

# MICHAEL MORGENTHAL

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## SUMMARY

Enthusiastic, energetic and entertaining tour director and licensed New York City and Washington, D.C., sightseeing guide. Excels at personally engaging each tour guest and turning complete strangers into old friends by tour's end. Adept at dealing with all phases of tour management. Utilize extensive journalism background to craft interesting, funny and informative stories. Booming speaking voice and commanding yet friendly presence prove reassuring for guests.

## EXPERIENCE

### Licensed Sightseeing Guide: NYC & Washington, D.C.

*2010-Present*

- NYC License #1352463 obtained May 2010. Scored 133 out of 150 on NYC Licensing Exam.
- Washington, D.C., License #TGL11343 obtained October 2011.
- GANYC Certified Guide
- Develop and conduct walking, subway and bus tours throughout New York City for several major local tour operators and institutions including **Levy's Unique NY Tours; Beyond Times Square; Yellow Moon Tours; NYCH20; New York Transit Museum; NYC Vacation Packages; City Tales Tours; Travac Tours; Trafalgar Tours; Explorica; EF Explore America; and Bowery Boys Walks.**
- Master Guide for **City Wonders Ltd.**, 2014-2015. Wrote scripts for, developed and led walking tours of New York's leading attractions. Identified and trained tour guides for company's New York operations.

### Virtual Tour Guide, NYC

*2020-Present*

- Developed several webinar-style Virtual Tours for **New York Adventure Club, Bowery Boys Walks,** and private clients.
  - Subjects include: Brooklyn Heights, Rockefeller Center, Statue of Liberty, Ellis Island, Temple Emanuel (5<sup>th</sup> Avenue), Ghosts of the Elevated Trains, and NYC Newspaper History.

### Owner/Taster in Chief, Ray's Food & Walking Tours ([www.raystours.nyc](http://www.raystours.nyc))

*2015-Present*

- Owner and director of operations for No. 3 ranked Brooklyn Food Tour company on TripAdvisor.
- Develop and operate food-tasting tours throughout New York City, including: Brooklyn Heights/DUMBO, Williamsburg, Bushwick, Greenwich Village, Lower East Side, Grand Central area, Financial District, and Upper East Side.
- Previously developed food tours in **Chicago** (River North, Wicker Park) and **San Francisco** (North Beach, Mission District) for **Sidewalk Food Tours.**

### Tour Director

*2003-2005, 2010-Present*

- Lead coach- and public-transit-based multi-day tours of U.S. destinations for groups of 20 to 150 pax. Gateway City: New York City: JFK, EWR & LGA. Citizenship: United States
- Clients include: **Explorica; EF Explore America; WorldStrides; Bob Rogers Travel; Academic Expeditions; FEAT Travel; TK Tours; EduStar Tours; Global Explorers; and Receptive Tours NYC**
  - Domestic destination knowledge/expertise: **New York City and State; Niagara Falls; Boston and New England; Washington, DC; Philadelphia; Pennsylvania Dutch Country; Gettysburg; Williamsburg, Va.; Florida; New Orleans; Chicago; San Francisco and Bay Area; Seattle; and National Parks.**
  - Led 6-day tour of **Madrid and Andalucía, Spain** in May 2018.
  - Led teacher-convention tours in 2013, 2015, 2017-2018 to orient teachers new to student travel and introduce new destinations.
  - Led tours at 2003, 2013 and 2017 Presidential Inaugurations.
  - Supervised team of tour guides for **Receptive Tours NYC** for week-long tour for marching bands appearing in the Macy's Thanksgiving Day Parade in 2017, 2018 and 2019.

*Continued*

## PROFESSIONAL DEVELOPMENT

### **Guides Association of New York City (GANYC)**

*2013-Present*

- Vice President, 2020-present, Secretary, 2018-2019, Board Member at Large, 2016-2017.
- Chair, Industry Relations Committee, 2017-present.
- Co-organizer of **GuideWeek 2021 presented by GANYC** (guideweek.org).
  - The first virtual conference specifically designed for local tour guides, GuideWeek attracted 400 tour guides and 60+ recruiters from around the world for a week of educational sessions, virtual tours, networking and recruitment/job fair
- Launched **Tour Your Own City** (touryourowncity.com) initiative in 2020 to help GANYC members market their tours to the NYC-area market during COVID
- Initiated Tour Cancellation Registry & Tracker to help GANYC lobby for tour guides to be covered by Unemployment Insurance during COVID, which became a model for tour-guide associations around the world.
  - In New York, we tracked more than \$3 million in lost revenue for tours cancelled due to COVID
- Represented GANYC at WFTGA 2017 in Iran, WFTGA 2019 in Republic of Georgia, NFTGA 2016 in Washington, DC, NFTGA 2018 in Philadelphia; and various tourism industry events in New York City
- Winner, 2020 **GANYC Apple Award for Outstanding Achievement in Support of NYC Tourism**

### **Member, International Association of Tour Directors and Guides (IATDG),**

*2017-Present*

## EDUCATION

### **S.I. Newhouse School of Public Communications, Syracuse University**

*1993*

- Degrees: Bachelor of Science -- Newspaper Journalism; Bachelor of Arts – History

## ADDITIONAL PROFESSIONAL EXPERIENCE

- 1993-2009: Magazine Editor, Director of Media Relations, Newspaper Reporter and Freelance Writer/Editor.
- 2003: Promoted “BBQ USA” cookbook by noted author Steven Raichlen at events throughout the United States for **Workman Publishing**. Drove modified school bus, covering approximately 16,000 miles. Managed all promotional tour logistics.

## PERSONAL

- Avid Golfer, SCUBA diver, and Jazz Aficionado
- Appeared on David Letterman Show and Japanese TV

*References available upon request*