late arrival or because the Purchaser's group is having a good time, tour will not be extended unless by agreement of the Tour Guides and with appropriate compensation as listed above.

2. Cancellation

The Purchaser agrees to pay the Tour Guides the full amount in the event the Purchaser cancels the contract with less than 72 hours advance notice. Any such payments will be made by the Purchaser to the Tour Guides within 3 days.

The Tour Guide agrees to find adequate replacements should the Tour Guides be unable to fulfill the obligation due to sickness, acts of God or other legitimate conditions beyond control.

3. Independent Contractor

It is understood that the Tour Guide is an independent contractor and not an employee of the Purchaser.

4. Liability

With regard to services provided by the Tour Guide pursuant to the fulfillment of this agreement, the Tour Guide shall not be held liable to the Purchaser, or anyone who may claim rights due to their relationship to the Purchaser, for any acts or omissions in the performance of services of the tour, except when said acts are due to willful misconduct or gross negligence.

5. Locations, Destinations and Stories Included on the Tour

In addition to those listed above, any desired locations would need to be provided by the Purchaser to the Tour Guide in time for proper tour planning. In general, however, the following locations/stories *could be* included:

Loop streets and architecture, famous art locations, Michigan Ave including Mag Mile/Water Tower, Grant Park and Millenium Park, Chicago History, Cultural Institutions including but not limited to Art Institute, Field Museum, Adler Planetarium, Shedd Aquarium, President Obama's home, and other notable locations in Hyde Park, famous movie scene locations.

IN WITNESS WHEREOF, the parties here agree to the terms set forth above:

PURCHASER (named above)

TOUR GUIDE (named above)

Phone number

Cell Phone number

Email

Email

Gratuities not included, but graciously accepted if your group has fun!

TOUR #	DESCRIPTION	#PAY	INV.	GRFT.	RCO
#57	TUES JUNE 28 [Tour Co] 9-1 plv IAC d/o NAVY PIER TM - DAVID DR - HANS Highlights - coffee ☺ Beautiful day - HAPPY GROUP!	44	160 INV 6/29	84	160 JUL 18 #2783
#33	Wed - Sat MARCH 22-25 MUSIC CLINIC / PERFORMANCE of ALBERTA SYMPHONY BAND PRIMER HOUSE + ORCH HALL DIV - CHARS - PLANS DELAYED DR - EUGENE [Bus Co] CO. - [MUSIC ADVENTURES] Great kids, CRABBY director	56	1250 INV 3/26	250 CH# 412 RCO 5/10	✓ 1250 RCO 5/10 #714 REP. 5/10