

Susan Bell  
Commissioner

P.O. Box 110800  
Juneau, AK 99811-0800

[www.commerce.alaska.gov](http://www.commerce.alaska.gov)

SEAL OF THE STATE OF ALASKA  
STATE OF ALASKA

DEPARTMENT OF COMMERCE,  
COMMUNITY & ECONOMIC DEVELOPMENT

Dru Fenster  
Communications  
Coordinator

907.465.2523  
[dru.fenster@alaska.gov](mailto:dru.fenster@alaska.gov)

## Press Release

COMMISSIONER'S OFFICE

FOR IMMEDIATE RELEASE  
March 27, 2012

No. 12-12

Contact: Dru Fenster  
Dept. of Commerce, Community, and Economic Development  
(907) 465-2523  
[dru.fenster@alaska.gov](mailto:dru.fenster@alaska.gov)

### Alaska Tour Guide Training Offered

(Anchorage, AK) – The Alaska Department of Commerce, Community, and Economic Development is hosting a workshop on the Alaska Tour Guide Training (ATGT) Program April 23 to 25, at the *BP Energy Center*, 900 East Benson Boulevard in Anchorage, from 9:00 am to 5:00 pm on April 23 and 24, and from 9:00 am to noon on April 25. The course will be taught by Linda Nicklin, a guide trainer for Gastineau Guiding in Juneau and a developer of the ATGT curriculum, and Odin Brudie, a tourism development specialist with the Alaska Division of Economic Development. The curriculum and instruction materials will be made available to those who complete the workshop.

Knowledgeable local tour guides are a great way to introduce visitors to Alaska and can add authenticity and incredible value to visitors' experiences. The State of Alaska is offering the ATGT Program as a training course for tour guides, with the aim of increasing the number of local guides working in the visitor industry, especially in rural areas of the state. The April workshop is a "Train-the-Trainer" for individuals interested in using the ATGT curriculum to train new or returning guides within their community, company, or organization.

The ATGT curriculum explores the elements that make up a successful and compelling tour. The training provides hands-on practice in working with different learning styles of clients and guests, and in meeting visitor expectations. The art of interpretation and telling a story rests at the core of this training program. Through role-playing exercises, participants practice troubleshooting when tours don't go as planned.

To register for the Train the Trainer workshop or to get more information about the ATGT curriculum, please contact Odin Brudie, [odin.brudie@alaska.gov](mailto:odin.brudie@alaska.gov), 907-465-5466 or Dru Garson, [dru.garson@alaska.gov](mailto:dru.garson@alaska.gov), 907-465-2162 at the Alaska Division of Economic Development. Cost to register is \$100. The ATGT program was developed with support from the U.S. Department of Commerce – Economic Development Administration. This workshop is offered in partnership with the Alaska Wilderness Recreation and Tourism Association and Visit Anchorage.

###