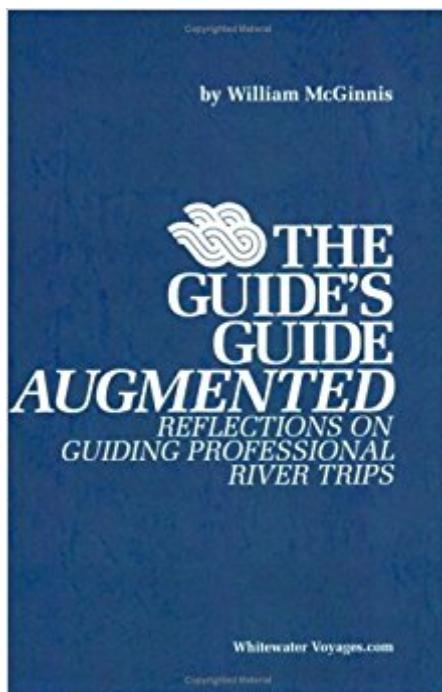


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# The Guide's Guide Augmented: Reflections On Guiding Professional River Trips



## **Synopsis**

The definitive--and only--how-to book on professional river guiding, The Guide's Guide Augmented presents a comprehensive philosophy and a wealth of detailed methods for creating "Deep Fun:" Life enhancing river trips which entertain, inspire, educate, thrill, heal & delight! Used by guides, outfitters and trip leaders worldwide, The Guide's Guide Augmented covers every aspect of the multifaceted art of river guiding: People, leadership and conflict-resolution skills; all aspects of a guide's role in creating fun, uplifting, learning-filled trips; safety talks; guide training; signals; knots; high-water safety; swiftwater rescue; emergency evacuation & coping with accidents; minimizing liability; expedition food planning; nature interpretation made fascinating; boatloads of hilarious river, land & bus games which really bring people together; and much, much more!! At 316 pages, The Guide's Guide Augmented includes a completely updated version of the original 1981, 140-page Guide's Guide contents, plus a wealth of new material. Some of our guides think we're crazy to sell The Guide's Guide and crazier still to sell The Guide's Guide Augmented because they feel these books give away our trade secrets, our competitive edge, the philosophy and methods which distinguish the trips of Whitewater Voyages from those of other outfitters. I really believe, however, that the safer and better all rafting trips and outdoor recreation experiences, the better for all of us. The more people who return home in one piece, thrilled and delighted with their river trip or outdoor outing, the more river rafting and outdoor recreation in general will be seen as a great thing to do and the more all outfitters, the recreating public and our rivers, forests and other recreation resources will benefit. It is my hope that The Guide's Guide Augmented will be helpful, even inspirational, to guides, trip leaders, outfitters, government agency river and recreation managers, private boaters and adventure travel companies of all sorts. Any individual, company or group which practices the philosophy and methods presented in this book is welcome to consider The Guide's Guide Augmented their own staff manual. Although the myriad users of this book are independent, far flung adventurers, guides, private boaters, outfitters, tour operators and recreation resource managers, at the very same time, ideally, we are all working together to enhance the quality of life on--and win friends for--this planet! The highest purpose of this book is to contribute to this broad, growing, wonderful effort--which is, after all, an ongoing quest of planet-saving proportions.

## **Book Information**

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## Customer Reviews

The Guide's Guide... is... every bit as absorbing, instructive and entertaining as McGinnis' (first book) Whitewater Rafting. ... --George Larson, Sierra Club I'm constantly impressed with the amount of thought and energy William McGinnis puts into the finer points of guiding. --Bruce Lessels, Zoar Outdoor McGinnis is... the most gifted writer... at capturing the heart and soul--the very essence of a whitewater river experience. --George Brown, Professional River Rafter

Born and raised in Richmond, California, Bill McGinnis started training as a river guide in 1963 at age 16 with one of California's first river rafting outfitters, and has since rafted rivers all over the world. After earning a Masters degree in English Literature from San Francisco State University, Bill founded Whitewater Voyages in 1975 with two rafts and a \$500 gift from his grandmother. One of the pioneers of California whitewater rafting, Bill has successfully built his company, Whitewater Voyages, to be the largest California rafting company guiding more people on California rivers than any other outfitter. In numerous bid-prospectus competitions (for rafting permits) throughout its history, Whitewater Voyages has been selected by the U.S Forest Service and Bureau of Land Management on the basis of guide training standards, history of safe trips, and the overall quality of its camps, schools and trips. An internationally known mentor for whitewater enthusiasts, Bill has written numerous books and articles about rafting. These include Whitewater Rafting, The Class V Briefing, River Signals, The Guide's Guide, and this current volume The Guide's Guide Augmented, which are used by guides, outfitters, boaters of all sorts and recreation resource managers throughout the world. This latest book The Guide's Guide Augmented is designed to help guides and outfitters increase the fun, safety and overall quality of their trips, and presents a comprehensive philosophy and detailed methods for creating what Bill calls "Deep Fun": Life enhancing trips which entertain, inspire, educate, thrill, heal and delight! While he has a number of first descents and pioneering raft runs in California to his credit, McGinnis says it is his influence on

guiding that he is most proud of. "I help foster an inclusive, nurturing style of guiding that helps people move from fear to confidence to joy," he says. "This way of guiding inspires openness, trust and true camaraderie." In recognition of his many contributions to the sport of rafting, in 2000, Bill was named one of the "Top 100 Paddlers of the Century" by Paddler Magazine, the leading national paddle-sport publication. As well as teaching guide schools, occasionally leading trips and managing Whitewater Voyages (with the help of many wonderful people), Bill does yoga, swims while listening to recorded books on his iPod, and is working on his next big book, which has the working title: You Are A River: Thriving On Planet Earth. Drawing on a lifetime of running rivers and leading people in all kinds of situations, this book will be the fullest expression yet of Bill's philosophy of and methods for making the most of--and creating joy in--the ever unfolding, often challenging adventure of life on this planet.

My friends and I have been rafting for well over 10 years and we all learned something new from this book. In fact, we fight over the book, so I have come to today to purchase my own copy. The book includes EVERYTHING pertinent to whitewater boating and river life. The book is not only for guides; every boater should own this book. The book is well written.

A must for any whitewater rafting guide.

Best guide book ever written.

Good info covering a broad range of being a whitewater outfitter. Everything from prep, safety, and mindset are covered in this book.. Full of useful information that everyone can enjoy.

Bill McGinnis has written an excellent reference for anyone involved with professional river guiding. Every chapter reflects years of experience and conveys information with comprehensive clarity that's easily understood and transcends the obvious. The heart and soul of the commercial river experience are the people involved, the guests and guides. Everybody wants to be happy and accepted, even uplifted, and Bill's section on the Guests, Guides and Staff relations offers valuable insights that are real and superb. In addition all the nuts and bolts info including safety talks, raft/paddle instruction, river running etc are offered by an expert who is humble and wise at the same time. There's so much to be learned by anyone interested in making every day on the river the best, and this book is a fine friend in this regard. As an active professional guide for 25 years and

16 years as an outfitter I'm still learning and Bill's book is a great reference for me and my company. I recommend this book with high regard. John McDermott Owner/Head Guide River Dancers Rafting and Kayaking Inc.

This is a great book for all outfitters and guides in the adventure travel industry, not just river guides or outfitters exclusively. Having worked in the guiding industry since 1990 for various outfitters including Mountain Travel Sobek as their Operations Manager for International rafting trips I can say without reserve this is a must read for anyone doing any guiding, period. If you are a 40 year veteran you may think some of the topics are not insightful as you already know the answer, however it is well organized and well thought out so no points or gaps are missed. I am going to send a copy to each of my guides this winter to read before they show up at the warehouse in June for our first trip of the season. James Ellsworth Middle Fork River Expeditions, owner [...]

The Guide's Guide by William McGinnis is an excellent book containing a lot of detailed and very practical information covering all aspects of rafting useful for managers, leads, guides and even trip guests. The book is written by the person who has the hands-on experience in every level of field guiding as well as in company management. What makes the book really unique is that besides very specific whitewater rafting information it's filled with pearls of practical wisdom and advices. The book is fun to read and could be interesting not only for rafting professionals but for anyone who deals with team building and events management.

William McGinnis has provided a clean, candid, and thorough introduction to the world of whitewater. This book touches on every major aspect of rafting from trip planning to running a company, and all of it is infused with a welcoming, friendly philosophy. This book is a must read for people looking to create, or be a part of, truly wonderful, inclusive river trips.

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