

“STARTING POINT” TIPS AND GUIDELINES

June 2014

The purpose of this publication is to give instruction and clarification to the club representatives who enter the information on the ESR (event sanction request) for the sanctioning and renewing of Year Rounds. Some have said the Starting Point is too big. If these guidelines are followed by ALL clubs, we could reduce the size of the Starting Point book by approximately 150 pages. 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, but concise narrative, fitting the information for three walks on one page.

Some of the 2014 Starting Point walk entries were edited, in error, after being submitted to the Headquarters for printing, so some pertinent information was changed or deleted from the original entry. You need to check your Year Round information in the Starting Point for 2014 to determine if you need to change the information printed there before renewing each walk.

Attached with this document is: 1.) A copy of a page from the 2014 Starting Point, and 2.) A copy of the ESR Website form for one of the walks on the attached page. You should be able to compare the two, and determine where in the Starting Point the information you put on the ESR will be printed and what on the form will NOT be printed in the Starting Point. Because we are dealing with the Starting Point information in this document, I did not include a copy of the Ava Website event listing. However, you may also compare the ESR form and the Website listing to determine what and where information is printed there and not in the Starting Point.

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 will be 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 a lot of 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 them 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 just 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, THAT WILL SHOW UP ON THE AVA WEBSITE ONLY, in this section.

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.

SPECIAL PROGRAMS:

Do your research and list as accurately as you can ALL the Special Programs that each walk qualifies for. Keep in mind that even though a program ends (example Dec. 31, 2014) the walkers have a year after that date to complete the program. So you need to include those programs in your listing along with all current programs and the six new (future) ones beginning Jan. 1, 2015. You will find them on the AVA website under Events – Special Programs—Future. Also listed there are the current programs and those that have ended. It is important that you enter these whether you are an avid supporter of Special Programs or not. You never know when a Special Program listed on your walk is just the one some walker is trying to complete. This also tells the walker a lot about what they will see or experience on your walk. It is worth the effort.

There is not a space provided on the ESR form to enter the Special Programs. You will have to exit the ESR, go back to the Club Events navigation page and select the “Special Programs” line and then enter the Special Programs for that particular walk. Be sure to submit so the system will take your selections.

I hope this information makes it easy for you to enter your ESR and helps you let the AVA walking family know what they need to know to enjoy your walk.

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