



# PTGAF Newsletter

October 2007

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## President's Message

As this issue of the newsletter arrives we're preparing to change the clocks and face the psychological challenge that accompanies 5:30 sunsets. Winter is coming, the hurricane season is almost over, tourists are packing their bags to visit soon and we prepare for the glorious onslaught of another "season" when we gather the acorns that sustain us through the leaner days of summer.

A dear friend and mentor, Audrey Brown has passed since our last newsletter and our tourism community waits to see who will rise up to carry on her work.

The move toward tour guide legislation is gathering momentum and seems imminent. The National Federation of Tourist Guides has taken notice and offers their support.

The Greater Miami and Convention Visitors Bureau launched a new initiative at their annual meeting called "Miami Begins with Me." Me includes you. We hope you will help the PTGAF evaluate ways to contribute to improving our community.

On a national level, the US Government's has recognized the difficulties foreign visitors encounter obtaining visas since 9/11 and has produced House Resolution 3232 to address the problem. Included in this newsletter is information about both The Travel Promotion Act of 2007 and The Discover America Project which we've compiled to keep you informed.

In this issue we also have the second installments of "Ask Dr Jane" and "How to Negotiate Like a Pro." Jane Petrick and Mary Greenwood produce two of the finest, professional columns found in any tour guide newsletter anywhere. We are fortunate. Past president Navin Ramani contributes thoughts from afar, Joan Hearn remembers Audrey Brown.

With this edition of the newsletter I want to convey that PTGAF is part of something much bigger and as we grow professionally we will affect everything around us. Take a minute to review the NFTGA Ethics and Standards and be sure to apply them to your own standards because we are not just tour guides but professionals and we should stand for something better.

"To travel hopefully is a better thing than to arrive." Robert Louis Stevenson

# Member Newsletter

## Tour Guide News

### Insurance

Tour guide liability insurance certificates were mailed on October 19th. If anyone on the policy hasn't received their document please inform Kevin Doran and you will be sent another. If anyone else wants to enroll the next open date for enrollment is January 1st and the cost for the upcoming year will be \$80.

### PTGAF Board of Directors

Uwe Doeringer of Dragonfly Expeditions has accepted an invitation to join the PTGAF Board.

### Tour Guide Legislation Unanimously Approved By Miami Dade County Airport and Tourism Committee

the GMCVB Community Relations Committee, chaired by Carole Ann Taylor and comprised of Certified Tour Guides and community volunteers, has been working on Heritage Tourism, tour guide legislation, and other related issues to enhance the visitor experience in our community. On October 11, 2007, the Miami Dade County Airport and Tourism Committee approved a GMCVB proposed resolution requiring certification and licensing of tour guides in Miami Dade County.

The legislation, sponsored by Miami Dade County Commission Chair Bruno A. Barreiro, was approved unanimously by Commissioners Jose "Pepe" Diaz [Committee Chair], Carlos A. Gimenez, Joe A. Martinez, Dorrin D. Rolle and Rebeca Sosa. In attendance at the meeting were Certified Tour Guides Adrienne Chiron and Judy Lang and representatives of the GMCVB, including William D. Talbert, III, who provided the committee with an update on the state of the tourism industry. The tour guide legislation will now be presented to the Miami Dade County Board of County Commissioners for approval and to become a part of the county's legislative package for approval in Tallahassee.

Former GMCVB Board Chair, Tony Goldman formed a Sightseeing Committee, chaired by former Commissioner Nancy Liebman and Historian Arva Moore Parks, which resulted in the production of the award-winning Heritage Guide Certification program and badges from Miami Dade College, as well as the formation of the Professional Tour Guide Association of Florida.

**From the Office of GMCVB President and CEO, William D. Talbert III**

**Monday, 15 October 2007**

### Great Street

Ocean Drive ranked number 7 on the top ten list of Great Streets for 2007, according to the American Planning Association. The APA's "Great Places in America" listing spotlights good planning in neighborhoods and streets across the U.S. Ocean Drive was selected for its architecture, historic preservation efforts and pedestrian-friendliness.

### The Miami SkyLift Balloon

Bayfront Park's newest attraction is the Miami SkyLift Balloon carrying up to 30 passengers 500 feet in the air for a spectacular view of South Florida. On a clear day visibility extends to 30 miles. The 73 ft. high helium-filled balloon does not free float but is tethered by a high tension steel cable elevated with an electric winch.

Weather permitting, the balloon lift operates daily from 10 a.m. to 9 p.m. SkyLift Holdings invested \$3 million in the project and has a five year contract to operate at the park. Bayfront Park will receive \$270,000 a year, plus revenue from ticket sales and advertising income.

# Member Newsletter

## Tour Guide News cont....

### **Miami Begins With Me**

#### **Bureau battles poor customer-service reputation**

by Douglas Hanks III The Miami Herald

Introduce yourself. Smile and make eye contact. Own up to your mistakes and correct them.

Those are the lessons Miami-Dade's tourism bureau hopes to teach hospitality workers in a new campaign aimed at improving a chronic weakness for the vacation industry: a reputation for poor customer service.

Dubbed "Miami Begins with Me," the effort by the Greater Miami Convention & Visitors Bureau seeks funds to train front-line tourism workers in making travelers feel welcome. "A world-class destination requires world-class service," Maria Sastre, the outgoing chairwoman of the bureau, told about 400 people at the group's annual meeting, held at Dolphin Stadium.

The bureau hired undercover inspectors to visit about 60 hotels and restaurants to gauge the region's proficiency in customer service. Among the findings: Miami-Dade workers often fail to engage customers be it by saying the first hello or remembering to use names. "Where we come up short is in the personal touch," Sastre said.

Service has always been a sore spot for the Miami area's tourism industry. Even top hotels get dinged by hospitality inspectors, and the region has yet to win a fifth star in the coveted Mobil hotel rankings. Last year, Mobil's reviewers cited service as blocking top hotels like the Four Seasons and Ritz-Carlton Key Biscayne from winning their fifth star. Though the cooler-than-thou ethos of South Beach gets some blame, South Florida's large foreign-born population is often cited as a reason for poor communication between visitors and hospitality workers. Sastre said bureau staff expected English proficiency to be a problem inspectors found and were surprised when it didn't surface as a concern.

The tax-funded bureau has not released the report, but officials there said the results were more encouraging than conventional wisdom might expect. "At the end of the day we're not as bad as either we think or we think others would think," said bureau President William Talbert III. "But the fact of the matter is, we're not as good as we should be."

The bureau will launch a series of ads promoting the "Miami Begins With Me" slogan (including some swapping out "me" with the Spanish mí and the Creole mwen) on busses, billboards and in print media. Staff also will solicit private and public funds to subsidize training sessions with front-line hospitality workers, using existing programs at schools like Florida International University. Rolando Aedo, the bureau executive overseeing the effort, expects an initial budget of as much as \$500,000.



# Member Newsletter



## “Ask Dr. Jane”

### Diversity Competence at the Heart of Customer Service

Dear Dr. Jane,

As culturally diverse as it is, I am embarrassed and horrified by the cultural insensitivities I see my hospitality profession colleagues exhibit towards guests and towards each other here in South Florida. I have evidence that we are losing business and dollars because of it. How do I sell the idea that we really need some training in this area to folks who think they know all about diversity just because they live here??

Signed, Not Just Trying to Be "PC"

A very astute observation. And you're right: it has nothing to do with trying to be "politically correct".

A clue to how you can hook others into taking this concern seriously lies in the meaning of the word "hospitality". Webster defines *hospitality* as "the cordial and generous reception of guests socially or commercially". True hospitality feels wonderful. When I am generously received, I want to return to that place. I'll even be willing to spend more money or to work longer hours to be there.

But essential to my feeling "generously received" is that I feel accepted for who I am. The diverse aspects of me that make me "me" must be recognized and appreciated. If I feel that my uniqueness is only tolerated (or worse!), I certainly won't feel "generously received". And I won't come back.

Each of us has unique aspects, which define who we are and of which we are proud. Diversity is the differences that make each of us unique and the commonalities that connect us. Diversity includes race and gender but it also includes age group, work style, education, marital status, where we were born and grew up. It includes everybody.

Successful hospitality organizations are diversity competent. Diversity competence is the ability to use diversity in the marketplace and in the workplace as a competitive business advantage. Diversity competence utilizes the opportunities and avoids the hazards that differences create.

Diversity competent organizations know how to make every guest and every employee feel appreciated *for who they are*. But note: the word is appreciated, not tolerated. Tolerant behavior ("Hello. How are you? Have a nice day.") is not good enough. Why?

Well think about it: have you ever felt tolerated? Have you ever felt appreciated? You know the difference. So do your customers, coworkers and employees.

So if you had the choice between relaxing or working in a place where you felt appreciated versus a place where you just felt tolerated, where would you go?

Diversity competence creates an atmosphere of comfort and cordiality, elements essential to true hospitality. In the hospitality industry, diversity competence bestows a serious competitive advantage. And who wouldn't want to get more training for that?

**Dr. Jane Petrick, organizational psychologist and certified tour guide, is the author of "Making the Connection: Getting Work to Work" and "Beyond Time Management". For over 35 years, Dr. Jane has assisted groups worldwide connect with the joy of healthy work. Send your workplace questions and comments to her at [info@wisdomforwork.com](mailto:info@wisdomforwork.com). Because work is a four letter word. But so is life. And so is love.**

# Member Newsletter

## How to Negotiate Like a Pro

### If You Don't Ask, You Don't Get

By Mary Greenwood, Author of Award-Winning book:  
How To Negotiate Like A Pro: 41 Rules for Resolving Disputes

In my first column for the PTGAF Newsletter, Everything is Negotiable, I concentrated on what can be negotiated (hourly rates, bonuses, per diem etc.) This column is all about How to negotiate.

#### 1. Know What You Are Worth.

If you are going to negotiate your rate for a new tour, you need to know the market and what the other companies are paying. You need to know everything you can find out about your business; you cannot be over-prepared. You also need to explain what effort and expertise went into researching the tour. Then you need to "sell" it. For example an hourly rate for a new tour might not adequately reflect the research that went into scripting the tour. You might request a set fee for researching the tour and then a set rate for giving the tour. Explain the number of hour spent researching and the special anecdotes and slant that only you can provide.

#### 2. Try to give something back as an extra bonus.

Lagniappe is a Creole term used in Louisiana, meaning an unexpected gift, benefit or dollop which might, for example, be given by a shopkeeper to add to the purchase. The word is derived from Spanish "la napa" which means gift and from Quecha, a native South American language "yapay" which means to give more. The term got a French spelling via New Orleans. When negotiating, each party wants to get a little something extra. For example, you could make a script of your presentation available with your byline on it. You can give a lower rate when someone books multiple tours. You can throw in an extra fifteen minutes to your regular tour for free. Once you start thinking of those extras or bonuses to throw in, you will know you understand the concept.

#### 3. If You Don't Ask, You Don't Get.

Don't be afraid to ask for something. My Mother always said that the worst thing that can happen when you ask for something is that the other party says, "No." Even if the other side does say "No", you haven't lost anything. For example, since I live in Miami Beach, I will ask if I can meet an Art Deco Tour in Miami Beach rather than at a hotel in Boca Raton or Fort Lauderdale. If there is another guide on the bus already, this can actually work out for both parties. The DMC does not have to pay me for the bus trip and I don't have to fight traffic for a couple of hours. If I'm needed at the hotel, then I have to decide whether to accept the assignment anyway or say "no."

If you have any suggestions or negotiation questions for the next column, email me at [Howtonegotiate@aol.com](mailto:Howtonegotiate@aol.com) or visit [www.Marygreenwood.com](http://www.Marygreenwood.com)

Mary Greenwood, Art Deco Tour Guide and Author of **How to Negotiate like a Pro, 41 Rules for Resolving Disputes**; DIY Award, Los Angeles, Best "How To" book Finalist ForeWord Magazine, Book of the Year Award, Self-Help Category New York Book Festival, Honorable Mention, E-Book and Self Help Categories available at [www.barnesandnoble.com](http://www.barnesandnoble.com) or [www.amazon.com](http://www.amazon.com) and Books and Books Visit [www.Marygreenwood.com](http://www.Marygreenwood.com) Email: [Howtonegotiate@aol.com](mailto:Howtonegotiate@aol.com)



# Member Newsletter

## Site-Seeing

This month's additions to useful and interesting websites, which I'm sure you all are saving for future reference include **The City of Miami's** new **Historic Preservation Miami** website, [www.historicpreservationmiami.com](http://www.historicpreservationmiami.com) where you can view the unique built environment that illustrates the City's history, distinctive architecture, and cultural diversity, and learn ways to preserve and protect Miami's irreplaceable and invaluable cultural resources. What a wonderful resource for tour guide research. The historic preservation program promotes the identification, evaluation, rehabilitation, adaptive use, and restoration of the City's historic, architectural, and archeological heritage and features among other things detailed information about the City's locally designated [historic sites and districts](#).

The second site is **GUIPA**, [www.guiipa.com](http://www.guiipa.com) the world's largest directory of tourist guides, which we are not promoting in any way but merely suggesting that you visit in order to know more about what is going on in the rest of the world. Some guides have also learned that sites sometimes take listings of guides from other sites and add them to its own without guides even knowing it which is what happened in the UK.

The third site is **Trip Advisor** [www.tripadvisor.com](http://www.tripadvisor.com) a rich source of information on many subjects which might be useful as you plan your tours.

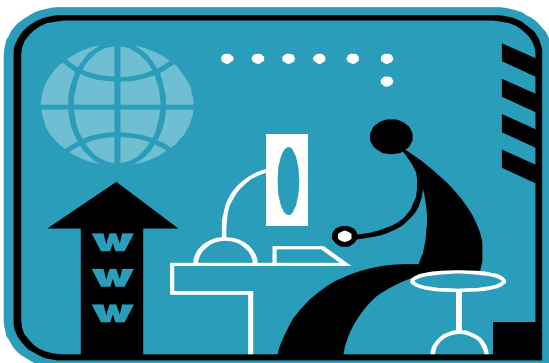
The PTGAF is fortunate to have a seat on the Greater Miami Convention Visitor's Bureau Community Relations Committee. The focus of the committee is to bring attention and commerce to Miami's culturally rich but under-appreciated heritage neighborhoods such as Overtown, Little Haiti and Little Havana. For this reason, I've included a very interesting website to reinforce that Miami shares these same issues with many other communities.

**The Community Heritage Group's** mission [www.communityheritagegroup.com](http://www.communityheritagegroup.com) is to help municipalities, organizations, and businesses identify, preserve, and build upon their region's cultural heritage for economic and quality-of-life benefits. Central to this work is a shared public commitment to "place-making." As tour guides we need to appreciate how we can affect and be affected by these forces and play an active role reviving our heritage neighborhoods.

It is very enlightening to visit **The Discover America Partnership** (DAP) website [www.poweroftravel.org/leadership.aspx](http://www.poweroftravel.org/leadership.aspx) to understand the initiative organized in response to growing concerns about America's declining image around the world. Led by some of America's foremost business leaders, the aim is to create a new environment in which the nation's public diplomacy can flourish.

In the future we want to encourage you to share some of your own findings to this column.

Bon voyage



# Member Newsletter

## The Discover America Partnership

**America's Image is Declining (Pew Global Attitudes Project, 2006)**

The Discover America Partnership (DAP) initiative began in 2006 in response to growing concerns about America's declining image around the world.

The Discover America Partnership's® aim is to create a new environment in which the nation's public diplomacy can flourish. Led by some of America's foremost business leaders, the Partnership advances travel to the U.S. as a solution to America's public diplomacy challenges.

America's global image has suffered dramatically in recent years. A 2006 study by the Pew Global Attitudes Project quantified this trend in stark terms.

- In most countries, favorable opinions of America are well below 50 %
- In the United Kingdom, favorable opinions have slipped 27 % in the past six years
- Favorable opinion in Germany and France is below 40 %; 23 % in Spain
- U.S. Overall World Travel Market Share has decreased 19% from 2000 to 2004, and 36 % between 1992 and 2004. The U.S. had 9 % of world travel market share in 1992, today we have 6 %.

### Mission

The DAP aims to:

- Empower American citizens as our greatest ambassadors by increasing their opportunities to interact with international visitors;
- Address the unnecessary obstacles to welcoming more international visitors;
- Encourage new and better ways to compete for international travelers; and
- Challenge to attract ten million more visitors annually.

### Leadership

The DAP includes leaders of the nation's most prestigious brands in travel and tourism. The chief executives of these organizations understand that the American people hold the key to improving America's image around the world, and travel and tourism is the best way to unlock the power of the people-to-people communication

### People to People Diplomacy

The DAP believes the American people are a key to reversing this trend. Research shows that when international travelers visit the United States, their views of America and Americans are significantly more favorable. A recent study showed that travel to the U.S. increased favorability of the country by an extraordinary 42 %.

Unfortunately, the U.S. has experienced a 36 % decline in market share of international travelers since 1992. It's time to reverse that trend and to strengthen America's image by unlocking the power of travel.

The DAP challenges the US to welcome 10 million more visitors annually, an audacious goal, but one that the US must strive to achieve. When 10 million visitors experience the real America, bypass the filter of foreign media and go home to share their positive experiences, we have the opportunity to strengthen America's image. Everyone in the tourism industry can help by helping to identify the unnecessary obstacles to welcoming more international visitors to our country each year, and taking part in finding better ways for America to compete for international tourists.

[www.poweroftravel.org/leadership.aspx](http://www.poweroftravel.org/leadership.aspx)

# Member Newsletter

## The Travel Promotion Act of 2007

Since 9/11, overseas travel to the United States has declined by 17 %, resulting in billions in lost revenue and tens of thousands of lost jobs.

The "Travel Promotion Act" would help solve America's travel crisis by establishing a nationally coordinated, public-private promotion campaign to change negative perceptions, communicate U.S. visitor entry policies and welcome more international travelers to the United States. Specifically the bill would:

### Key Elements of the Bill

- Establish the Corporation for Travel Promotion, an independent, non-profit corporation governed by a 14-member board of directors appointed by the Secretary of Commerce. Board members are required to have professional expertise in travel, international travel promotion and marketing, and to broadly represent various regions of the United States.
- Establish a Travel Promotion Fund whereby private industry contributions (up to \$100 million) are matched with a government contribution (up to \$100 million). Federal contributions to the Fund will be financed by a \$10 fee paid by foreign travelers from Visa Waiver countries and collected via the Department of Homeland Security's Electronic Travel Authorization system. (American travelers frequently pay similar fees when traveling to other countries.) This fund would put the United States on par with Australia, Greece, Mexico, the United Kingdom and dozens of other countries that spend tens of millions of dollars annually to compete for visitors.

### EVERY DEVELOPED NATION EXCEPT THE UNITED STATES SPENDS MONEY ON TRAVEL PROMOTION:

AUSTRALIA	\$113.3
CANADA	\$58.5
THAILAND	\$32.1
CHINA	\$60.0
TUNISIA	\$43.0
EGYPT	\$46.0
TURKEY	\$80.0
FRANCE	\$63.3
U.K.	\$89.2
GERMANY	\$38.7
GREECE	\$151.4
ITALY	\$61.9
MALAYSIA	\$117.9
MEXICO	\$149.2
PORTUGAL	\$38.3

Source: World Tourism Organization



# Member Newsletter

## The Economics of Travel

### US Travel and Tourism – a Snapshot

- The travel and tourism industry is expected to generate \$650 billion of economic activity in 2006.
- The US travel industry: creates jobs and careers; fulfills important social policy goals such as moving people from welfare to work; contributes more than \$105 billion in tax revenue for local, state and federal governments; and creates a travel trade surplus to offset the nation's worsening balance of payments deficit.
- The travel industry enjoys a significant presence in all 50 states and 435 congressional districts.



### US Lost 36% of World Market Share since 1992

- US share of international travel has fallen 36 % since 1992 – from a high of 9.4 % to the current 6.1 %.
- Had the US maintained its share of the world travel market, 27 million more travelers would have visited the US in 2005. This represents not only an economic loss, but a diplomatic loss as well.
- The cumulative cost since 1992 is an estimated \$286 billion in economic growth and millions of jobs.
- Compared to 10 years ago, the US international tourism balance of trade has declined nearly 72 % – from \$26.3 billion in 1996 to \$7.4 billion in 2005.

### 2006 Finally Returning to Pre-9/11 Numbers

- International travel to the US, which reached its peak in 2000 with 51.2 million visitors, hit its low in 2003 with only 41.2 million visitors.
- In 2006, the United States is projected to return to – and possibly surpass – the pre-9/11 international arrivals.
- While this statistic may sound encouraging, the US has failed to capture any of the nearly 20 % increase of worldwide travel since 2000. In addition, much of the increase in international visitation can largely be attributed to Canadian travel, a market now threatened by the challenges surrounded the upcoming implementation of the Western Hemisphere Travel Initiative (WHTI).
- Overseas travel to the US has dropped by 17 % since 2000.

### Every One Point Increase in World Market Share Improves U.S. Economy

- 8.1 million additional visitors
- \$13.4 billion in additional revenue
- 153,000 additional US jobs
- \$3.5 billion in additional payroll
- \$2 billion in additional tax revenue

Sources: US Department of Commerce OTI and Travel Industry Association data

# Member Newsletter

## Downtown Audrey Brown



I am not sure how many of you know that "Downtown Audrey Brown" was Audrey's trip director name. We did a lot of travel work together and one thing I can tell you is that she continually dreamed of the day that "downtown" would one day be right in the thick of things. She passed too soon to see her dream fulfilled but really for Audrey that really didn't matter because for her, dreams were just the beginning.

We both spent many years on the road but when we were in Miami of course did local work.

We followed similar paths and shared the same ideas about our industry and looked for ways to improve it. What made Audrey so special was that with Audrey, belief was always followed by action. When we believed that organizing the first IC's would help improve work ethics and help perfect job skills, the dream became FAME and is now a strong organization.

Taking the idea of professionalism a step further, Audrey also helped to organize the PTGAF believing that all tour guides should be educated, certified and be proud of their skills.

Her ability to look for new ideas and dream new dreams is what made her so extraordinary. She constantly moved forward believing that nothing was impossible to do while always saying "let's discuss it."

Though not a rich woman, Audrey had character and honesty that exceeded all superficial definitions of wealth. Her time with us left us all richer. I feel sadness when I think that she's left us but I'm grateful for my time with her knowing that I learned from the best. In my heart I'm sure she is still in the thick of it with us all so here's to you our "Downtown Girl Audrey Brown".

Joan Hearn

# Member Newsletter

## Reflections From a Distance

As I watch the fall of multicolored maple leaves, damp from a cold October rain fill the streets of Vancouver, I reflect on tropical Miami where the coconut palms might still be swaying with balmy breezes. Nostalgia of a city forever luring worldwide visitors to savor the restored charm of its Art Deco District, one of few pedestrian oriented enclaves in the City of Miami Beach with an unrivaled architectural theatre dating from the late 1920s.

A volunteer tour guide since 2002 for The Miami Design Preservation League, I was honored to be an ambassador of this landmark early 20th century historic district and equally honored to participate in the launch PTGAF, the premier organization that would certify many more proud ambassadors filling the ranks as heritage guides to many of Miami's equally compelling and culturally diverse historic neighborhoods.

Today one can proudly reflect on the many notable achievements made since the humble beginnings of PTGAF in 2004. In partnership with the Miami Dade College (MDC), Southern Florida Concierge Association (SFCA), Florida Association of Meetings and Events Professionals (FAME) and The Greater Miami Convention and Visitors Bureau (GMCVB) ; the PTGAF board together with contributions from its honorary members continues to march forward in its mission to enhance the quality of the City's Tour Guides and the visitors' cultural experience in Miami and South Florida. Some of PTGAF's many accomplishments to date in these few short years have included:

- The successful culmination of 6 Heritage Tour Guide Certification programs
- The organization of 8 cultural heritage events for members presented by recognized authorities on the subject, covering many landmark historic sites and districts in Miami
- A regularly updated website and quarterly newsletter for disseminating information about developments in Miami Tourism and tour guide related news.
- Accreditation of PTGAF as a voting member of The National Federation of Tourist Guide Associations (NFTGA)
- Landmark legislation by the Miami Dade County supporting tour guide licensing. A much awaited legislation lobbied for many years by SFCA, PTGAF and GMCVB.

Support for this landmark legislation today underscores the value and importance the city places on professional tour guides in the city. It will not only require prospective guides to become certified in order to practice in this industry but simultaneously convey the importance of bearing a heritage guide badge and joining the PTGAF as heritage guide members. I would like to especially thank our current President, Kevin Doran and founding member Sheila Kelley for their continued service in pursuing the goals of PTGAF.

Unfortunately as in life, celebration and progress come with its share of loss and this past summer on August 29th PTGAF lost one of its founding members, Audrey Payne Brown due to her unexpected and sudden passing away. Those of us in the inaugural board will remember her welcoming presence and vital contributions at so many of our formative meetings. A large part of PTGAF's presence today can be attributed to her vision and dedication for this landmark organization in South Florida. On behalf of PTGAF I would like to also thank MDPL for its gesture in trying to formalize a scholarship program in her name for the Art Deco Academy and Tour School in appreciation of her commitment and dedication to local history. Audrey Payne Brown will always continue to be a guiding light to us all in embracing the principles of hospitality for tourism and in guiding the mission of PTGAF moving forward.

Best Wishes  
Navin Ramani  
Inaugural President

# Member Newsletter

## National Federation of Tourist Guide Associations Ethics & Standards

1. A professional tourist guide provides a skilled, knowledgeable presentation; informs, interprets and highlights the surroundings; maintains objectivity and enthusiasm in a courteous and polite manner.
2. A professional tourist guide ensures that all information presented is factual, and makes a clear distinction between what is true and what are stories, legends and opinions.
3. A professional tourist guide keeps current on changes throughout the area s/he works, including but not limited to seasonal events, new exhibits, traffic laws and facilities, and follows the rules and regulations at all sites where tours will be conducted.
4. A professional tourist guide is prepared for each tour when the itinerary is furnished in advance; reports on time and is responsible for facilitating the smooth, safe, efficient and timely movement of the tour.
5. A professional tourist guide is sensitive to the interests and values of the tour group and does not share his/her personal views on controversial subjects such as religion, politics or lifestyles.
6. A professional tourist guide knows and follows the policies of the company that contracts him/her and does not solicit a job from that company's client without the consent of the company; maintains loyalty to the company and protects the confidentiality of proprietary information. Also, s/he strives to establish a friendly and helpful rapport with the client, and uses discretion in the conduct of the personal business while on tour.
7. A professional tourist guide dresses appropriately for the type of tour being conducted.
8. A professional tourist guide extends professional respect and a spirit of cooperation to fellow guides, and strives to establish a good working relationship with all service providers on the tour route.
9. A professional tourist guide accepts each tour as a serious commitment and cancels only when absolutely necessary, providing as much advance notice as possible.

