

“STARTING POINT” TIPS AND GUIDELINES

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June 2016

The purpose of this publication is to assist the club representatives who enter the information on the ESR (event sanction request) for the sanctioning and renewing of Year Round events (YRE) and Seasonal events (Jan.1 – Dec.31.)

Some have said the Starting Point is too big (780 pages in 2016). If these guidelines are followed by ALL clubs, we could reduce the size of the Starting Point book. In addition, the pertinent information any walker would need to find the location of the start point, get registered and enjoy the walk will be in a short, concise narrative, fitting the information for three walks on one page.

Please check your YRE and Seasonal information in the 2016 Starting Point to determine if you need to update it before renewing each walk.

The Tips and Guidelines below will only address the areas of concern and those that take the most space in the Starting Point. These areas are addressed in the order they appear on the ESR form.

1. Start Point Address and Driving Directions:

- a. Do not give directions from every city with roads coming into the Start Point City. Pick the major road closest to the Start Point and give simple right/left turns from that road to the Start Point.
- b. Use abbreviations such as: street—st, avenue—ave, road—rd, terrace—ter, circle—cir, highway—hwy.
- c. DO NOT use bold or all caps lettering. This takes more space.
- d. When there is more than one YRE starting at the same location, put the directions to the “Start Point” on the 1st YRE listed. On sequence YREs just put one sentence. (Example: Comfort Inn & Suites, 35000 I-10 W., Boerne, TX. 78006. Refer to the Boerne-Downtown (Y1857) for directions to start location.) This will save space in the book and help reduce the cost of publication.
- e. This section should be kept to eight (8) lines in the input box.

2. Extended Description:

- a. Make sure the hours of operation of the Start Point are clearly stated. It is not necessary to state “From dawn to 3 hours before dusk.” There will be a guide of general directions and instructions in the front of the book that do not need to be repeated on each walk entry.
- b. Do not assume all Visitors centers are open 9 to 5. If the Start Point location is open all the time then simply state “open 24/7.” Keep the hours of operation brief and simple, but clear. It is not necessary to enter each holiday the location is closed. Simply state “closed most holidays.”

- c. If the walker needs to drive to the start of the walk, state here "After registering you must drive to the start. Directions will be in the box." Do not put driving directions here.
- d. INCLUDE in this section a brief summary of the most important and interesting things to be seen or experienced on this walk. DO NOT give the history of the city/area or expand extensively on the highlights. There is not enough space to put that in the book. Just whet their appetite and make them interested in doing the walk.
- e. DO NOT put an advertisement for the Start Location business. Just putting their name and location in the book is sufficient.
- f. Keep this section to six (8)* lines in the input section the ESR form.
*The "Start Point Address and Driving Directions" and the "Extended Description" should have no more than 16 lines (in the input boxes) combined.

3. Event Comments:

- a. This section WILL NOT print in the Starting Point. You should **not** put information in this section that is pertinent to the walker being able to complete this walk.
- b. You may put additional information such as Historical or photos in this area. This will only show up on the [AVA website](#).

Point of Contact:

Tip for "Phone": Do not put two separate phone numbers (home & cell). The system is designed for only one number and it will combine the two numbers and give an incorrect number. ONLY ONE PHONE NUMBER HERE.

More Details:

Tip for "Event Rating": The system defaults to 1A. Please double check your entry here and make sure the system has recorded the correct rating that you entered.

Tip for "Start Time (s)": This does NOT print in the Starting Point. You must include hours of operation of the Start Point in the Extended Description (event info) section of the form.