

Update from the SFTGG Membership Chair

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RECEIVING OFFICIAL GUILD EMAIL ANNOUNCEMENTS

At the recent general meeting, it became apparent that not everyone is receiving the official guild announcements. I did a test of the email broadcast system, and approximately 150 out of 220 members received it. *You apparently did not*, and this is why you are receiving this message by mail. This will be the last postal mailing we will do, other than the yearly roster mailings.

It is significantly more effort to communicate by mail. It takes much more time to print, copy, fold, stuff, address, stamp, and mail a message than it does to do an email to the same distribution. Since all board members are volunteers, and have responsibilities outside their board member duties, we have the objective of having 95% of the members be receiving our official broadcasts. To this end, I am writing this communication to educate users about spam controls, because I believe this is the reason some members do not receive the emails.

Yahoo! Group

First, I want to clarify something that often gets confused. There are two ways you might receive mail related to the guild. The first is the Yahoo Group. The Yahoo Group is a discussion group that many members have chosen to join. Any member can post a message and this message is sent to all subscribers. All messages from the yahoo group will have "[SFTGG]" at the beginning of the subject line. Due to the high volume of traffic to this group, some members have chosen not to subscribe, and therefore it is generally *not used for official guild announcements*.

Official Announcements

Official announcements will have a return address of either "info@sftgg.org" or "members@sftgg.org". These announcements will not have "[SFTGG]" in the title, and they can only be sent by board members. These messages are sent to all members who have an email address listed with their membership information, whether or not they have subscribed to the Yahoo group.

Please do not confuse these two very different methods of email communication. Note that this letter refers only to official SFTGG correspondence—it does not apply to the Yahoo group at all. Craig Smith very

graciously donates his time to manage the Yahoo! Group. To subscribe to the Yahoo group (or for issues related to the Yahoo group), send an email to him at palmedo@aol.com.

Receiving Official Announcements

There are two things that all members should do to insure they can receive the official guild email broadcasts. First, verify that your email address is correct in the roster. If your email address is not up-to-date, you will not receive announcements and you will not be able to access the members-only section of the website. Then, add info@sftgg.org and members@sftgg.org to your address book. Most email tools will allow you to receive messages from addresses that are in your address book.

To Test

An easy way to test if you are receiving emails is to go to sign-in page for the members-only section of the website: <http://sftgg.org/members/>. Near the bottom right of the page, you will see "Forgot your Password." In the box there, type in your email address and click "Get Password." (If you have never accessed the members-only section of the website before, you may need to "Register." See the directions on this same page.) The email address you use must be the one that is on file for you in the membership database. If it is not, you will see "Invalid email" in red after you click. If it is, you will see "password sent to you." Then check your email. You should receive an email message in the next 5 minutes from members@sftgg.org with the subject line "SFTGG Members Only Section." The text of the email will say "Your password is: " and then give your password. If you received this email, then you are receiving emails from the guild. If not, see below.

What is Spam?

Spam is unsolicited bulk email sent out by the thousands. If you see messages selling viagra, weight loss drugs, and other pharmaceuticals, rolex watches, loan refinances, etc, these are probably spam. I receive more than 50 messages per day that are spam.

As a result of this annoyance, most email tools try to identify spam, and they may separate the spam from your inbox or even delete it automatically.

Unfortunately, sometimes legitimate message are mis-identified as spam and moved to a different folder or deleted. I believe this is why you are not receiving the official SFTGG messages. Also, you may not be receiving messages from friends and prospective employers, if your email program improperly identified them as spam, so it is in your best interest to be familiar with how this works.

In this message, I will explain how to tell if your email is being deleted or moved into a spam folder. Since there are so many email programs, there is no way this message can be comprehensive. It is intended to show several examples so each of you can investigate your own email program on your own. Even if your email program is not listed here, please read over them, because most programs handle spam similarly. The information here will help everyone understand spam and spam controls regardless of what program they have.

AOL

When you read mail, underneath where your messages are displayed, you will see links for Spam Folder and another one for Spam Controls. First, look in your Spam folder to see if SFTGG messages are being incorrectly identified as Spam and transferred to the spam folder. If you see a message there that is not spam, click on it and click "This is not Spam."

Then click on the Spam Controls link. (You can also get there by going to keyword Spam Controls.) The setting for AOL's Advanced Spam Filter should be medium or low. Beneath this, the Additional Spam Filters should all be set to off. Click on Edit next to Sender Filter, underneath Blocked email should be: click Delivered to my spam folder. Click save.

After you do these, do the password test again to see if you are now receiving email from SFTGG.

Yahoo! Mail

Yahoo! Mail will either put mail it identified as spam in a Bulk mail folder or delete it. When you login to Yahoo! Mail, you normally come to the Welcome Page, which tells you how many unread messages you have, and has a link to your inbox. On the left side of this page, you will see a list of folders. You will see

- Inbox
- Draft
- Sent
- Bulk

Click "Bulk." On this page, you may see "You have chosen to immediately delete all messages that SpamGuard identifies as Spam." If this is the case, some messages sent to you may be automatically deleted without your knowledge! Click on "Edit Settings." I recommend turning SpamGuard On, and clicking "Save these messages in the Bulk Folder for 1 month." Click the 2 checkboxes underneath this, in the Mark Spam + Not Spam section. Then click "Save Changes."

Email programs can be trained to identify spam more accurately. To train your program, tell it which email are spam and which are not. In your inbox, click the checkbox to the left of any messages that are spam, and then click the Spam button. When viewing the messages in your Bulk folder, click on the subject of a message that is not spam to view it, and then click the "Not Spam" button. If you do this consistently, your email program will get better and better at properly identifying spam.

Microsoft Outlook

Outlook has a folder called "Junk Email." Check this folder for legitimate email. For spam controls, go to the Tools Menu and select Options. On this dialog, click the Preferences Tab, and then click the "Junk E-mail..." button. In particular, make sure the checkbox for "Permanently delete suspected junk e-mail instead of moving it to the Junk E-mail folder" is *unchecked!*

If a spam message shows up in your inbox, right click on it (Windows) or click and hold the mouse button on it (Mac), so a menu pops up. On that menu, select Junk Email, and then drag right to select "Add sender to blocked senders list." This will train Outlook to identify emails like this as spam.

If a non-spam message is in your Junk E-mail folder, bring up that menu in the same way, and select Junk Email -> Mark as not junk.

Eudora

Eudora has a folder called Junk as well. Check this folder for messages from the tour guide guild. If a spam message shows up in your inbox, right-click on it (Windows) or click and hold the mouse on it (Mac) to bring up a menu. From this menu, select "Junk." This will identify the message as junk and move it to your Junk folder. If you see a legitimate email in your Junk folder, bring up the menu in the same way and select "Not Junk."

Summary

Hopefully this will give everyone enough information so they know how to check their Spam folder and configure their spam settings so they can receive email from the guild.

ELECTION OF 2007 BOARD OF TRUSTEES

According to the SFTGG Bylaws:

1. Trustees shall be elected through the process of mail or e-mail ballot which will be completed within three weeks of the mailing date of the election notice.

2. The elected Trustees will consist of candidates receiving the most number of votes with the exception that the number of seats held by associate members cannot exceed four (4). If the candidates receiving the most votes would result in more than four (4) seats being held by associate members then the four (4) associate member candidates and the five (5) certified member candidates receiving the most votes will be seated on the Board.

There are 6 members retiring from the Board of Trustees. There are 7 nominees to fill these positions. At one time there were 8, but one has regretfully requested we remove his name from the list of nominees due to a personal/family conflict.

There is one certified member remaining on the board. Of the 7 nominees, 3 are certified. Therefore the 3 certified members and the 3 associate members receiving the most votes will be seated on the board. Next years board will consist of 4 certified members and 5 associate members, which technically is not in compliance with the bylaws, but there you have it. We had the same situation this past year until 2 board

members became certified during the course of the year.

Voting for the board will commence today and continue until Tuesday, January 2nd. Votes received after that day will not be considered.

You may vote for up to 6 of the nominees. To vote, send an email with the names of up to 6 of the nominees to members@sftgg.org. On January 3rd, the votes will be tallied, and the 3 certified members and 3 associate members with the most votes will be seated on the board. The results will be announced to the membership (by email) during the first week of January.

If you prefer not to vote by email, you may submit your vote by post to:

Andy Hartman, 1372 McAllister St.,
San Francisco, CA 94115

Please do not use the PO Box for voting. It will save a step to mail the vote directly to me. If you mail your vote to the PO Box, your vote may not be considered. However, please mail your checks for renewing dues to the PO Box.

The names of the nominees and their 75-100 word statements are listed below in alphabetical order.

NOMINEE STATEMENTS

WOLFGANG BORGSTEDE

Member since 1999 I am running for the Board of the Guild because I would like to do my share of work in the administration of our organization. Being an Associate Member of the Guild I will look for ways for non-certified members that could make getting the jobs required for certification less a catch-22-game. It may not be possible. But I will try it because the business volume in our industry will further recover from 9/11. Therefore, I think we should expect the better days ahead of us and not see them only in the past.

JASON COHEN

Jason Cohen became a professional guide in 2005, following years of volunteering with organizations such as City Guides. In this short time he has met a large number of Guild members and worked many DMC jobs, over-the-road tours, and local per capita tours. Having previously served as Chair of the Board of City Guides and President of a condominium association, Jason is experienced in working as an active member of nonprofit boards. He would be honored to give something back to the Guild, whose members have given him tremendous guidance and encouragement since he entered the field.

BERT T. HOLMBERG (certified)

Hello, This is Bert T. Holmberg. I have been the certification chair for 4 yrs. and that is my interest. I tend to talk too much, like so many tour guides. All the other candidates seem worthy. Abraham Lincoln said, "Anybody who wants to be president too bad, has something wrong with him". If elected, I will try to be quiet and only talk when important.

MADELON VAN LIER (certified)

My name is Madelon van Lier and I am running for a position on the Board because I really do have a service heart. I joined the guild in 1996 and previously served on the board in 1998-1999 as co-chair of programs. I believe my experience will be an asset. I am a certified guide and a graduate of ITMI. I believe that a professional association needs strong leadership. I have had the opportunity over the years to speak to many ITMI class participants about joining the guild, and am always pleased to see new members joining as a result.

DIANE MCNEELY

It's an honor to be nominated for a position on the Tour Guide Guild Board; one I don't take lightly.

Membership in the Guild has provided me a wealth of education, information, fellowship, friendship and support.

Now, I feel it's time for me to contribute something to the Guild.

That contribution would be my organizational skills, dedication to task, and, above all, my enthusiasm, good humor and ability to be a "part of the team" as we seek and pursue our common goals. Thank you!

BARBARA WHITE (certified)

Thank you for nominating me for the 2007 SFTGG Board of Directors. My intent in running for the 2007 Board is to bring the Guild and its Members into the present. We should be offer more monetary incentive to our "associates" to become "certified."

- 1) Communicate annually with our fellow organizations regarding any changes, whether rates, ethics, updates or any other changes that have taken place in the Guild.
- 2) Secure that our information of the SFTGG is available on all of our other national and international fellow associations' websites.

JOE RIES

Using my background in marketing communications will provide more SFTGG exposure to the hospitality industry with press releases; newsletter; speakers bureau to increase awareness and job opportunities for members. Establish communications with Bay Area travel sources/media about activities; goals and projects.

Seven years with SFTGG; 13 years with CRYSTAL CRUISES, working with Shore Excursion Dept.; 10 years teaching at SF State University; 25 years in advertising/public relations industry.

BFA Degree, University of Cincinnati; MBA, Golden Gate University; professional certification programs; Active with local fund raisers and volunteering with seniors.

GUIDEPOST NOW SENT BY MAIL (ON REQUEST) FOR FREE

The hardworking folks who volunteer their time to bring you the Guidepost, Ulla, Jason, and Renata, wanted to let you know that the board has voted to cover the costs of mailing the Guidepost to who ever would like to receive it by mail. So now, you can receive this quarterly publication in the mail for free. Of course, you can

always view it at our website (Go to <http://www.sftgg.org> and click "Info Center"), but if you would like to receive it in the mail, there will no longer be a charge. To get on the mailing list, contact Ulla Kaprielian (ullakap@hotmail.com, 925-376-9044) or Jason Cohen (jcohen1@pacbell.net, 510.653.4529).

RENEWAL OF MEMBERSHIP

Dues for 2007 are now due. Annual dues for the upcoming year will be the same as last year, \$55. Anyone who pays their dues before January 1st will receive a \$5 discount. Dues paid after March 1st will be assessed a \$5 penalty fee. So the dues are:

- \$50, if paid by January 1st, 2007
- \$55, if paid by March 1st, 2007
- \$60, if paid after March 1st, 2007

Please make your check out to SFTGG, and mail it to:

SFTGG
P. O. Box 170610
San Francisco, CA 94117-0610

I think that's everything. I look forward to seeing you all at this year's upcoming events.

Sincerely,
Andy Hartman
Membership Chair, SFTGG
members@sftgg.org