

## **Message from the Board – May 23, 2008**

Here are updates about recent and upcoming Guild activities:

### **SPRING GENERAL MEETING: MONDAY, JUNE 16 AT PIER 39, 6-9 PM**

The Spring General Meeting will be held Monday, June 16 in the Farallon Room at Pier 39, 6-9 pm. We have a speaker from the San Francisco Giants who will talk to us about the 2008 season and will bring game tickets for door prizes! (Note: We are scheduling a behind-the-scenes tour and lunch at AT&T Park as a training tour in late June, and we'll be attending a game as a social event in August!) We are hoping to have a second speaker, from the Academy of Sciences, to give us the latest updates about their exciting upcoming opening!

It's been suggested that we have a resource table at the meeting. Those who have resource materials they no longer need (but which would still be useful to other guides!) can bring them, and it will be a free swap! (Note that materials not taken at the end of the evening will be discarded if not removed by the owner.)

The printed version of the 2008 Guild Membership Roster will be distributed at the meeting. For those not in attendance the roster will be mailed. We will provide a light dinner. The meeting agenda will be emailed one week in advance, so please send any ideas/suggestions before that.

### **TRIVIA NIGHT: JULY 21 AT LEFTY O'DOUL'S**

We'll be hosting a Trivia Night at Lefty O'Doul's July 21 (date to be confirmed)—the first round of beer is on the Guild! This will be a fun way for members to socialize and share SF trivia. Great for those studying for the certification exam and those who just love trivia. And socializing. And beer! (and food).

### **STRATEGIC PLANNING**

Thanks to everyone who participated in our recent focus groups. Your input was invaluable in helping the Strategic Planning Committee develop a planning survey that will be distributed to the entire membership in June. More details later!

### **PROFESSIONAL STANDARDS POLICY**

Thanks to everyone who gave your input to our recent professional standards policy survey. A total of 75 members responded, with 79.5% approving the policy. This is important because it means that present and future Boards can address these sensitive situations knowing they are acting in a way the members feel is appropriate.

### **CERTIFICATION DISCOVERY**

There's been a feeling in recent years that the number of people achieving certification is far lower than in the past, and we've been very concerned, trying to figure out what's gone wrong. In one of the strategic planning focus groups Rick Spear asked the simple question, "How do we know the numbers are down?" so we asked Nancy McCormick (who processes certification paperwork) to look at her records. It turns out that 3-4 certifications per year has been consistent for the past fifteen years!! So while we definitely should work hard to encourage people to become certified and try to make the process more user-friendly if possible, it's nice to know that there's no crisis!

Here are the actual certification counts: 2007 (3), 2006 (4), 2005 (4), 2004 (4), 2003 (2), 2002 (3), 2001 (4), 2000 (13), 1999 (2), 1998 (8), 1997 (2), 1996 (1), 1995 (3), 1994 (3), 1993 (2), 1992 (11), 1991 (9), 1990 (19), 1989 (7), 1988 (10), 1987 (9), 1986 (7), 1985 (10), 1984 (33)

## **NEW POSTINGS TO THE INFO CENTER**

We have recently updated the Info Center section of the website ([www.sftgg.org](http://www.sftgg.org)) with Resource Documents that you might find useful. Included are:

- 2008 SFCVB Motorcoach Update
- 2008 Restricted Streets Map
- 2008 Muir Woods Tour Manual and Introductory Letter
- “Reserved for Tour Guide” sign for bus
- “Reserved for Handicapped” sign for bus
- Bus seating chart template (for seat rotation)
- Private Tour Booking Form (a template of questions to remember to ask when booking a private tour)
- Alcatraz Feedback Form (the National Park Service has suggested that when guides have suggestions/concerns about service on Alcatraz or the cruise/ticketing experience, filling out this feedback form would be a great way to bring the concerns directly to their attention)

## **GUIDEPOST SEEKING ARTICLES**

The new issue of the Guidepost will be published shortly. The newsletter’s editors are eager for members to contribute articles for future issues. Because the goal is to have in-depth, fact-filled articles that members can learn a lot from, please talk to Ulla Kaprielian or Renate Coombs before you start writing so you can work together to plan a great article!

We look forward to seeing everyone at the General Meeting June 16!