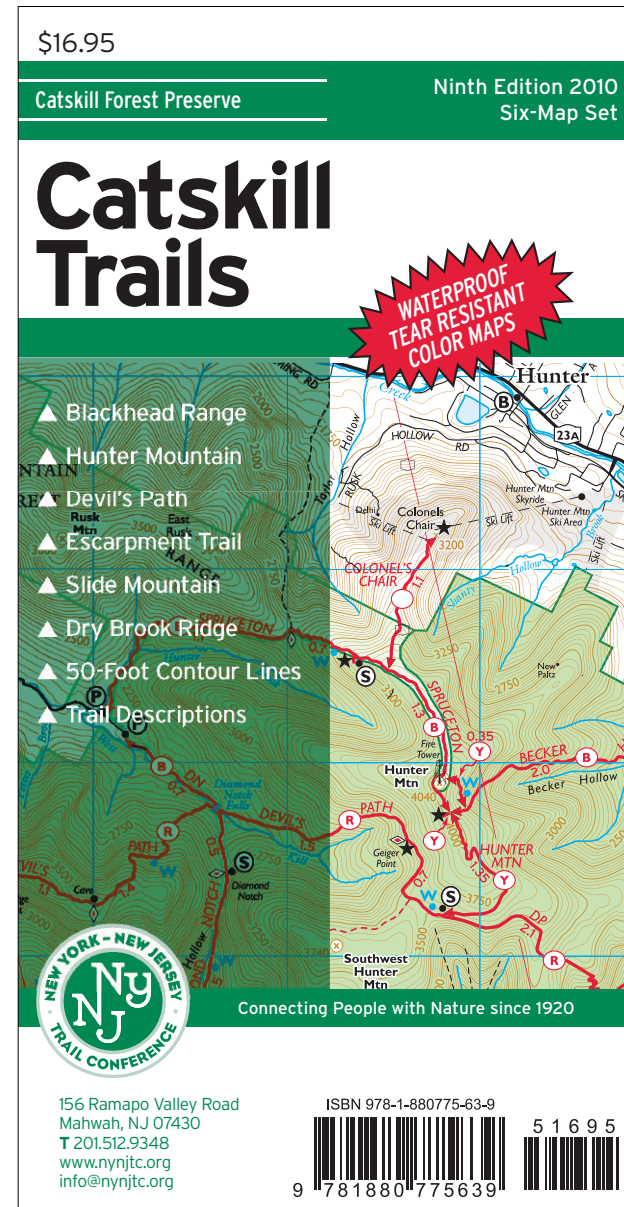


# Map Covers (front)

Simplified map covers.



Original cover.



New cover. "Areas Covered in this Map Set" is removed and placed on rear. "Published By.." text is removed completely. The space opens up to reveal more of the map in the background.

ENZO CREATIVE™

# Map Back Cover Insert

Full color version of back cover, and reverse side.



This is a photo caption that will show feature area covered by map set

New back cover. Photo and info about specific map location. "Areas Covered in this Map Set" has moved from the front cover to the back. Money-back guarantee, and other related products now featured on the back.



This is a photo caption describing the volunteer activities shown above

New inside cover. Photo and information about volunteering for NYNJTC and how people can get involved.

## Catskill Trails

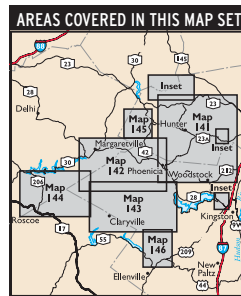
### Made by the people who make the trails

Lorem ipsum dolor sit amet est, consectetur adipiscing elit. Fusce tempor lacinia. Nunc a facilisis tincidunt luctus in clut:

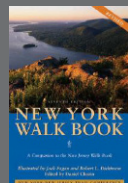
- Aenean posuere magna in
- Vitae pellentesque
- Consect auris vitae tesque
- Gauris consectetur vitae pest
- Inisl accumsan, nam quis lorem auris vitae
- Put urna semper malesuada

Your purchase of this map set supports necessary trail maintenance in the region!

Donec accumsan accumsan orci id vulputate. Sed dolor mauris, placerat eu malesuada at, accumsan a eros. Quisque tempor diam vitae quam blandit porttitor.



### Also Available: New York Walk Book



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pharetra varius pretium. Aliquam blandit, libero ac ongue.

## 100% Guarantee

If you are not convinced that this map is the most accurate, most durable and of the highest quality, we will refund your money or replace it, GUARANTEED!

156 Ramapo Valley Rd.  
Mahwah, NJ 07430  
T 201.512.9348  
www.nynjtc.org  
info@nynjtc.org



## Get Involved!

### Volunteer Opportunities

Community Service for People Who Love the Outdoors  
In mollis condimentum tortor, at egestas risus ornare eget. Vestibulum pulvinar dolor sit amet felis vehicula dictum. Donec hendrerit, arcu at tincidunt rhoncus, tellus augue faucibus sem, non dictum risus ante eget.

**Get Involved On-Trail**  
Opportunities range from monitoring rare or invasive plants to high-line boulder transport. Examples:

- Adopt a Trail
- Join a Trail Crew
- Monitor Trail Lands
- Adopt a Shelter
- Put Your GPS Unit to Work for Trails

**Get Involved Off-Trail**  
You can support trails by helping in the office or even from home. Examples:

- Put Your Tech Skills to Work
- Lend a Hand in the Office
- Get Involved in Publishing
- Become a Trail Advocate
- Spread the Word

### How to get started:

Check us out during one of our monthly Volunteer Orientations. You'll get acquainted with the Trail Conference and learn about the opportunities we offer in outdoor community service.

**Where:**  
NYNJTC  
156 Ramapo Valley Road (Rt. 202)  
Mahwah, NJ 07430

**When:**  
2nd Wednesday every month, 6:30pm

Please register for the VOLUNTEER ORIENTATION at [www.nynjtc.org/volunteers](http://www.nynjtc.org/volunteers) or call the office at 201.512.9348.

# Map Covers (back)

**NEW YORK - NEW JERSEY**  
**NY NJ**  
**TRAIL CONFERENCE**

**Waterproof & Tear Resistant Maps**

**Connecting People with Nature since 1920**

**NY-NJ Trail Conference Maps**  
 Trail Conference members take a 25% discount.

Catskill Trails / 5-map set .....\$14.95  
 East Hudson Trails / 3-map set ..... \$10.95  
 Harriman-Bear Mountain / 2-map set..... \$9.95  
 Hudson Palisades Trails / 5-map set..... \$8.95  
 Kittatinny Trails / 4-map set ..... \$12.95  
 North Jersey Trails / 2-map set..... \$9.95  
 Shawangunk Trails / 3-map set..... \$10.95  
 South Taconic Trails / 1 map..... \$4.95  
 Sterling Forest Trails / 1 map ..... \$7.95  
 West Hudson Trails / 2-map set ..... \$8.95

Postage/handling: \$1.50 per set; Catskill or Kittatinny, \$1.65 per set; South Taconic, \$1.10; Sterling Forest, \$1.30

Name \_\_\_\_\_  
 Member  Non-Member

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Total for maps \$ \_\_\_\_\_  
 Sales tax (7%) (NJ addresses only) \$ \_\_\_\_\_  
 Postage/handling \$ \_\_\_\_\_  
 Total enclosed \$ \_\_\_\_\_

Check or money order enclosed  
 (Payable to NY-NJ Trail Conference)  
 Bill my credit card  
 Visa  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Mail this completed form and payment to:  
 NY-NJ Trail Conference  
 Attn: Orders Department  
 156 Ramapo Valley Road  
 Mahwah, NJ 07430

**www.nynjtc.org**  
 T 201.512.9348 • F 201.512.9012

Original inside cover.

**NEW YORK - NEW JERSEY**  
**NY NJ**  
**TRAIL CONFERENCE**

**Waterproof & Tear Resistant Maps**

**Connecting People with Nature since 1920**

**NY-NJ Trail Conference Maps**  
 Trail Conference members take a 25% discount.

Catskill Trails / 6-map set .....\$16.95  
 East Hudson Trails / 3-map set ..... \$10.95  
 Harriman-Bear Mountain / 2-map set..... \$9.95  
 Hudson Palisades Trails / 5-map set..... \$8.95  
 Jersey Highlands Trails / 2-map set ..... \$9.95  
 Kittatinny Trails / 4-map set ..... \$13.95  
 North Jersey Trails / 2-map set..... \$9.95  
 Shawangunk Trails / 3-map set..... \$10.95  
 South Taconic Trails / 1 map..... \$4.95  
 Sterling Forest Trails / 1 map ..... \$7.95  
 West Hudson Trails / 2-map set ..... \$8.95

Postage/handling: \$1.60 per set; Catskill or Kittatinny, \$1.75 per set; South Taconic, \$1.20; Sterling Forest, \$1.40

Name \_\_\_\_\_  
 Member  Non-Member

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Total for maps \$ \_\_\_\_\_  
 Sales tax (7%) (NJ addresses only) \$ \_\_\_\_\_  
 Postage/handling \$ \_\_\_\_\_  
 Total enclosed \$ \_\_\_\_\_

Check or money order enclosed  
 (Payable to NY-NJ Trail Conference)  
 Bill my credit card  
 Visa  MasterCard  American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Mail this completed form and payment to:  
 NY-NJ Trail Conference  
 Attn: Orders Department  
 156 Ramapo Valley Road  
 Mahwah, NJ 07430

**www.nynjtc.org**  
 T 201.512.9348 • F 201.512.9012

New inside cover.  
 Content remains in the same, but now takes advantage of spot colors.

# Membership Form

Preprint on paper, allowing for Tyvek to be utilized for color samples



156 Ramapo Valley Road  
Mahwah, NJ 07430  
201.512.9348  
www.nynjtc.org

Connecting People with Nature since 1920

Nearly a century ago, when hikers and nature enthusiasts blazed the first section of Appalachian Trail, they set in motion a rich tradition of civic engagement in conservation, stewardship and advocacy for open space—the New York-New Jersey Trail Conference.

Now encompassing a network of over 1,700 miles of trails throughout the metropolitan New York area, the Trail Conference is a coalition of over 100 clubs and 10,000 individual members dedicated to creating, protecting and promoting the nation's finest network of foot trails in a major metropolitan area.

Hiking is more than a walk in the woods, especially in a densely populated region. Trails and the lands they traverse require care, responsible use and vigorous support by the people who enjoy them.

As the leading trail organization in the region, our volunteers work to ensure public access to open space stretching from the Delaware Water Gap north to beyond the Catskills. **Your membership helps us continue our efforts to preserve public access to open space** and gives you many benefits:

- **Discounts** at many fine outdoor stores, lodges and other businesses.
- A **25% discount** on all Trail Conference publications and merchandise when you buy from us.
- The **Trail Walker**, our newsletter that keeps you up to date on trails and the hiking community.
- Opportunities to take part in **volunteer projects** and **training workshops** and seminars.

So take a minute and fill in the application on the other side. Join us as we build and maintain hiking trails for the 21st century!

## Membership Form

Membership Level	Single	Couple/Family
Individual	\$30	\$40
Senior	\$25	\$30
Sponsor*	\$60	\$75
Benefactor*	\$120	\$150
Life*	\$1,000	\$1,500

\* Premium available

### Please Print

Name \_\_\_\_\_

M-F Year of Birth \_\_\_\_\_

Name \_\_\_\_\_

M-F Year of Birth \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ (Home)

\_\_\_\_\_ (Work)

E-mail \_\_\_\_\_

Do not share my information with other organizations

### Payment Method:

Check or money order enclosed  
(Payable to NY-NJ Trail Conference)

Bill my credit card

Visa MasterCard American Express

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

### Mail this completed form and payment to:

NY-NJ Trail Conference  
Attn: Membership Department  
156 Ramapo Valley Road  
Mahwah, NJ 07430

Rev. 3/10

**You can also join at our website: [www.nynjtc.org](http://www.nynjtc.org)**

Your membership is tax deductible.  
Dues are not refundable.

This map set insert has typically been printed on Tyvek. We should move to printing this on paper since a one-color project has minimal cost. Moving this insert to paper also allows a prospect to more easily write their information. Tyvek is hard to write on with pen or pencil.

More importantly, we can utilize the 6 spot colors and space on the Tyvek press sheet for map samples and mailings.

# Campmor

NYNJTC has their own corner for displaying maps. To attract more attention, a custom NYNJTC sign can be placed above the products. Also, for the pockets, additional NYNJTC signage can be attached, further customizing the display. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home.

## National Geographic

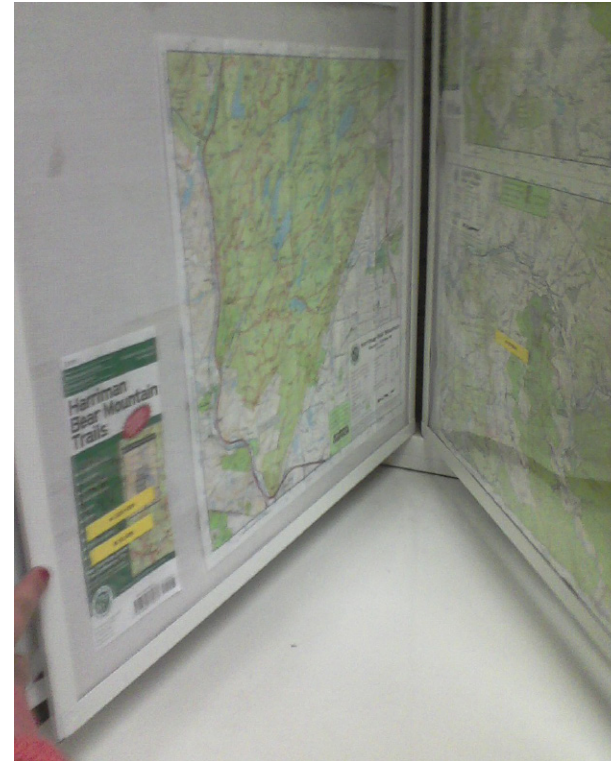


Maps are displayed in pockets, with sample map in front for patrons to pick up and look at.



Additional maps are in dedicated pockets.

## NYNJTC



Display maps and set covers are featured in cases, with maps fully displayed.



Maps are displayed in grouped pockets. Signage spanning the bottom of the pockets would still allow the title of the maps to be visible.

# EMS

NYNJTC maps are in metal pockets, visible directly in front of the book and map section. Signage can be attached to the pockets, making the brand visible from a further distance. A card can be placed in back of pocket for when the maps run out. Trail Walker newsletters were also present, but on a coffee table to the right, a section not associated with NYNJTC, or the maps. A new designated section for these would be helpful - the bookcase directly to the left could potentially house them. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

## National Geographic



Maps are displayed in pockets (facing the back of the store) with a brand decal in front. No display maps are present.

Coffee table with the Trail Walker newsletters can be seen to the left.

## NYNJTC



Maps are in metal pockets, with most of the front covered up. A decal or small sign would direct attention to them, and would help display the Trail Walker newsletters to the left.

# Ramsey Outdoor

NYNJTC maps are hung on hooks, allowing the entire cover to be displayed. A custom NYNJTC sign can be placed above, as the National Geographic maps are below. A card can be hung behind maps for when the maps run out. A flap can be designed to overhang on each hook, further separating them from the National Geographic maps below. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

## National Geographic



Maps are in pockets, below the NYNJTC maps. Only some of them are in the pockets with a sign display.

## NYNJTC



Maps are hung on hooks, placed slightly above eye level. A sign would call attention to the fact that they are NYNJTC maps. Overhanging flap would bring additional branding to this display.

# REI

NYNJTC maps are in shelving units alongside the National Geographic maps. Signage can be displayed on the front of the shelves, making the NYNJTC brand visible from a further distance, and unified against the competing maps. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

## National Geographic



Volume of maps are greater in comparison to the NYNJTC maps, but they also overflow to the bottom shelf.

## NYNJTC



Maps are at eye level, and directly next to the National Geographic maps. Signage on the shelf would stand out in comparison, and could potentially gain more exposure regardless of the number of map sets present.



# Blue Ridge Mountain Sports

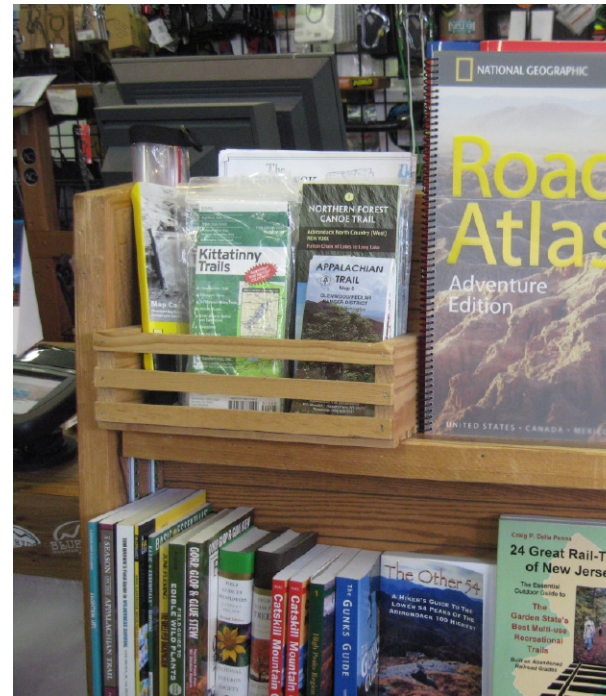
NYNJTC maps are practically hidden, as they're mixed in with other maps and books on a small bookshelf. It would be most beneficial to display more maps and obtain the entire shelf they are currently on to separate the brand from the others. Another option would be to move them to the check-out counter alongside the National Geographic maps. Signage would help NYNJTC in both cases. A card can be placed in back of pocket for when the maps run out. In addition to this, a tear off pad with map samples can be on display for patrons to take home. There were no maps out for display.

## National Geographic



Maps are displayed on the check-out counter. There aren't many present, but since they're the only maps available they gain more attention.

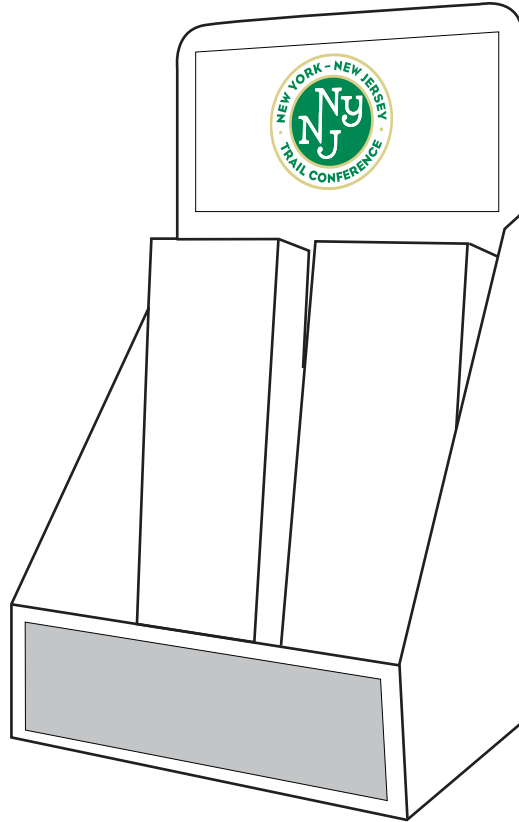
## NYNJTC



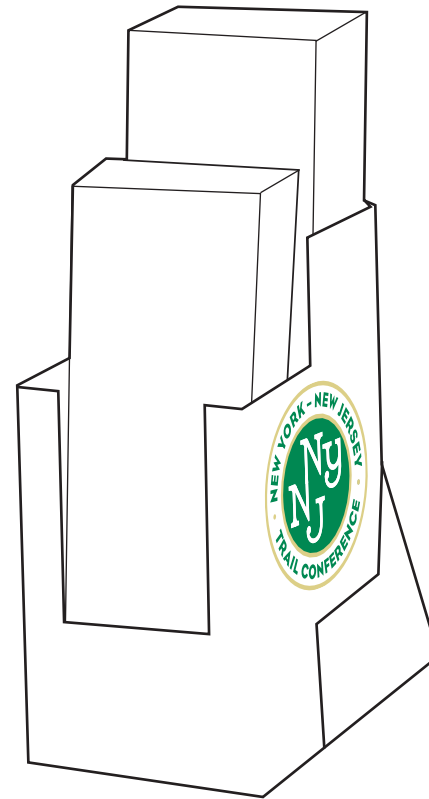
Maps are stacked behind one another and get lost in an overcrowded bookshelf. Whether they move to the check-out counter with the National Geographic maps, or at least reside in that bookshelf alone, the NYNJTC maps need more presence. Signage could be placed on the front of the shelf to call attention to the brand.

# Counter Displays

Options for counter displays



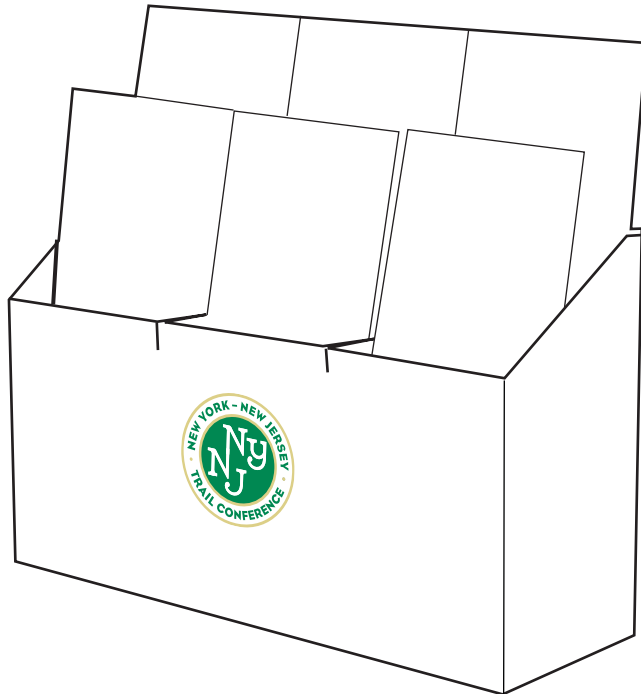
Dual brochure cardboard counter display with overhead display.  
Approx. \$3.75 each.



Clear acrylic counter display.  
Approx. \$9.29 each.

# Wall Displays

Additional signage for existing wall displays



Wall brochure pocket display, acrylic.



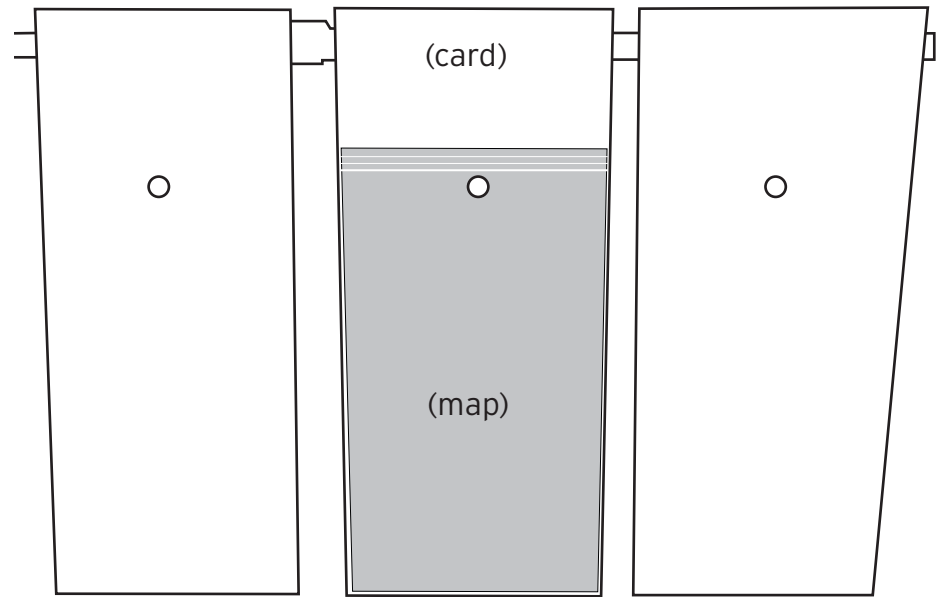
Single wall brochure pocket display, acrylic.

# Hook Displays

Additional branding on current or new hook displays, as well as hanging cards for when items sell out



Hanging display



Hanging cards for the back of the display,  
that pop out above the maps.

# Other Displays

Floor display, brochure carousel, ceiling suspended cable display



Acrylic wall/floor display.



Wooden wall/floor display.



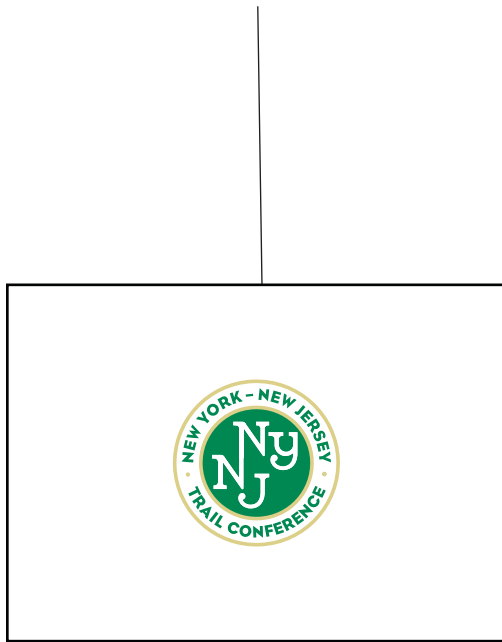
18-count brochure carousel. Can be customized to include NYNJTC books.



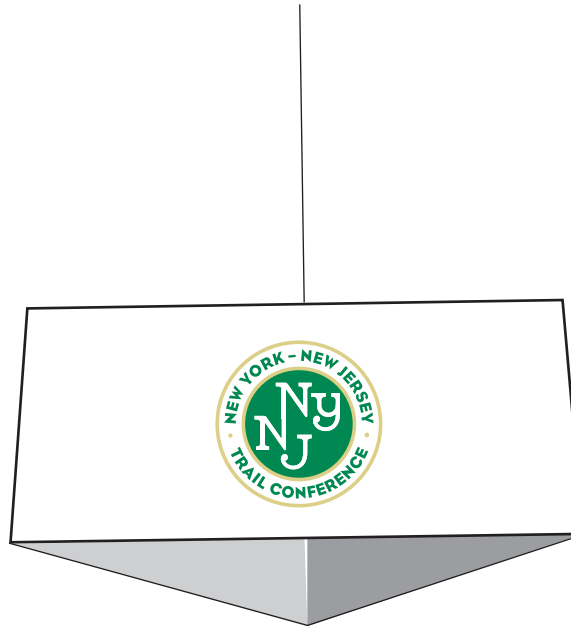
Ceiling display, suspended from cables.

# Hanging Signage

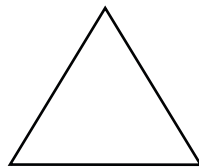
Optional signage to hang from ceiling above displayed map sets. Flat, multi-sided, or die-cut options.



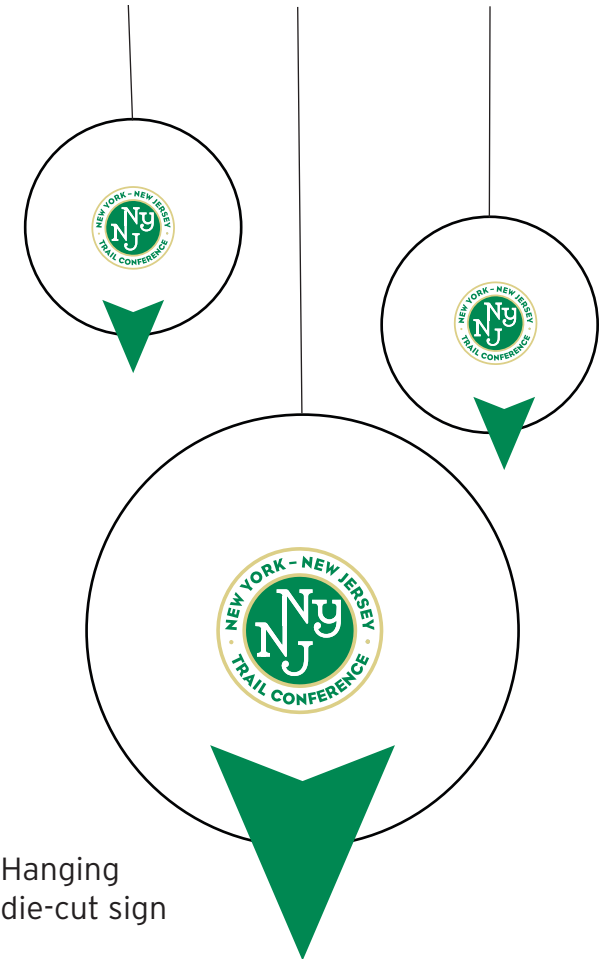
Hanging flat sign



Hanging 3-sided sign



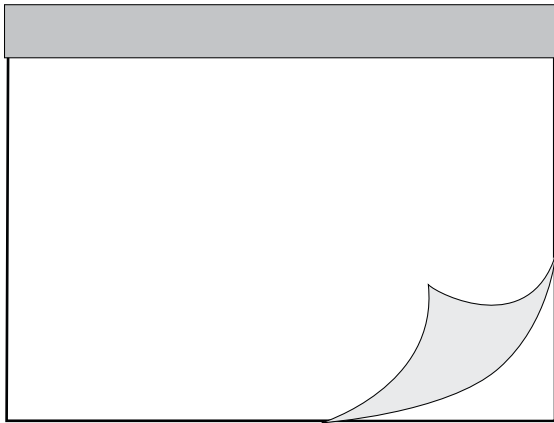
(top/bottom view)



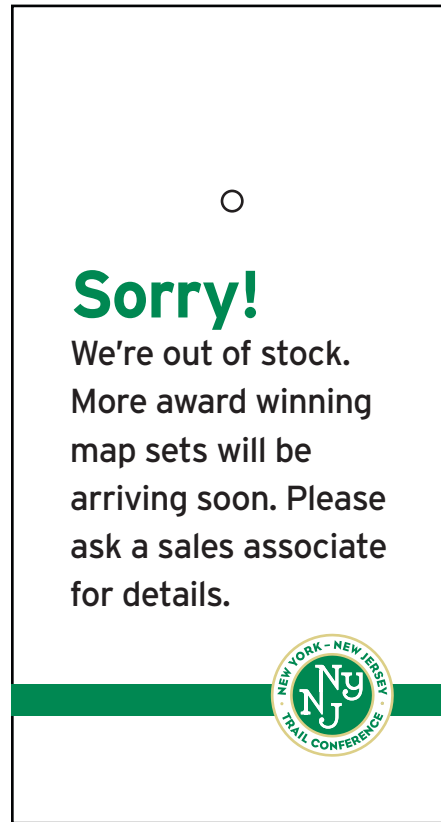
Hanging die-cut sign

# Additional Material

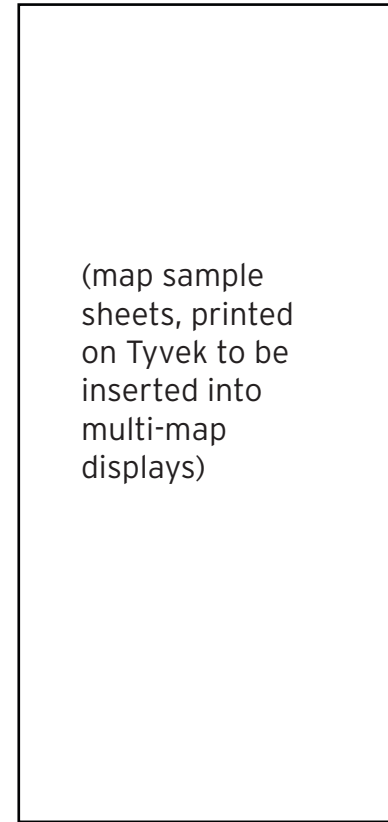
Tear-off map samples, out of stock cards for hanging and pocket displays, map sample sheets for take-away



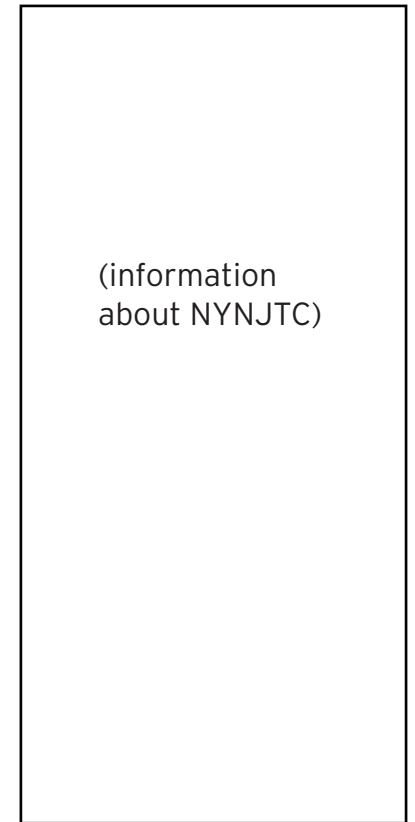
Tear-off map sample pad, Tyvek. Pad can be adhered to display pocket.



Out-of-stock cards to be inserted behind last map in display. Can be taller than map sets and contain promotional language.



Map sample sheets, printed on Tyvek - front.



Map sample sheets, printed on Tyvek - back.

# Trail Walker

Offer retailers a "sponsorship" ad in Trail Walker

Free Trail Walker ad incentive for allowing Trail Conference to better brand NYNJTC products in their store(s).



## A Trail for Everyone

New summit loop on Bear Mountain expands the AT community.

[READ MORE ON PAGE 3](#)



## Run (Almost) Barefoot?

Read what a podiatrist reports on the pros, cons, and maybe's of this latest trend.

[READ MORE ON PAGE 11](#)



# TRAIL WALKER

July/August 2011

New York-New Jersey Trail Conference – Connecting People with Nature since 1920

[www.nynjtc.org](http://www.nynjtc.org)

## Volunteer Profile: John Bleninger

A milestone was reached on May 1 when John Bleninger announced he was stepping down as Trails Supervisor of Black Rock Forest (BRF), a position he has filled for 35 years. "Driving distance, advancing age and the tiresome (but necessary) paperwork are catching up with me," he explained in a letter, adding that he plans to continue to maintain three trails at BRF.

John is a legend among experienced Trail Conference volunteers. He has recruited and trained countless maintainers, overseen significant expansion of trail responsibilities at BRF and adjacent Storm King State Park, has been a frequent instructor of Trail Maintenance 101 workshops, and enjoys a reputation as "the Rembrandt" of trail blazing.



## Trail Conference Sells Two Large Land Parcels to New York State

### Land protects Long Path, Shawangunk Ridge trail corridors

On June 3, 2011, representatives of the Trail Conference and the New York State Dept. of Environmental Conservation (DEC) met at the trailhead of the Minisink Trail on Route 6 in Greenville, NY (Orange County), to mark the transfer to the state of 389 acres on the Shawangunk Ridge and the expansion of recreational trail opportunities in the region.

This was the second transfer of land from the Trail Conference to DEC this year, successes that are a tribute to the persistence and persuasiveness of volunteers and staff of our Conservation Committee. Both parcels were purchased by the Trail Conference in 2006 with funds donated by members to our Land Acquisition and Stewardship Fund (LASF) with the expectation of eventual state purchase.

### State Takes Ownership of Long Path Corridor Parcel



GEROJETTE WEIR

Partners in land protection, left to right: David Church, Orange County Planning Director; William Rudge, DEC; Neil Zimmerman, Friends of the Shawangunks; Robert Anderberg, Open Space Institute; Paula Medley, Basha Kill Area Association; William Janeway, DEC Region 3 Director; Edward Goodell, NY-NY Trail Conference Executive Director; Joe Ann Drake representing State Senator Bonacic; Gaylord Holmes, Trail Conference Board Member; Andrew Garrison, Shawangunk Ridge Supervisor, Trail Conference; Jakob Franke, Long Path Supervisor, Trail Conference; James Delaune, Orange County Land Trust Executive Director; and Richard Katsive, Trail Conference Board.

toward the Mohawk River and ultimately mile loop hike built by Trail Conference vol-