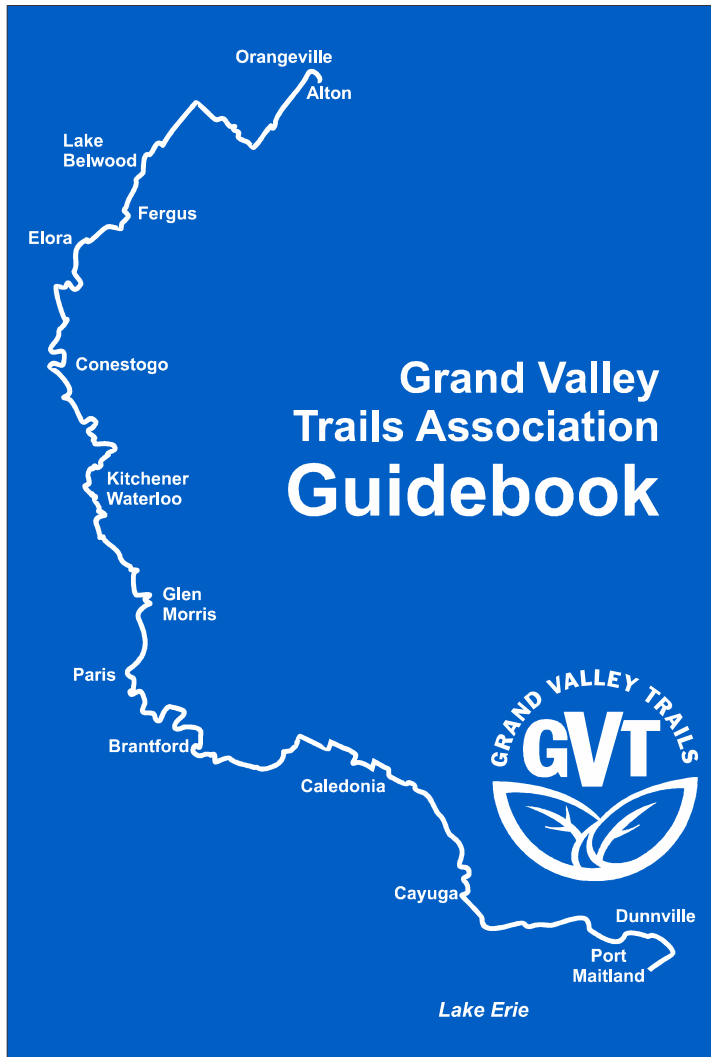


A SUMMARY of the GUIDEBOOK PRODUCTION PROCESS



In 2004 the Board of Directors of the Grand Valley Trails Association (GVTA) decided there was a need to produce an improved resource for hikers, hike leaders and the public to use while hiking the Grand Valley Trail (GVT).

This document is an account of what the GVTA did to produce a quality guidebook that was first published in the Spring of 2006. With the exception of the printing process the sixth edition was created entirely by volunteers.

In 2009 GVTA had sold the 1000 copies from the first printing. Only a few minor reroutes had occurred so a second printing of the sixth edition occurred depicting the minor changes and the incorporation of the new logo.

prepared by
Jan Hember, GVTA Volunteer & former GVTA Board member
and
Jamie Hember, GVTA Volunteer hike leader and webmaster
Telephone: 1-519-745-1375

This document is an account of what the Grand Valley Trails Association (GVTA) did to produce a new and improved guidebook that was first published in the Spring of 2006. From conception to printing, the process took about two years. With the exception of the printing process was created entirely by volunteers. The Board of Directors decided there was a need to produce a quality resource for hikers, hike leaders and the public to use while hiking the Grand Valley Trail (GVT).

Suggested Guidelines from the GVTA Board of Directors

The new edition needs to

- have the trail location on the maps determined by reasonably accurate GPS data
- have coloured maps with the description of the trail in text format on the back of the maps
- have points of interest, flora, fauna, terrain, seasonal conditions, connecting trails, amenities, trail use requirements and restrictions as part of the text
- not include contour lines since the relief along the Grand Valley Trail is not significant
- educate the public about the GVTA

Before Getting Started

What are the club's needs? Will the guidebook project be a:

- fund raiser?
- resource for public use?
- drive for membership?
- defining project to commemorate a special happening (e.g. anniversary or dedication)?
- marketing tool?

How will the club finance the project? Will the club:

- apply for grants?
- manage finances within the club?
- price the new guidebook for profit?
- sell advertising to be included in the guidebook?

What resources does the club have to make this project successful?

- Will the work be done strictly by volunteers?
- Will the GVTA hire a GIS/cartographer or does the club have a volunteer with this skill and software to handle the job?
- Will the club pay someone to coordinate the job?

The four major volunteers were: 1) guidebook publication director, 2) publishing consultant, 3) cartographer, and 4) map integrator.

As the process moved along other volunteers with specific skills came on board. A list of specific people and their skills appears below.

Production Team of Volunteers

GVTA's experience was that those who work on the guidebook need to be devoted to the task and have time to do their part of the project. As a result the team spent numerous hours consulting. The criteria for the various tasks are itemized below.

Guidebook Publication Director

- knows every aspect of the production
- is very familiar with the trail
- handles communications with the team and sets up meetings
- sets time lines for the production team and keeps everyone on track
- communicates, makes decisions and sets time lines with the printer
- communicates with and sets meetings *regularly* with the trail directors to get updated information about each section of the trail
- arranges to have GPS readings done of the trail
- applies for an ISBN to be printed on the introductory pages of the guidebook - see Appendix
- keeps the Board of Directors informed of progress

Publishing Consultant

- has editing/text formatting skills (e.g. MS Word was used)
- communicates with the printer *early* in the process to confirm page size, formatting requirements and file transfer format (e.g. conversion of MS Word file to PDF file)
- creates the format for text pages
- makes sure that all text follows a consistent format
- makes sure that information flows from one page to the next

Map Production - GIS/Cartographer

- has GIS/cartography skills, GIS software and access to appropriate base maps
- ensures that any licensing requirements for the use of base maps are met
- communicates with GPS data processor and the map integrator
- work with Map Integrator to produce an index map of the whole trail
- be able to add updated road names and other information (e.g. parking locations) to maps as supplied by the Map Integrator [*Post production comment: Parking locations could include the latitude and longitude reading in the guidebook so hikers with in-car GPS receivers could enter those coordinates and find their way to that location, especially for rural locations.*]
- communicates with the printer *early* in the process to confirm page size, formatting requirements and file transfer format (e.g. conversion of GIS mapping files to PDF files)

Map Integrator

- keeps track of all raw GPS readings that are made of the trail and sends that data to the GPS data processor in the required format
- is very familiar with the trail and able to communicate with trail directors about changes to maps, the text descriptions, parking locations and so on
- communicates with GIS/cartographer and GPS data processor

GPS Data Processor

- Organizes the map data (sent by the map integrator) into a format that the cartographer can use
- Sends data to the cartographer

Text Editor

- Makes sure that the text is consistent throughout the guidebook (see notes below)
- Makes sure that the text part of the map section is correct and up to date with street name changes, changes to the trail, new reroutes, closures and any other details that are included in the text part of the guidebook

Team of Volunteers GPSing the Trail

- A quality mapping GPS receiver is essential; most of the GPS tracks recorded by GVTA volunteers were done using a Garmin 60C and later a Garmin 60CSx.
- The volunteer(s) recording the GPS data must be familiar with the use of the unit including how to save and download the resulting track.
- The recording of the GPS track was done during group hikes and special outings. In either case it is essential that the person carrying the GPS receiver knows the trail well or is being led by someone who knows it well. This prevents track mistakes or overlaps that would be recorded and would need to be edited.
- Using software (e.g. Garmin MapSource) transfer the track data to a computer hard drive and create a backup copy.
- Export the track data in the format requested by the GIS/cartographer.

Other Volunteers

- trail directors, trail captains, monitors and volunteers to GPS the trail and report all changes to the trail and to the text accompanying the map since the last published edition.

Proofreaders

- Need one or more people to read the text and maps for accuracy
- Need one or more people to read the text and maps for spelling, and grammar, sentence structure and consistency of print (e.g. font)
- Examples: Checking for the consistent use of past tense, third person, directions best given as "the trail turns right" and not "the trail turns north", and that the text describes walking the trail from south to north and not north to south.

Early Decisions to Make**Funding**

- The GVTA did a major grant application to the TD Friends of the Environment. The grant was received to cover all budget costs. One stipulation in the application to TD Friends of the Environment was that all the proceeds from the sales of the guidebook would be used to pay for maintenance and construction work along the GVT to keep the trails safe for public use. [Some mention in the guidebook that profits from its sale are used for trail improvements and maintenance is good practice.]

- If a club chooses to apply for a grant, the application process needs to be started as soon as possible. This means major decisions need to be determined before grant application can be made; for example, the book's size, the kind of binder or book binding that will be used, number of text pages, number of map pages, number of introduction pages including title page, credits and dedication pages.
- Applications for grants can be found online for service clubs and TD Bank Friends of the Environment Foundation. The private sector is also a good place to ask for funding. Check for grant application deadlines. Often they are strict and can delay a project by months if deadlines are not met. Receiving grants for a major project can help to create a quality product that will sell well and provide future revenue. Most grants require documented accountability for the project. Some require follow up reports. Applying for a substantial grant is a lot of work. Keep in mind that by doing it once a club has thoroughly thought through the process for the project and has a valuable document that can be used for future grant applications.
- Some organizations may have their own money that would cover the cost of the production of a new guidebook and managing the cost within an organization can be an advantage. It could also mean placing some financial restrictions on the product. To recuperate production costs the price of the product may have to be higher than desired. There is a need to check the financial status carefully before choosing this method of funding.
- When pricing a product for profit be sure to do the research about what comparable guidebooks are selling for in the stores.
- Selling advertising to help fund a project is another option. A volunteer is needed to manage and coordinate with the publications director, the publishing consultant and the printer. This volunteer will need experience with publishing technology. Since a guidebook is likely not going to be reproduced very often it is necessary to be sure that the advertising will be for an established well known business that will be around for years.
- Another factor to consider when using advertising is the electronic file format for the advertisement. One of the better file types (e.g. a company logo) for the printer is a "vector" format. Such a format allows the printer to resize the ad without loss of quality especially if it needs enlarging. Obtaining an advertisement from a donor in such a format can sometimes be difficult. The printer should advise the volunteer coordinator about this task.

Style of Book

The style of the book needs to be decided before and in consultation with the printer before getting quotes from printers. Most clubs need to design a guidebook with cost efficiency in mind. The book will need to be affordable for the club to produce and for the members and public to purchase. Considerable thought needs to take place here for long range planning. Some hints for choosing the style for your book:

- The **binder cover** can be chosen so that it remains constant. That is, when a new edition is produced members and the public can choose to purchase only the guidebook insides to put into their binder. Therefore, avoid putting any date or edition number on the guidebook binder cover.
- The size of the binder depends on page size. If the decision is made to use a combination of page sizes (e.g. small, single pages and larger fold-out maps), consultation with the printer will be required.

- *Map Pages* - By setting up the maps so that they have text on the back saves production cost. If the maps are going to be set up on a fold-out sheet so the map is larger, the text part on the back of the map will need to be carefully set up by the publishing consultant and the printer so that no text falls on a fold. Our map pages are 8.5" by 14" and worked well. The 8.5" is the height of the page for the binder and the 14" is the folded out part that has 2 folds in it.
- *Other Pages* - Non-map pages that are part of an introduction (e.g. title page, explanations, credits, history of the club) and small, secondary map pages can be printed on 8.5" by 11" sheet. In the case of GVTA these 8.5" by 11" sheets with text were printed and then cut twice by the printer to form single non-map pages 5" wide by 8.5" high. Then the printer punched them to fit the style of binder rings. This is cost efficient because 4 pages can be done on one 8.5" by 11" sheet of paper.
- Consult with the printer about the weight of the paper for both maps and extra pages. 60 lb offset is a good place to start looking at paper. GVTA ruled out the use of Kevlar due to the added cost.

Maps

- Will the maps be in colour and how many and what colours? This is more costly but very effective and easier to read.
- Will the maps include contour lines?
- Will the trail location on the maps be determined using GPS readings? (easy to do if you have a coordinator, a GPS data processor and people to walk the trail with their GPS units).
- Is there a volunteer who has GIS/cartography skills and software or is there a need to hire someone with those skills and equipment? If there is a need to go outside the club for this part of the production, check with Conservation Authorities or universities and colleges for expertise in this field.

Number of Pages

- Decide on the number of maps with text on the back.
- Decide on the number of other pages for title page, credits, history of the club, any extra text pages to go with the maps, other explanations.
- At this stage the above numbers are educated guesses and can be altered but try to be as definite as possible so as not to alter the quote from the printer. A good printer will give some leeway here.

Choosing and Working With a Printer

It is important to find a printer who is willing to be an advisor and be available each step of the way to answer questions and help advise in the decision making process. The Publication Director will benefit from this relationship. The club will not want to be surprised by unexpected costs due to a lack of understanding of the process. A few phone calls to printing operations will soon help whittle down who it is that will be most helpful. Be sure to check out the small operating printing businesses as well. They may have experience working with volunteers and may come through with a more reasonable cost. With a smaller business be sure to check if some of the work will need to be sent out to be completed. This is not necessarily a bad thing but if that is the case make sure there is some kind of guarantee that the work they do is good. Perhaps get a sample to check out the workmanship. Be sure to ask the printer about being able to handle reasonable time lines.

Once a printer is chosen and before setting up a budget, work on a quote. The following is a guideline only. The printer chosen will be able to explain the terminology used here. Based on the decisions made by the club there may be other considerations to add to this quote.

	Quantity and description	500	1000	1500	2000
A	17 map versions – 8.5” by 14” 60 lb offset, process colour over black				
B	8 extra pages, 4 sheets 4.5” by 8.5”, 60 lb offset, printed black				
C	Cut, fold, drill (punch), box and deliver the above				
A B C	Book Insides total A+B+C				
D	3 Ring Binder, one colour, print front and spine, 23 point poly, ring capacity is 1” with triggers and rivets exposed				
ABCD	Total A+B+C+D				

Setting up a Budget

The quote sheet makes a good start on the budget. The following should be added:

- mileage for travel to GPS the trail and to check on road name changes, etc., travel to meetings
- cost of collating guidebook unless volunteers do it in which case the club may want to provide lunch
- cost of renting facility to collate guidebook

Collating the Finished Book

- If the printer is going to do this job, be sure to include the cost of collating in the budget.
- If volunteers are going to collate, a very large room is needed and likely a whole day to complete the job.
- The printer should be able to give instructions on how to efficiently set up a collating session for a project this big.

Marketing and Pricing Policies

During the process of producing the guidebook the GVTA board of directors was kept informed of decisions being made by the team. Marketing the book was a major topic for discussion. It was important to the board of directors that an accurate record was kept of every book sold. The following ideas were set in place in order to help market and track the sales of the guidebook.

- Find a volunteer to house the books and take care of distribution.
- Set up a system of invoicing so that the treasurer always has a clear picture of how many books have been sold and how many are still in storage. Included in this document is a copy of an invoice the GVTA uses.
- Research in order to price the guidebook to compete with others on the market.
- Give members a discount. Non members pay \$5 more.

- Sell books to stores at the member discounted price. Stores that order 10 or more books at a time receive another discount. No consignment sales. Stores attach their own price to the book.
- GVTA no longer assigns books to hike leaders to sell. This was not efficient or easy to manage. Orders are now placed through the GVTA instead. Purchasers pay for shipping or arrange to pick the book up at a distribution place. To view how GVTA provides online information about its guidebook and how it can be purchased see <http://www.gvta.on.ca/guidebook.html>.
- Research the postal service to get the cost of shipping a book. Determine a set cost that is the same for all mailing of books.
- All credited hike leaders, board of directors and trail captains receive a free copy.
- Some volunteers deliver to the stores that are in the area where the volunteer lives. This cuts back on the shipping cost of books to stores. These same volunteers phone the stores in the spring and fall to check if they require more books to sell.

A General Time Line

- Board of Directors determine answers to basic questions about club's needs, financing the project and resources
- Board of Directors creates the guidebook team of volunteers
- Guidebook team initial meeting to determine job descriptions and next steps
- Trail Directors and Trail Captains begin auditing their trail sections by updating the *text* that goes with a section of trail, road names, changes to trail and surrounding areas. All information is sent to the Text Editor.
- Begin to get GPS readings for the entire trail and send to the GPS Data Collector
- Text Editor and Publishing Consultant, in consultation with Guidebook Publication Director, determine physical layout plans for all text to be included in the front of the book (Introduction) and on the backs of the maps.
- GIS/Cartographer and Map Integrator establish needs and time line for getting material to the GIS/Cartographer and back to the Map Integrator
- Guidebook Publication Director decides on a printer, gets quotes, sets up a budget and presents this to the board of directors for approval
- Guidebook Publication Director writes up grant application and presents it to the board for approval followed by sending it to appropriate personnel
- Publishing Consultant meets with the printer to establish physical layout plans for text and maps
- Draft copies for text and maps for first half of book are completed
- Meeting with Trail Directors for the sections of the trail in the first half of the book to fine tune accumulated information
- Map Integrator and Text Editor fix up any discrepancies found at the meetings and follow up on making sure information collected is in sync with recent regional road maps
- Map Integrator sends draft two to the GIS/Cartographer for making changes and additions to draft one
- Text Editor sends draft two to the Publishing Consultant for making changes and additions to draft one
- Text Editor sends draft two (first half of book) to proofreaders

-
- Text Editor makes changes suggested by proof readers and sends draft two (first half of book) to Publishing Consultant for formatting
 - Guidebook Publication Director report to board of directors about progress being made.
 - Guidebook Publication Director and Text Editor write the title, acknowledgement and introductory pages
 - Draft copies for text and maps for second half of book are completed
 - Meeting with trail directors for the sections of the trail in the second half of the book to fine tune accumulated information
 - Map Integrator and Text Editor fix up any discrepancies found at the meetings and follow up on making sure information collected is in sync with recent regional road maps
 - Map Integrator sends draft two to the GIS/Cartographer for making changes and additions to draft one
 - Text Editor sends draft two to the Publishing Consultant for making changes and additions to draft one
 - Text Editor sends draft two (second half of book) to proofreaders
 - Text Editor makes necessary changes and sends draft two (second half of book) to Publishing Consultant for formatting
 - Text Editor sends title, acknowledgement and introductory pages to proof readers for reading
 - Text Editor makes necessary changes and sends title, acknowledgement and introductory pages to PC for formatting
 - Guidebook Publication Director meets with board to make final decisions on quality of paper used, design of binder, number of books to print, marketing plans, cost of book to members, retail outlets and non members
 - Guidebook Publication Director finds someone to house, manage and distribute guidebooks
 - GIS/Cartographer sends all completed maps for the entire trail to Map Integrator
 - Map Integrator updates all km readings and additions (from the final maps) to the text for each map and sends the update to the Publishing Consultant for formatting
 - Publishing Consultant sends all updated material back to the Map Integrator
 - Guidebook Publication Director, Publishing Consultant, Map Integrator meet to discuss and plan white space inserts.
 - Text Editor creates material for white space inserts and sends it to Publishing Consultant for formatting.
 - Publishing Consultant sends all material to the printer as a draft (*called the **printer draft***).
 - Guidebook Publication Director meets with printer to make sure maps and text formatting and art work meets the necessary requirements.
 - Text Editor makes the binder design and sends it to the printer.
 - Guidebook Publication Director meets with printer to check quality of binder and art work.
 - Guidebook Publication Director distributes three copies of printer draft to trail experts who proof it carefully for content.
 - Guidebook Publication Director distributes three copies of printer draft to proof readers who read it carefully for spelling, grammar, sentence structure and typos.
 - Text Editor and Publishing Consultant make the necessary changes.
 - Publishing Consultant sends the completed, proof read book to the printer.

- The printer makes proofs of the book including maps, text on the back of maps and introductory pages.
- Guidebook Publication Director receives the proofs from the printer. At this time the team has to do one last proof reading to check that all maps have the correct text page, map numbers are correct and any other technical details are correct. The printer allowed one last change if necessary. Any other changes at this point would cost more money.
- Guidebook Publication Director gives the go ahead to the printer to complete the job.
- Guidebook Publication Director sets up a collating day for volunteers
- Guidebook Publication Director sets up a book launching party where everyone celebrates a job well done.

Project Success

Success of a project such as this depends on the quality of the product being produced, the undying support of the board of directors and the volunteers who make it happen. The original printing of 1000 copies of the Grand Valley Trails Guidebook, Edition 6 (Spring 2006) was sold out in just over two years. Sales on a second printing (500 copies) are doing well. The only changes made to the second printing were those that could be made without altering any part of the format. During the years between printings the GVTA created a new logo and had a few changes to the trail that did not significantly alter the total distance of the trail. These changes were inserted into the maps, on the text pages and on the binder without altering the format. The decision to reprint rather than make another edition allowed us to keep expenses down and to manage the volunteer hours of commitment that it takes to do a complete new edition. For the second printing all such changes to the maps and text were accomplished by volunteers who had the skills to manipulate the MS Word files (mainly text) and PDF files (mainly maps). In order to keep up with the changing trail the GVTA relies on their quarterly newsletter and the website [www.gvta.on.ca/trailchanges.html] to keep the public informed about changes and additions to the trail.

Next Steps

It is inevitable that trails change and then the guidebook becomes outdated. The work of the guidebook team is not finished when the book goes for sale. In five or six years there may be a need to create a new edition or another printing. The following recommendations may help to keep from reinventing the wheel down the road.

- The guidebook publication director needs to keep accurate notes of any changes or additions that need to be made to the content of the book (changes in trail, text to accompany route changes, historic changes, amenities along the trail and any other pertinent information that has changed) and send changes to the newsletter managing editor and to the website manager for publishing.
- The map integrator needs to feed changes to the cartographer or keep accurate accounts that are ready for giving to the cartographer at an appropriate time in the future.
- The trail directors need to report all changes along the trail to the publications director and map integrator as soon as they happen.
- The guidebook publication director needs to make an annual report to the board of directors about the status of books sold and recommendations for re printing or producing the next edition.



Appendix to Guidebook Production Summary - These 7 pages are copies of some of the Introductory pages of the second printing done in 2009.

Grand Valley Trails Association

GUIDEBOOK

**A footpath along the
Grand River Valley**

**6th edition, 2006
*2nd printing, 2009***

www.gvta.on.ca

DEDICATION

This 6th edition of the guidebook is dedicated to:

- **Betty Schneider**, whose vision and energy were responsible for the establishment of the Grand Valley Trail and this Association. Her continued support has been an inspiration to us.
- **Bill Haartman**, whose dedication to the GVTA as a board member, Trail Director of the Towpath, hike leader, historian, and badge and chevron designer has inspired and energized all who have come in contact with him.



INTRODUCTION to 2nd PRINTING

Highlighted below are the main differences between the 1st printing of the 6th Edition in 2006 and this 2nd printing of the 6th Edition.

Completed Reroutes Since 2006

- The start of a reroute is indicated on a map by a round yellow dot with an uppercase R in its middle.
- The text that describes the reroute appears in the description on the back of the map in bold print.
- Reroutes often shorten or lengthen the main trail but note that the kilometre-points on the maps (little black dots with a red km number near them) have NOT been altered but will be once a 7th edition is merited.

Reroute Summary

- Map 01 - 1 reroute that involved the southern terminus being moved. Net loss = - 3.2 km
- Map 03 - 1 reroute occurs at Ruthven Park National Historic Site. Net gain = + 2.2 km
- Map 10 - 7 reroutes occur through Kitchener. Net gain = + 1.1 km
- Map 11 - 1 reroute at Snyder's Flats. Net gain = + 0.2 km
- Map 13 - 1 reroute, at Knox Presbyterian Church, Elora. Net gain = + 0.6 km

Trail Changes on Website

Another resource for existing and future reroutes is www.gvta.on.ca/trailchanges.html.



Special Thanks to the TD Friends of the Environment Foundation

The Grand Valley Trails Association would like to acknowledge and thank the TD Friends of the Environment Foundation for its generous financial support of this publication. The printing costs were paid for by the Kitchener-Waterloo Chapter of the TD FEF.

Since it began in 1990, the TD Friends of the Environment Foundation has proudly supported the efforts of Canadians who are dedicated to the well-being of our environment. Through monthly contributions from its customers and a donation of \$1 million per year from TD, this foundation is able to assist in

- Protecting and preserving the Canadian Environment,
- Assisting young Canadians in understanding and participating in Environmental activities in local communities, and
- Enhancing cooperation among Environmental organizations.

The TD Friends of the Environment Foundation supports the Grand Valley Trails Association volunteers, whose hard work and dedication have created this guidebook, and the many hikers who take to the trails and contribute to the preservation of the natural environment surrounding the Grand River.

Grand Valley Trails Association Guidebook

Grand Valley Trails Association
PO Box 40068, Waterloo, Ontario, Canada N2J 4V1
Website: www.gvta.on.ca
Email: gvta@golden.net
Voicemail: 1-519-576-6156

Publishing history

Edition 1 – 1986
Edition 2 – 1988
Edition 3 – 1992
Edition 4 – 1995
Edition 5 – 1999
Edition 6 – 2006 1st printing
Edition 6 – 2009 2nd printing

Guidebook Production Team

Publication Director: Jan Hember
Publishing Consultant: Anne Federer
Map Production: Sean Borman
Map Integration/Text Editor: Jamie Hember
GPS Data Processor: Margaret Walker
Proofreader: Cathy Gregory
Distribution Manager: Janny Walbank
Trail Directors: Bill Haartman, Joyce Cummings, Rob Carlton, and
Bob Beninger
Other Contributors: Bill McDonald, Ruth Oswald, Joan Sketchley,
Trail Captains, hike leaders and hikers who helped with various tasks.
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covered by the trail.

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www.pcigeomatics.com
- Road network courtesy of GeoBase® www.geobase.ca
- Topographic maps reproduced under license from Her Majesty the Queen in Right of Canada, with permission of Natural Resources Canada.
- Map information pertaining to park and conservation area boundaries is hand drawn and therefore should not be interpreted as the legal boundary of these properties. Accurate information on Ontario Provincial Parks and conservation areas shown on maps in this guidebook can be obtained from the Ministry of Natural Resources (www.ontarioparks.com) and the Grand River Conservation Authority (www.grandriver.ca), respectively.

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www.grandriver.ca

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www.trilliumfoundation.org

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www.td.com/fef

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Grand Valley Trails Association

Box 40068, Waterloo, Ontario, N2J 4V1
Voice Mail: 519-576-6156
[e-mail] gvta@golden.net

INVOICE:
DATE:

NOTE please send payment to:
"Name of Treasurer"
"100 Something Street"
Kitchener ON
Postal Code

TO

Thank you for your order.

SALES PERSON	JOB	PAYMENT TERMS	DUE DATE
Jan Hember			

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
		INVOICE	

SUBTOTAL	NA
SALES TAX	NA
TOTAL	

Make all cheques payable to GVTA
THANK YOU FOR YOUR BUSINESS