

# GEOCACHE ALASKA! Inc.

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# GeoSWAG

## FUNdamentals

by

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**10 June 2010**

# Outline



- **SWAG (trade goods) -- Not trackable**
- Trackable Travelers -- Groundspeak
- Other Trackables
- Signature Items

# SWAG?



- A slang term for free promotional items
- Referring to a thief or pirate's treasure
- Backronym for *Software and Giveaways, Stuff We All Get, or Souvenirs, Wearables, and Gifts.*
- Geocaching “TREASURE” of little or no intrinsic value
- Not trackable

# Cache Owner



- Theme
- Size (container:SWAG)
- Material (waterproof, durability)
- Value (possible FTF exception)
- No perishables
- No scented items
- Housekeeping/Restocking by Owner

# Cache Finder



- Trade – even or better
- Especially demonstrating this to children and newbies
- Exceptions:
  - Overstuffed container
  - Damaged contents
  - Remove any perishables or scented objects
- Report problems to Cache Owner via e-mail (not in the log)
- Collected items
  - Not trackable (unless annotated as such OR has what appears to be a serial number – if so, it is probably not SWAG)
  - For Finder/Trader to keep or add to another cache's contents

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# Groundspeak



- Trackable at [www.geocaching.com](http://www.geocaching.com) (Groundspeak)
- Four basic types:
  - Geocoins
  - Travel Bugs
  - Cachekinz
  - Geotags
- General objective is to **TRAVEL** (specific objective by Owner)
- Belongs to the “Owner”
- Not to be kept without Owner’s permission – Stealing
- Can be placed on your watchlist if you have an interest in following the item’s adventures

# Geocoins

- Custom metallic “coin”
- From simple design to complex art
- Thematic or signature
- Includes an engraved serial/tracking number
- \$5+
- Collectible (when purchased or received as a gift)
- Clubs are available
- Events centered around
- Expensive to have custom design made

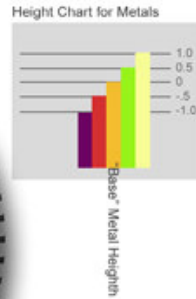




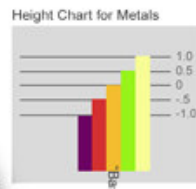
# Geocoin Anatomy



Pennsylvania 2009 (Stourbridge Lion) Geocoin Design  
 All content Copyright 8/14/2008 Made by Mackey Designs  
 fox-and-the-hound@hotmail.com



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# Travel Bugs



- Dog tag attached to an object that has meaning to the Owner
- Usually attached with a ball chain
- Object can be absolutely anything (or nothing), including backpacks, cars, and pets!!
- Item is meant to **TRAVEL**
- \$5-6 each



# Cachekinzs



- Similar to a Travel Bug
- Metallic (stamped or enameled)
- \$6 each



# Geotags



- In between a Geocoin and a Travel Bug
- About the size of a half dollar
- Front is customizable
- Back is a standard imprint
- <\$1 when purchased in quantity



# Owner



- Activate
  - Groundspeak
  - Producer's activation code
- Clear Objective if other than just to travel from cache to cache (include WITH the object or it may be delayed or waylaid)
- Protect the trackable (if necessary)
- Note: Large trackables have more limited mobility

# Owner



- Owned tags can be “Inventory” or “Collection”
- Adoption
- Don’t be afraid to “encourage” the last logged holder of your trackable hasn’t moved for a long period
- Mark as “Missing” if certain of a loss (Cache Owner can as well)

# Dropping



- Consider:
  - Owner's objective for item
  - Cache's probable traffic pattern
    - Cache Age (recently published caches have a higher find rate)
    - Cache D/T rating
    - Seasonal Attributes
- Make note of the serial number in the event there are logging issues
- Make note of the cache (GC number) in which it is dropped

# Dropping (cont)



- Will show in your inventory on website
  - click to drop when logging the cache
  - no separate log required for the trackable)
- Log the movement as soon as possible (even if delayed on logging a cache find)
- Respect the Owner
  - Ask permission if intending something off-normal
  - Communicate periodically with Owner if holding the trackables
  - Try to move a trackable within two weeks as a guide



# Retrieving



- Can be retrieved from a cache or grabbed from someone/somewhere
- Occasionally will be found at a location other than the last logged location
- Will appear in your inventory

# Retrieving (cont)



- Considerations:
  - **IF you encounter a trackable, MOVE IT** – The Owner does not want it to remain stagnant
  - End of season; pending hibernation
  - Try and make the log interesting if possible (observations on found location, photos, etc.)
- IF a trackable is shown in a cache inventory AND it is not there, **WRITE** a note to the item Owner AND the Cache Owner to let them know. (The tracking number is not required to write a note.)

# Dipping



- This is for when the trackable's objective is logged miles/locations AND you wish to retain physical possession
- Dipping maintains item activity until a suitable dropping place is located
- Requires a 2-step process of Dropping and Retrieving

# Discovery



- This is when you “SEE” a trackable and wish to have it show in your profile
- Trackables with a unique icon will show in your profile
- Discovery also allows owners to know that their trackable is not lost

# Adoption



- Transfer ownership of a listing to another user
- Go to [www.geocaching.com/adopt/](http://www.geocaching.com/adopt/) and follow the instructions.

# Miscellaney



- Event Tables
  - Make certain you are aware of the difference between a “Discovery” trackable and one that can be collected for further movement.
  - Personal collections (or portions of them) are sometimes brought for others to discover
- Rogues – These are objects with Groundspeak tracking numbers that have been hijacked for an object other than the original
- Laminated Substitutes (geocoins) – Used by Owners that want to reduce the risk of loss

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# Pathtags



- Custom signature item
- Trackable on [www.pathtags.com](http://www.pathtags.com) (not Groundspeak)
- Personal design on one side
- Trade item; collectible
- Meant to be kept if finder so opts
- About \$1 each
- Clubs are available
- Events (sub-events) for pathtags





# Other Trackables



- Personal website tracking
- Third-party tracking websites
- More difficult to get cachers to participate in logging/tracking (not as universal)
- Examine SWAG for alpha-numeric markings and instructions for logging



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# Cache Calling Cards



- What?
  - NOT trackable
  - Personalized items left in a cache or presented to other cachers that say “I was here.”
  - Generally unique and recognizable to the locals
- Types:
  - Trinkets
    - Swag of a style that speaks to the cacher’s handle or reputation
    - Inexpensive when bought in bulk
  - Laminated business cards (or equivalent)
  - Wooden chips
  - Poker chips (<\$1 each)

# Cache Calling Cards



- Stock; Off-the-Shelf
  - SWAG of a style that speaks to the cacher's handle or reputation
  - Inexpensive when bought in bulk
  - Humorous or serious
  - Collectible
  - Pins, buttons, toys

# Cache Calling Cards



- Personal – Just about anything that can accept printing, labeling, or engraving.
  - Laminated business cards (or equivalent)
  - Wooden chips
  - Poker chips (<\$1 each)

# Examples



# Examples



# Examples





# Resources



- Basic Groundspeak Trackables
  - <http://forums.groundspeak.com/GC/index.php?showforum=9>
  - <http://forums.groundspeak.com/GC/index.php?showforum=44>
- Tracking
  - [www.geocaching.com/track](http://www.geocaching.com/track) (Groundspeak tracking)
  - <http://log4.us/> (third-party tracking)
  - [www.goldfish.net](http://www.goldfish.net) (private tracking)
- Purchase
  - [www.geocachealaska.org/geoswagsources.com](http://www.geocachealaska.org/geoswagsources.com)
  - <http://shop.groundspeak.com>
  - [www.geocoinstore.com](http://www.geocoinstore.com)
  - [www.pathtags.com](http://www.pathtags.com)
  - [www.cacheaddict.com](http://www.cacheaddict.com) (geotag source)

# Resources (cont)



- Clubs
  - [www.geocoinclub.com](http://www.geocoinclub.com)
  - [www.usagecoins.com](http://www.usagecoins.com) (offers poker chips, too)
  - [Pathtags is currently forming a Pathtag of the Month Club]
- SWAG
  - [www.americangamingsupply.com](http://www.americangamingsupply.com) (poker chips)
  - [www.wooden-nickel.com](http://www.wooden-nickel.com)
  - [www.ituit.com](http://www.ituit.com) (wooden nickels and plastic tokens)
  - [www.heirloomwoodentoys.com](http://www.heirloomwoodentoys.com)
  - [www.plastic-army-men.com](http://www.plastic-army-men.com)
  - [www.centurynovelty.com](http://www.centurynovelty.com) (plastic animals, rubber “ducks”)