



Fun, Fitness, Friendship

**AVA: America's Walking Club
and the Rocky Mountain Region
Present the**

20th AVA BIENNIAL CONVENTION

**June 7th—9th, 2017
Billings, Montana**



**Biennial
Report
2015—2017**

Volkssporting in America

The American Volkssport Association (AVA), is a member of the International Federation of Popular Sports (IVV), formed in Lindau, Germany on January 14, 1968. The International People Sports (IPA-USA) was incorporated in Texas on April 28, 1976. It was accepted as an Associate Member of IVV on April 30, 1976.

At the first national convention of Volkssporters in the United States, June 15-17, 1979, IPS-USA adopted the name of the American Volkssport Association (AVA) and it became a member nation of the IVV.

Mission Statement

Promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.

Vision Statement

Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.

Values Statement

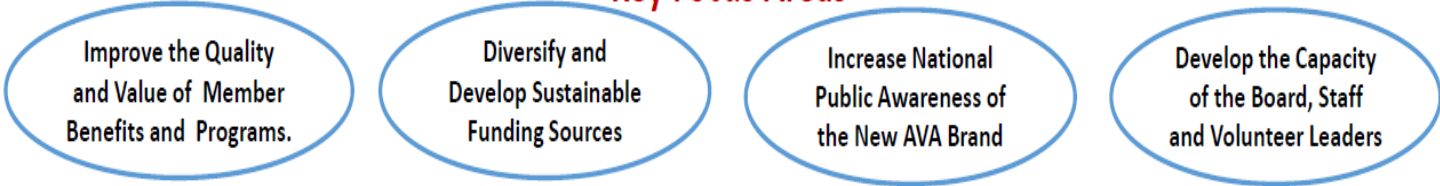
1) Health and Safety 2) Volunteering and Public Service 3) Non-Competitive and Inclusive 4) Adventure and Camaraderie 5) Environmental Stewardship 6) Transparency and Accountability.

American Volkssport Association, Inc. **Vision 2020**

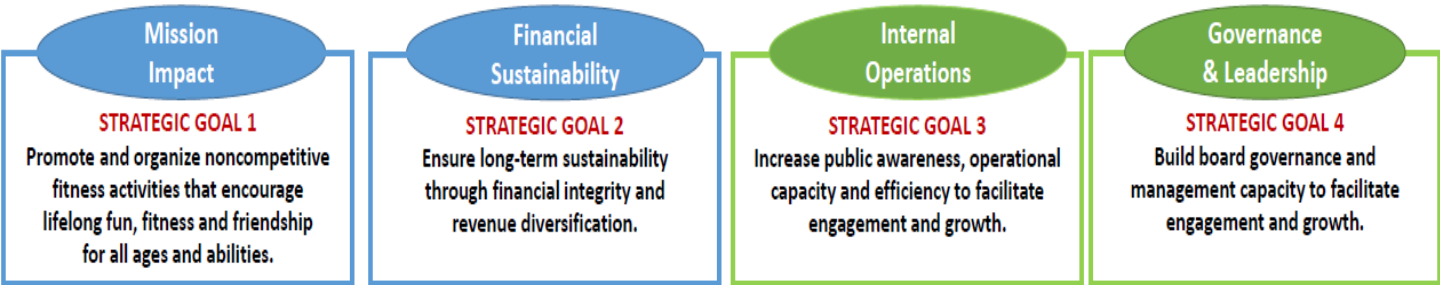


VISION	Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.
MISSION	Promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.
VALUES	1) Health and Safety 2) Volunteering and Public Service 3) Non-competitive and Inclusive 4) Adventure and Camaraderie 5) Environmental Stewardship 6) Transparency and Accountability

Key Focus Areas



AVA Strategic Plan 2016 – 2020



President's Message – Dennis A. Michele

The last two years have been a mixed bag. The good news is that we are hosting more events, both year-round and traditional. The bad news is that, even with the increase in events, the participation numbers continue to decline. The good news is that we have had several new clubs join our ranks. The bad news is we continue to lose old clubs so net gain is minimal. The good news is we had outstanding results from our two "Big Give" campaigns. The bad news is we have not been able to attract sponsors or partners to help fill our coffers. One high point was that we successfully passed both audits

Nonetheless, we have taken actions to help the situation and make life easier for the clubs. The first was the establishment of a Strategic Planning Committee. Composed of representatives of each region and some "at large" members, they looked into all facets of our organization such as membership, publicity, organization structure, club requirements and computerization. A final program was presented to the NEC and was approved in theory although some individual recommendations were rejected or modified. A five-year time line was established although much can be accomplished before then.

We have set some programs in action that can increase participation, strengthen clubs and make Volkssporting more attractive as follows:

- Increased emphasis on biking
- Agreement with Navigator Youths Group to broaden our appeal to youth
- Total review and restructure of the AVA database so it can accept the new tasks we wish to add. This review also includes complete documentation of what we have and what is in use as data.
- Purchased new computers at HQ and installed Windows 10 so staff can better use the new data base and provide quicker support to clubs.
- Transition to Quick Books in July 2017
- Request to International Marching League (IML) to have IML events in San Antonio by 2020. The first test case was held April 2017
- Increase the use of On-line registration.
- Establishment of a National Distance Program whereby long stretches, as the Appalachian Trail can be hiked in segments and awards gained for each segment. On-line registration will be utilized to support this
- Development of a new stamp to replace our old version. The stamp will be easier to use and will identify the event as well as the number.
- Change of the rules about returning stamps which continue over years.
- Development of an APP for people to track their walking activity and to set up challenges between groups.
- Establishment of Deputy RDs to lighten the load on RDs and provide greater service to the clubs.
- Development and promulgation of a Privacy Policy allowing member data to be shared only with the permission of the member.

In summary, we're making strides to be more accessible and usable by clubs and members. The above will greatly help. I hope you will continue to support the AVA, its staff and officers and the individual RDs as we try to institute further changes as outlined by the Strategic Plan.

Finally, I would like to thank the staff, officers and RDs for their hard work and support over the last two years. And, most of all, I want to thank the clubs and their members for their support over the last two years.



Dennis A. Michele
President, American Volkssport Association

Vice President's Message – Holly Pelking

I want to thank you all for your vote of confidence in me as your Vice President the past two terms. I have certainly enjoyed this time on the NEC and find it hard to believe my term is over already.

To summarize my major activities and accomplishments while serving on the Board we look at the Online Start Box (OLSB). Since its inception in 2013, my husband, Chris Zegelin, and I have worked hard to create the first even 100% online event that included maps, athletic waivers, computer generated insert cards and full online payment capability. With the blessing of the NEC and the backing of the California Volkssport Association, we began with a trial of 5 walks in California in 2015 and now have 49 events-including bikes. Mike Green joined us the fourth quarter of 2016 and has been immensely helpful by adding end user support and some fine tuning of the programs. He is still actively working behind the scenes and will be present at the convention to help answer questions you may have.

Hand in hand with the OLSB came the idea of improving the IVV stamp. With the natural aging of our stamp slugs and the increased cost of replacing stamp handles, the NEC had already been trying to identify new ways of stamping books for a while. Having created a virtual stamp through the OLSB, Chris decided to attempt to create a new type of stamp using the same design. By using a laser cutter, he was able to cut similar rubber stamps the exact dimension as our current IVV stamps, yet make them clearer and also add text or graphics to the center of the stamp. This way each of us can readily identify where we were when we participated in the event at a glance, instead of relying on memory or having to write this in our event books and hoping we can read it when we get home.

Clubs will soon be able to design their own unique stamp message when sanctioning their events. We will have tutorials in the future to show you how to do this through the sanctioning process, as it unfolds. You will see the result of this effort at this convention as the national unveiling of the project. We hope you love the results as much as we loved making it happen!

In closing, I want to point out that these are but two additional tools that are pieces of the much larger puzzle necessary for the future success of AVA. The new database being launched will need to coordinate with all the online tools available now and be able to accommodate more in the future as we grow. I encourage you to support these efforts as part of the ongoing implementation of the Strategic Plan for AVA's future.

I wish you all well and hope to see you out on the trail again soon!
Happy Trails, Holly Pelking

Treasurer's Message - Lawrence Lehman

GOALS: A. Produce timely, meaningful financial reports for the NEC (Board of Directors).
B. Translate financial information into actionable events for the NEC.

ACTIVITIES: Reviewed monthly financials with the Exe. Dir. and members of the NEC.

TIMELINES: Monthly as needed

FY 2016-2017 HIGHLIGHTS BASED ON MARCH 31, 2017 INTERNAL REPORTING:

A) Financial Position:

AVA is in controlled shape with Cash and Investment Securities of about \$829,000 and liabilities against this cash of only about \$154,000.

The annual budgeted expenses (excluding conventions) for AVA are approximately \$514,000, or a little more than one half the cash available, providing an adequate reserve for years to come. There is no immediate threat to the solvency of the organization. Continued operating losses, will tap into this reserve and over time, approximately seven years, will cause AVA to cease to exist in its current operation.

B) Financial Activity:

For the first nine months of FY 2017, the actual expenses reflected in management's statements were about \$376,000.

For the same nine months of FY 2017, total revenues, and profits from sales, were about \$256,000. This is a \$120,000 year to date loss.

Current management believes that with the 2017 convention income, the Big Give donations, and the higher participation rate during the last three months of FY 2017, some of this loss can be recouped.

C) NEC Action:

Most of AVA's income is from participation fees and event sanctioning fees. If the number of paid participants and the number of events continue to decline, AVA will continue to have financial problems. As stated above, unless something changes, we have about seven years before AVA will cease to exist in its current operation.

There was an unsuccessful attempt by the current NEC to eliminate Free Walkers and increase the participation fee from \$3 to \$4. There are some proposed initiatives, resulting from the Strategic Action Plan, that may result in a minor increase in participation. There are efforts underway to diversify AVA's revenue stream by increasing the amount received from donations and grants. A major focus of the next NEC must be reversing AVA's financial downturn.

The NEC has been directed to take positive action to view expenses that may occur above the budgeted items. Also, revenues are being recognized in the correct Fiscal Year. Capital improvements are being expensed from the investment and capital funds, and not from the working budget, thereby showing a true expense / revenue picture.

With the onset of a new Financial Director, working with the Executive Director, Financial and Statistical data reporting will continue to be provided to the NEC on a timely basis.

Due to the continuing decrease of revenues during the past two years, your Treasurer has not been able to make timely decisions on any investment policy, other than using available investment funds to cover necessary expenses as needed.

It has also been noted that the AVA Convention budget has been based on the prior AVA Convention actuals and even though the expenses and revenues may not change from one Convention to the next, an actual estimated budget item should be inserted into the yearly financials.

APPRECIATION:

When I accepted this nomination, I was lead to believe that we were in excellent financial shape. During my two years, I found out that we were on a revenue downward curve. Hopefully with the new NEC and the Strategic Action Plan we will be able to turn the curve upward.

I want to thank the membership for allowing me to serve as you Treasurer during the past two years.

Thank you.

RESPECTFULLY SUBMITTED: Lawrence Lehman 2016-2017 AVA Treasurer



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Executive Director’s Message - Henry Rosales

It’s been two long years since the AVA convened as a National organization to celebrate our accomplishments and pay tribute to our loved ones who did not make the journey with us. May they be at peace and may we cherish the time, honor, commitment and beautiful memories they have gifted to all of us!

We have many accomplishments to celebrate and be proud of starting with another very successful individual donor campaign, the **Big Give**. This year with the support of the NEC leadership, family, friends and Volkssporters the AVA surpassed its goal of **\$60,000** raising more this year than the previous two years! This annual campaign does more than generate unrestricted revenues for the AVA. It demonstrates the commitment

of the membership to sustain and grow the organization. It also conveys a message from the membership to rebuild and move the organization forward, something the team at the national office fully supports.

Special thanks to Nancy Wittenberg and the Big Give committee. Over the past two and a half years the AVA has raised more than **\$175,625** through our annual fundraising campaign! Thank you and congratulations to all!

This is how your donations supported the AVA last year.

Use of Funds	Status/Comments	Amount
AVA Database Development	Scheduled for Completion June 2017	\$15,000
Fund Development	5 grants completed, Big Give printing, postage, etc., and radio promotion for AVA and Big Give	\$3,960
Development of Strategic Plan	The strategic plan was completed and approved June 2016; funds were used for consulting and planning committee meetings.	\$34,376
Total		\$53,336

Two years ago, I spoke about the creation of a 3-5 year strategic plan for the AVA. I am happy to report this plan has been created and was approved last June by the National Executive Council. I am grateful to David Bonewitz and the Strategic Planning Committee for all their time and effort. Special thanks to Jeanne Miller for the work she put into the survey which served as the basis of information for our planning.

The strategic plan is called Vision 2020 because most of the implementation should be completed by 2020. The plan is organic and will be modified to meet the changing needs of the organization.

The implementation of Strategic Goals outlined in the plan have been assigned by the AVA President, Dennis Michele, to existing and/or new committees of the AVA.

Implementation of **Strategic Goal 1/Mission Impact** has been assigned to the Programs, Training, National Events and Ad Hoc Membership Committees. **Strategic Goal 2/Financial Sustainability** has been assigned to the Ad Hoc Fund Development Committee. **Strategic Goal 3/Internal Operations** has been assigned to the Information and Technology and Publicity Committees and the Executive Council. **Strategic Goal 4/Governance and Leadership** has been assigned to the Bylaws and Standards and Evaluation Committees and the Executive Council. The National

office team will support all committees and take lead on implementation of operational strategies. For more on the work of these committees refer to the committee reports.

Highlights of projects in progress and/or completed include:

- The IT committee should complete the upgraded AVA database and sanctioning events system this June. The cost to date is \$24,000.
- A new AVA website will be completed by December 2017.
- The Publicity committee will release a Request for Qualifications in the Fall to hire a publicity firm that will help us plan and implement our National Publicity campaign. The targeted launch date for the National Publicity Campaign is January 2019.
- The AVA's 2019 Biennial Convention application was restructured with the support of a work group comprised of former convention Chairs. The new application emphasizes collaboration with community partners and clubs will now receive fifty cents of the per participant walk fees. A budget must be included in the application.
- Features for the development of a new walking application have been created by the Programs Committee.
- Guidelines have been established by the Programs committee on the creation of Non IVV events.
- The Fund Development committee has procured a donor management system that will be used to manage donations from individuals, corporations, and private foundations/grants. The software is from a company called Charity Proud and will cost \$600/year.
- Eighteen grants have been written to corporate and private foundations to support club growth and board and staff development.
- The AVA will begin making its own stamp handles and slugs this Fall for 2018 events. The stamp machine will cost \$3,500. Special thanks to Holly Pelking for her forward thinking and support with this project.
- New office equipment has been purchased and installed. The total cost was \$5,600.
- The Online Start Box continues to expand throughout the country. There are 49 events in 4 regions that are utilizing the Online Start Box. Special thanks to the CVA and Chris Zegelin for his volunteer support with this project.
- A new fiscal management software called QuickBooks Premier has been purchased and installed. The cost of the software and license was \$998.
- A new performance management software to track the progress and implementation of the strategic plan has been purchased from OnStrategy. The cost of the software was \$1,200.
- Per request from members on social media, monthly Facebook conversations with the Executive Director and special guests have been implemented.
- Per recommendation from the Membership committee a monthly marketing newsletter will be created July 2017. Recommendations to improve membership benefits and the AVA website have also been submitted by the Membership committee and are under review.
- Investments have been made in our number one resource, human capital. Three new employees have been hired and trained to support clubs with IRS and financial reporting challenges, events and technology.
- A privacy policy on the release of certain personal information has been created and approved by the NEC so clubs can now share best practices and information on AVA events with each other.

- National and International events have been expanded by the National Special Programs Committee.
- Ten new clubs have been created since January 2015! Thank you RD's!

While much has been accomplished there is still much more to do. Time and resources have been put into the infrastructure of the AVA so capacity is built to support the work recommended by the strategic plan. These next two years it is critical the AVA continues with the implementation of the plan. Success will be measured by how we meet our goals and objectives and our willingness to change things that no longer work well for the organization. Look for quarterly reports/updates in the monthly Checkpoint.

I wish everyone a very successful meeting and convention and hope you enjoy the walks and each other's fellowship. Special thanks to Ms. Sherry Sayers and her husband Frank Sayers for their leadership and volunteer support planning the 20th Biennial Convention in Billings, Montana. One of the takeaways from previous conventions has been to lower the registration cost. I believe this was accomplished, job well done!

Thank you to the National Executive Officers and Directors, the AVA National office team, our local office volunteers, our State Associations, Clubs, Lifetime and Individual members, and all volunteers and supporters of the American Volkssport Association. All things are possible with your support!

In closing I express sincere gratitude to our President, Dennis A. Michele and Vice-President, Holly Pelking for their patience and support in my ability to lead the AVA through these challenging yet exciting times. I believe there are three ways to get people to do things, coercion, motivation, and inspiration. Thank you for your inspirational leadership and above all friendship. You will be missed.



Tator Tours – Las Vegas, Nevada

Mary Ptacek of Tator Tours, aka, the “Head Tater” would like to thank all the volksmarchers throughout USA and Canada for giving her the opportunity to travel with her tots to the different parts of both countries. Through the great sport of volksmarching many lifelong friendships have developed and the camaraderie that volksmarchers seem to endure. There have been so many beautiful places that we have visited and so much history that it has been an education in itself. I am looking forward to continuing on this amazing journey!

Regional Reports

Atlantic Region - Tom Jackson, Director

The Atlantic Region consists of 32 clubs in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia and the District of Columbia. Four of these clubs were formed since the last AVA Convention. The new clubs are the Penn Mary Walkers (AVA-972), the Canterbury Trails (AVA-975), the Antietam Pathfinders (AVA-976), and the Chester County Red Rovers (AVA-978).

We also have three very active state associations. The state association presidents are Bob Schmick for Maryland, Marcy Lucas for Pennsylvania, and Annette Tollett for Virginia. All three state associations sponsor events – primarily in geographic areas outside of the club's normal areas of responsibility. The state association for Pennsylvania also sponsors two events in West Virginia which has no clubs. All three state associations offer challenges designed to increase participation, have events across their state, and spark the interest of Volkssporters.

There is more to Volkssporting in the Atlantic Region than just walking. Our clubs collectively sponsor more bike, swim, and snowshoe events than anywhere else in AVA.

The Atlantic Region has a weekend conference every even numbered year. The eighth biennial conference was held in March 2016 in Hagerstown, MD and was hosted by the Maryland Volkssport Association. Conference attendees participated in three Volkswalks and a Volkswim plus a number of year-round events were available nearby. There was a workshop and the Atlantic Region Meeting on Saturday afternoon plus dinners on Friday and Saturday nights. The next conference will be in March 2018 in Sterling, VA.

The only International Marching League (IML) Walking Association event in the United States is held each October in Arlington, VA. This three-day event, which is sponsored by the US Freedom Walk Festival Club, attracts walkers from around the world and has some of the highest participated events within the Atlantic Region. This Club also sponsored a walk in May 2016 in conjunction with an Open House of many of the Non-European Union Embassies. There were more paid participants at this event than any other AVA traditional event in 2016.

Two years ago, I wrote that our biggest challenge is keeping our existing clubs alive and viable. It still is! For too many clubs, the same individual had served multiple terms as President. Many clubs do not have a Vice President. The loss of just one or two key individuals due to death, illness, moving away, or just burn out will lead to the demise of many clubs.

Most of our clubs are financially solid; however, there are not enough paying participants at many of our traditional events for the clubs to cover their costs or make it worthwhile to have an event. Having to pay to use a start point is becoming the norm rather than the exception.

I would like to remember Sam Tollett who died after a long illness on November 21, 2016. Sam was currently serving as the President of the Virginia Vagabonds and was the Atlantic Region Director for two terms from 2009–2013. Volkssporting is better because of Sam's efforts.

Mid-America Region – Linda Neu, Director

The Mid America region, is made up of Kentucky, Illinois, Indiana, Michigan and Ohio. Located in the cross roads of America, we have 28 Clubs and two state associations. When I started my first term in July of 2013, we had 35 clubs. We have had another loss in clubs this two year period. However, two new clubs joined our region, the Kishwaukee Valley Wanderers, of Genoa, Illinois, and Gateway Milers, of Belleville, Illinois.

In August of 2015, we elected our first Deputy Regional Director, Cheryl Elser. She is a great asset to the Mid-America region.

Indiana and Ohio have state associations, which meet several times a year. This is a great way for club presidents and other members to talk to each other, share ideas and coordinate walks. I would like to thank Cliff Terry and Cheryl Elser in Indiana, and Dawn Gruber and Shane Conley in Ohio.

The Mid-America has a meeting each year, in a different location. MAC gives our members a chance to meet with the Regional director, enjoy walking, and socialize with people around the region. It is a fun time for everyone. In 2015, we met in the Columbus, Ohio area and in 2016 we met in the Indianapolis, Indiana area.

We have some great Clubs in the Mid-America region. Some are working with the Girl Scouts others with Navigator Scouts, and some with Meet-up. Wandering Wheels keep rolling along the Highways and byways, and the Gateway Milers are also traveling and asking walkers to join them.

In my four years as the MARD I traveled around the region and found that the Mid-America people are great, we have laughed, had fun, and cried together and even had some mad times together, however we are together supporting the AVA, in many ways. I have had great experiences, gotten to know people better, and will have some very good memories.

Thank You Mid-America Region, it was a privilege to serve you, for four years.

North Central Region - Jerry Wilson, Director

My initial two-year term as regional director has been a whirlwind of learning. Most local clubs have continued and flourished. Unfortunately, two smaller clubs folded. I commend the hard workers in all local clubs, every club has them! Here's to those people that can always be counted on to pull off an event, a meeting, highway clean-up or celebration.

In 2017, we nominated and elected our region's first deputy regional director, Butch Spaulding. Congratulations and welcome! We also have three local Minnesota clubs that are planning a regional convention in 2018. I am thankful for volunteers like these.

Northeast Region - Betty Green and Chris Mellen, Directors

Betty moved to Pennsylvania after serving sixteen months as the RD and Chris who was the Deputy RD was elected to finish her term. For the first time ever in the Northeast will host an AVA Convention in Albany, NY as there were

no other regions bidding. This is subject to final approval by the Delegates at Convention in Billings, Montana. Lea Darling and Theresa Kennedy Co-Chairs filed an outstanding form and the Northeast Clubs sent in their letters of approval to HQ.

Chris attended the SPC Meetings in Texas at his own expense and participated in all the seminars and meetings. There is now a five year plan for AVA to follow. On Line Start Box (ONLSB) received a helping hand from Mike Green and the results are forthcoming. At this time Betty is working on the Appalachian Trail (AT) for 2018.

Northwest Region – Nancy Wittenberg, Director

What is the Northwest region? A strong region with many participants and great events.

- We have two fewer clubs in Washington State. But there are 35 clubs in the region, the majority of which are strong and vibrant, putting on wonderful events. Plus, we have two great state associations that focus on assisting clubs and listening to their concerns.
- Our region maintains and pays for through its state associations Meetup.com groups with weekly walking opportunities for everyone in both Oregon and Washington.
- We are fortunate to have a great Deputy Regional Director, who will be the next RD.
- We keep over 150 club officers and other individuals well informed through the 22 newsletters and monthly Calendar of Traditional Events I've sent out, and the state associations' websites and Facebook pages.
- I've met our wonderful people at meetings of state associations and at walks throughout the region, including walks in Idaho and Alaska of the only Volkssport clubs in those states.
- As vice-chair of the Strategic Planning Committee I attended all. Our region's representative continues work on the membership committee.
- We had a great Northwest Regional Conference in Boise, Idaho September 2016, with the great work of the Treasure Valley Volkssport Association, a small club with a big heart.
- Two proposals, both requests of clubs in the NW, were accepted by the NEC in January 2017. One for "Per Participant Sanctioning" was made permanent. A Traveling Guided Walk Stamp proposal received a two-year trial. Both of these can help remote clubs.
- We have the most participation and the most YRE and Traditional events of any region. Sixty-five traditional events are sanctioned so far for the rest of 2017, and 13 for 2018.
- And, we encourage weekend "destination events" that get people together, to socialize and enjoy great events. 2017 has had or will have five such events.

Pacific Region Update - Suzi Glass, Director

The Pacific Region is home to 22 clubs in four states. Arizona has three, Hawaii and Nevada have one club each, and California has 16 clubs and the California (state) Volkssport Association (www.cva4u.org). There is longevity here: in the last two years, ten clubs celebrated 30th anniversaries, four celebrated 25 years, and two reached 20 years. Alas, two California clubs, the Central Coast Peregrine Pathfinders (CCPP) and the San Diego County Rockhoppers (SDCR), closed.

Club closings have not resulted in a drastic loss of events. The Placer Pacers took seven walks and a bike route from CAPP, while the Low Desert Roadrunners continued five SDCR walks. Additionally, Neil Cohen sponsored 12 walks that had closed due to the lack of starting points. The walks, along with four on the Pacific Crest Trail, are now found on the Online Start Box created and maintained by Chris Zegelin. Thanks to extra effort and innovations, the 2017 year-round event count is 237, down from 247 in 2016.

Traditional events and participant numbers have been constant, thanks due to event quality. Long-standing weekend outings include the California Volkssport Association's annual State Convention, rotated among northern (Placer Pacers in Rockland, 2017), central (Sierra Gold Striders in Tuolumne, 2015) and southern California (Low Desert Roadrunners and Green Valley Gaiters in Beaumont, 2016) areas, the Delta Tule Trekkers' Calaveras Big Trees State Park weekend (June), the Tahoe Trail Trekkers' summer Lake Tahoe event, the Shasta Sundial Strollers' Redding Extravaganza and the Sacramento Walking Sticks' New Year's Eve/Day combination.

2016 saw a revived event in Laughlin, Nevada and a new week-long event in the San Francisco Bay area. The Las Vegas High Rollers & Strollers recreated Tri-State Weekend with five routes: Bullhead City, Arizona, Nevada (Davis Dam, Davis Dam Riverside Exploration and Laughlin Riverwalk) and Needles, California. Over a week in August, the San Francisco Bay Bandits and the South Bay Striders offered the California Coastal Adventure featuring group walks (Golden Gate Bridge, San Francisco's Fisherman's Wharf and Point Lobos State Reserve), a 40 k bike to CSU Monterey and ten year-round and traditional events.



Clubs have successfully added walks to local festivities. The Menehune Marchers in Hawa

ii have participated in Honolulu's Aloha Run for over 22 years and even placed in specialized categories! Thanks to the Vaca Valley Volks, the Mare Island Flyway Festival has included walk routes. The Saguaro Sun Striders walked to the Veterans' Monument in Anthem, Arizona to participate in a unique Veteran's Day ceremony and the South Bay Striders have joined San Jose's Rose, White & Blue (4th of July) parade for five years.

The Pacific Region can boast Special Event Programs. The Sonoma County Stompers' *Cities in Song* had 176 participants at the local and national levels. The Thunder Mountain Trekkers have started the *Gadsden Purchase* challenge, applicable to Arizona routes (contact Paul Lamb: plamb@wildblue.net). The 2018, qualifiers for the national *Walk Like An Olympian* program will be Olympic host cities and American towns with host cities' names.

Rocky Mountain Region - Frank Sayers, Director

The Rocky Mountain Region of the AVA is comprised of Colorado, Wyoming, Utah and Montana. We have 12 active clubs in the region. Over the past two years we gained one club and lost one club. The distances are vast, the scenery

incredible. We have Year-Round and Seasonal events in all major areas of the states. There are traditional events on many weekends throughout the year.

This year the Rocky Mountain Region is hosting the 20th AVA Biennial Convention in Billings, Montana. Pre-convention events are June 5th in Buffalo, Wyoming and June 6th in Crow Agency, Montana. The General Session meetings for all the clubs are in the afternoon of June 7th through the 9th at the Red Lion Convention Center and Hotel, Billings. Five events will be held in Billings, then two post-convention events, June 10th in Red Lodge, Montana and June 11th in Cody, Wyoming.

Most of our clubs are very small. They host several Year-round and seasonal events, and a few traditional events. The effort is getting harder because the clubs are getting older, and the younger millennials are not joining. The Per Person Sanction will help us to keep many of the more remote State and National Parks walks going, as the locations make these difficult for folks to get to without explicit planning.

We will continue our efforts to make the scenic beauty of the Rocky Mountain Region available to everyone. Come join us in 2017 and beyond. You will not regret it.

South Central Region – Glen Conyers, Director

This last two years serving as the South Central Regional Director has been busy and productive. The five states of Oklahoma, Louisiana, Arkansas, Missouri, and Kansas hosted 126 YRE and 52 Traditional Events.

Our South Central Regional Roundup was hosted by the Missouri Walking Clubs and swim events were hosted by the World Wide Walkers of Tulsa Oklahoma. The walking events were all located on the eastern side of the state near the beautiful Mississippi River. The events were visited by folks from ten states.

Much effort went into the state of Louisiana during this last term in an effort to restore a club to the state or reestablish YREs in the state so folks in AVA land have opportunities to walk in this state that was so ravaged by Katrina and flooding in parts in 2016. Good contacts have been made in New Orleans and hopefully a walk will be re-established there in the French Quarter soon.

A new club was added to our region in Springfield Missouri. The Ozark Plateau Walkers came on board October 1 and had 55 participants at their first Traditional event and were able to gain fourteen members on that day as well.

As I come to the end of my fourth term as Regional Director of the South Central Region, I am overwhelmed by the many good things the clubs in this region have accomplished. My best wishes go with the South Central Region, a great group of folks who make our American Volkssport Association so successful in the heartland of our USA.

Southeast Region – David Bonewitz, Director

The Southeast Region consists of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and the U.S. possessions in the Atlantic and Caribbean. We have 20 clubs and 2 state associations (Tarheel State Walkers Volkssport Association and Florida Volkssport Association). Having fielded six “new club” inquires, two appear to be developing into something more than just talk.

Southeast clubs held 121 Traditional Events in this Biennial period and have 209 Year-Round Events on the books. We have averaged around 14,400 participants each year. Club membership has stayed constant with clubs reporting 918 members in 2015 and 916 in 2016.

Clubs in the region held a number of multi-event weekends. The “last” “Flora-Bama” was held in 2015 through the efforts of the Capital City Wanderers, Georgia Walkers, and the Pensacola Volksmarch Club. Walk Around Florida continued its production of excellent events with its 25th year anniversary in Gainesville in 2015 and 26th year in Tampa conducted by the Happy Wanderers, Mid-Florida Milers, and Suncoast Sandpipers. Emerald Coast Volkssport Club and Pensacola Volkssport Club produced excellent Presidents’ Day Weekends in Panama City in 2016 and 2017. In 2016, the First Coast Trail Forgers hosted an MLK Weekend at Fernandina Beach. In 2017, an MLK Weekend was conducted by Happy Wanderers and the Florida Volkssport Association in DeLand.

During this Biennial period the Southeast benefited from creation of the position of Deputy Regional Director with an outstanding DRD, John McClellan. A tremendous asset to me and to the region, he came into the job with energy and lots of great ideas. Having been elected to be the next SERD, John will continue to contribute to the region and AVA.

It has been an honor to serve as the SERD for the last 4 years. Good walks and great people!

Southwest Region - Susan A. Medlin, Director

New Mexico and Texas make up the Southwest Region. There are 31 active clubs; 3 in New Mexico and 28 in Texas. These clubs plan to sponsor 166 YREs and 74 Traditional Walks in 2017. We add a Deputy Director, Ruthi Worsham, beginning 1 July.

We continue to promote our smaller clubs. We publicize the September event in Raton, NM across Texas. We are creating a 3 day walking event in Ruidoso, NM, the first weekend in June (starting in 2018).

In Texas, we created new Traditional Events like the annual Christmas Lights Walk in and around San Antonio. We created local Special Programs which feature our clubs YREs. For example; 11 clubs have YREs in the Texas Hill Country Challenge. The Texas State Association continues the policy of asking clubs that are in remote areas and/or struggling to host the semiannual TVA meetings. The TVA pays the expenses and provides the labor, and the hosting club receives the profits. This gives the clubs a chance to promote their sport locally; and also gives them credit for hosting a Traditional Event.

AVA is partnering with the City of San Antonio for their annual World Heritage Festival in September. The Selma Pathfinders are taking the lead in running the walk portion of the five day event. New routes were created, and we made many contacts with City and County officials. Working with this level of support/funding is amazing (a budget, sponsors, TV & newspaper ads, professional graphics, NPR)! We plan to promote AVA to hundreds of local walkers.

For an international audience, we stood up the Texas Trail Roundup Volkssport Club to create a second IML event in the United States in San Antonio. We held our first event February 24-26, 2017 and sold 399 Start Cards. Our next event will be February 23-25, 2018. It takes at least 3 years to receive IML Accreditation. The Freedom Fest Club, which sponsors the only existing US IML event in Washington DC, has been a great help.

Our clubs continue to hold events in the summer. In the greater San Antonio region, we run a Summer Sunrise Calendar June - August. Most walks are featured YREs, which are staffed from 7 -10 am. Walkers are encouraged to start and finish early. The Randolph Roadrunners host two Traditional Events at Taco Cabanas in San Antonio. The restaurants donate a portion of their sales that morning to the club, which gives the money to AVA HQ. The Texas County Walkers continue their quest to sanction a walk in all 254 counties in Texas. Other clubs assist them by sanctioning walks in counties they need. Since many of these counties are in remote areas with very few inhabitants, the walks are sanctioned as 3 or 6 month Seasonal Events. They have completed 66 counties.

The West Texas Trail Walkers recently celebrated their 35th anniversary in Oct 2016 in the beautiful and scenic mountains of Big Bend National Park. This well-respected club runs popular first class hiking events over the Columbus Day weekend in October. They usually rotate between Big Bend National Park, Palo Duro Canyon State Park, Guadalupe Mountains National Park, the Lincoln National Forest and the Sacramento Mountains area (Ruidoso), Davis Mountains State Park, and sometimes include Caprock Canyons State Park. In 2017 the event is in the Guadalupe Mountains. Because this event is scheduled the weekend before the IML event in Washington DC, they frequently get international walkers. In 2016 it was a lovely group of Dutch!

We are creating a 3 day walking event around Ruidoso, NM, beginning the first weekend after Memorial Day in 2018. The Sun Country Striders of Las Cruces, NM will offer 3 Traditional Walks and 3 YREs. The event is scheduled the weekend after the popular Memorial Day walking event in Colorado (starting up again in 2018). The intent is that walkers will enjoy 3 days of walking at a beautiful venue in the Colorado mountains. They spend the next 3 days volksmarching their way to Ruidoso, NM. There are YREs in Denver, Castle Rock, Colorado Springs, Pueblo, Trinidad, Raton, Santa Fe, Los Alamos, and Albuquerque which might be along their route. The final 3 days are spent around Ruidoso, hiking the trails in the Lincoln National Forest and Sacramento Mountains. While much of Texas and New Mexico will be in sweltering heat, the mountain towns of Ruidoso and Cloudcroft will be between 70-80 degrees.

The previous SWRD, Joanne Forinash, tried to end the practice of allowing Free Walkers, citing the financial loss suffered by AVA and Clubs. Joanne made great strides in ending Free Walkers in the SW region. In 2017, from 1 Jan to 12 Apr, the SW Region had 1,759 participants at 25 Traditional Events; only 1 walker (a child) was free (.057%). Clubs in the SW Region can choose to subsidize Free Walkers, with the clubs paying the \$1.25 to the AVA for each Free Walker. Those walkers are coded as non-IVV.



America's Walking Club

Standing Committees Reports

Bylaws Committee Report – Jerry Wilson, NCRD

The Bylaws Committee considered four amendments submitted from the field related to the AVA Strategic Plan. One amendment was proposed for adoption by the AVA National Executive Council (NEC), while another was sent for incorporation into the AVA Policy Manual. Two proposed amendments were sent back to Committee by the NEC and are recommended for rejection until time and additional work can be expended to better explain Board and local club inter-relationship, unfortunately we ran out of time. The next Bylaws Committee can begin work on these two proposals depending on the 2017 convention vote.



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Special Committees Reports

National Programs - Susan A. Medlin, SWRD

ACCOMPLISHMENTS:

1. We held a national contest for an AVA Mascot. Club Presidents will vote for the winner, or for no Mascot, at the 2017 Convention (Attached).
2. The Selma Pathfinders are partnering with the City of San Antonio's World Heritage Office. The Club will design and run the walk portion of the 2017 World Heritage Festival in San Antonio in September (Attached). The City funds the media and mass marketing campaign.
4. We are on track to apply for IML Candidate Status at the 2020 IML General Meeting. We hosted our first proposed IML event in San Antonio in February 2017 and sold 399 Start Cards. Our second event will be February 23 - 24, 2018 (Attached).
5. I am working with the Sun Country Striders in Las Cruces, New Mexico to build a new 3 day walking event in Ruidoso, NM (Attached).
6. We are making progress on a National Program on the Appalachian Trail. We hope to start selling books in January 2018, with mostly seasonal walks that will open in the spring. If the walks are sanctioned by 31 August, we will launch in 2018. If not, we will postpone the official launch till 2019, but honor any AT walks done in 2018.

ACTIVITIES:

1. Continue to work on the 2017 World Heritage Festival with City and County Officials. We plan to stuff 50 New Walker Packets with our 2017 and 2018 walk calendars, upcoming event flyers, and free membership in the Selma Pathfinders.
2. Starting in September 2017, I will host AVA seminars at the Universal City Library, then take attendees on a short walk over to the AVA HQ for a tour.
3. Create a new 3 day event in Ruidoso, New Mexico, to increase visibility of Volkssporting in New Mexico and build membership in the three New Mexico Clubs.
4. Improve the walks and social events for the 2018 proposed IML weekend.

RECOMMENDATIONS:

1. Support the proposed IML event in San Antonio.

PUBLICITY COMMITTEE REPORT – Andy Bacon

The Publicity Committee, long a committee of the American Volkssport Association, began the biennium without a chair or members. The legacy, however, of a supportive element to the organization remained. In October 2016,

the chair volunteered and proceeded to call for volunteers through the National Executive Committee. Five members from Texas, Oregon and Ohio stepped forward to be part of the ongoing efforts of AVA to promote its identity and brand at a national level. The chair and committee worked under the guidance of the Executive Director to establish its role in relationship to the Association’s strategic plan adopted in January 2016 by the NEC.

After soliciting ideas and concepts from Committee members, consulting with the Executive Director and brainstorming alternatives, the Committee proposed publicity objectives for the future of AVA. Key to the future success of the AVA publicity committee is three objectives to be achieved by 2019. First, encourage and strengthen use of local media to market events thereby increasing participation. Providing resources to clubs is important, yet, local use of them remains the goal. Second, implement a national publicity campaign that encourages a symbiotic relationship between local, regional and national media. This involves two parts: a national spokesperson who provides visibility to AVA, and generation and implementation of a coordinated program. Third, expand AVA national headquarters public relations/communication resources and capacity. A publicity plan requires more than a few, and demands many willing participants to achieve implementation.

The continuity within AVA is strong but the lack of a recognizable identity is prevalent. The Committee is engaged in seeking ways to strengthen our “brand.” Partnerships, collaboration, and innovation are examples of the direction our Association should consider going forward in the future.

Committee Members: Susan Ives, Patricia Jewett, Dawn Gruber, Samanta Sanchez, Hector Hernandez, Andy Bacon.

Special Programs – Bonnie Johnson

Special Programs Books may be purchased until the End Date of the Special Program.
Completed books may be redeemed for the award one year after the End Date.

Special Program	Start Date	End Date
Border Crossings	01/01/14	12/31/23
Lakes and Reservoirs	01/01/14	12/31/16
Alternative Capitals	01/01/14	12/31/16
Cities in Song	01/01/14	12/31/16
Honoring Our Flag	01/01/14	12/31/16
National Register of Historic Places	01/01/14	12/31/16
Trekking With the Trees	01/01/14	12/31/16
Water Towers	01/01/14	12/31/16
You’ll Never Walk Alone	01/01/14	12/31/16
Amphitheaters	01/01/15	12/31/17
Animal Safari	01/01/15	12/31/17
Boardwalks	01/01/15	12/31/17
Doin’ the Louisiana Purchase	01/01/15	12/31/18

Special Program	Start Date	End Date
Food for Thought	01/01/15	12/31/17
Volcanoes	01/01/15	12/31/17
Bridges Spanning the USA	01/01/16	12/31/18
Lady Liberty	01/01/16	12/31/18
Make a Wish at a Water Fountain	01/01/16	12/31/18
National Parks Centennial	01/01/16	12/31/18
Points of Reference	01/01/16	12/31/18
State Street Sashay	01/01/16	12/31/18
Take a Walk in a City Park	01/01/16	12/31/18
Treasure Hunt	01/01/16	12/31/18
Vice Presidential Walks	01/01/16	12/31/18
United States Post Offices	01/01/16	12/31/18
Walking America's Ports of Call	01/01/16	12/31/18
Walking the Path of Inventors	01/01/16	12/31/18
Walk the USA-Street by Street	01/01/16	12/31/18
Ice Cream Parlors	01/01/17	12/31/19
Underground Railroad	01/01/17	12/31/19
Walk Like an Olympian	01/01/18	12/31/20

Strategic Planning Committee – David Bonewitz, SERD

The NEC approved the formation of the Strategic Planning Committee (SPC) at its meeting during the 2015 Biennial Convention. On August 13, 2015, the SPC was given direction by the NEC and proceeded to organize into subcommittees to gather data and develop ideas to be used in the Strategic Plan. Given that the intent was to ensure that we developed the strategic plan from the bottom up, not from the top down, the individual and club surveys developed by the Membership Subcommittee, chaired by Jeanne Miller, were two of the most significant outputs. Tremendous effort was put into the interpretation and use of the survey data to guide the committee's recommendations to the NEC.

Strategic Planning expert, Bobbi Bilnoski, CEO, Concinnity Network Strategic Planning, provided the professional expertise to ensure that we were able to produce the best possible plan.

After untold hours of work via face-to-face meetings, e-mail, and phone, the SPC presented three Courses of Action (COA) for the NEC's consideration at the NEC meeting in Las Vegas (January 22-24, 2016). Following the presentation, the NEC approved an edited version of the COAs.

The SPC took the COAs as approved by the NEC in Las Vegas and created goals and objectives from these documents. This final portion of the Strategic Plan was presented to the NEC in Fredericksburg, TX, on June 10-11, 2016. Action was then passed to standing and ad hoc committees, and the SPC was dissolved.

There is a lot going on as the Strategic Planning process has energized AVA to make needed changes in order to not only survive, but to thrive. Of course, it will not happen overnight, and without a doubt it will take a financial investment. However, we now have a plan that will take us into a bright future.

Youth/Programs – Debra Kruep

In June of 2016 the former Youth Committee was transformed to reflect all programs not only youth. As chair of the Youth Committee I was asked to create a committee of AVA members who would move AVA into the future by enhancing those programs already in use and to also create new programs to fulfill our mission of promoting and organizing noncompetitive fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities while being, America's Walking Club.

This report will encompass the activities of both the former Youth committee and current Program Committee.

June 2015: The 2016-2017 AVA/GS Walk Together Patch contest was completed with the GS of Western Missouri and Eastern Kansas.

February 2016: After eighteen months of communicating, a Memorandum of Understanding was created and signed by Navigators USA and AVA. A patch contest for 2016-2017 was conducted and a winner was chosen in June. Navigator USA scouts and AVA clubs have connected and held Walk Togethers in South Carolina, Colorado, Indiana, Nevada, Virginia and Wisconsin with more on the way. A youth workshop was held in Florida with four clubs in attendance and a representative from the FVA.

June 2016: A recommendation was made to the NEC for the creation of three non-IVV events that would help AVA to better work with youth (scouts and schools). This recommendation along with guidelines has since been honed and presented to the current NEC as a motion for AVA-C events.

July 2016-Present: This committee made a power point presentation at the January 2017 NEC meeting on its research of an online digital reward system and future AVA mobile App. This presentation focused on the needs and desires of AVA members going into the future. There is much more research to be completed on the who and what can make that happen.

October 2016: The #optoutside campaign was launched to coordinate with REI for Black Friday. Even though it was short notice we had thirty-three AVA clubs participate and the AVA logo was listed as a partner for two days on the REI website. A small victory but we hope to increase clubs and visibility on the REI website in 2017.

February 2017: The 2017-2018 GS Patch Contest is conducted with the GS of California Central Coast. A winner will be chosen in June and workshops will be held with the local clubs to help them conduct Walk Togethers. The program committee also started a campaign to solicit AVA clubs to work with local grade schools in a pilot program consisting of walking once or twice a week before or after school and hosting a 5K end of year celebration for the school families.

March 2017: Committee members are researching the possibility of creating a new online special program to introduce AVA members to an online format. This program will be completely funded by outside sponsors. Stay tuned for more on this fantastic program.

National Executive Council XX

National Officers



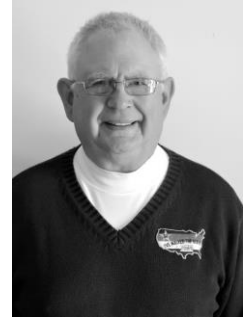
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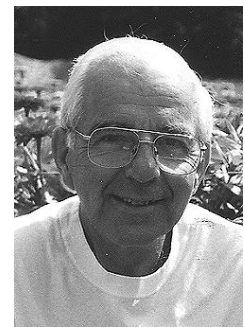
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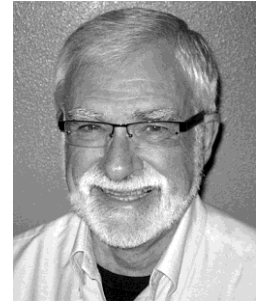
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Executive Director – Henry Rosales

Mr. Rosales has been with the AVA a little over two and a half years and is responsible for the management and oversight of the national operations of the organization in collaboration with the National Board of Directors. He is a non-voting member of the National Executive Council

Finance Manager - Erin Grosso

Mrs. Grosso has been with the AVA one year and is responsible for the fiduciary, oversight, management and operation of the organization’s finance department and all departmental functions that contribute to the overall financial health and success of the AVA. She is a member of the Ad Hoc Fund Development Committee.



Accounts Receivable Specialist – Theresa Hutchinson

Mrs. Hutchinson has been with the AVA four and a half years and is responsible for preparing and sending all billing statements to clubs and other customers of the organization. She also reconciles financial accounts and processes merchandise orders.

Awards/Membership Specialist – Karen Winkle

Ms. Winkle has been with the AVA 8 years and is responsible for the processing of IVV record books and awards. She also processes AVA memberships and requests for personal information. She is a member of the Ad Hoc Membership Committee.



Communications Specialist – Samanta Sanchez



Ms. Sanchez has been with the AVA one year and four months and is the Executive Assistant to the Executive Director. She is responsible for creating and updating content on social media outlets and AVA publications. She also supports with grant writing, fundraising, and NEC meetings. She is a member of the Ad Hoc Fund Development Committee and the Publicity Committee. During the interim she has been providing support with club events and stamp processing.

Information Technology Specialist – Hector Hernandez

Mr. Hernandez has been with the AVA one year and 3 months and is responsible for providing technical support for the website and the events sanctioning database to club members and employees. He also supports with fundraising, website and starting point changes/updates, the Checkpoint and member correspondence. He is also in charge of creating slugs and stamp handles. He is a member of the Ad Hoc Fund Development Committee and supports the Information Technology Committee.



Events Support Administrator – Jessica Rosales

Ms. Rosales has been with the AVA less than two months and supporting the office team on a part-time basis with club events, special events and clerical work.



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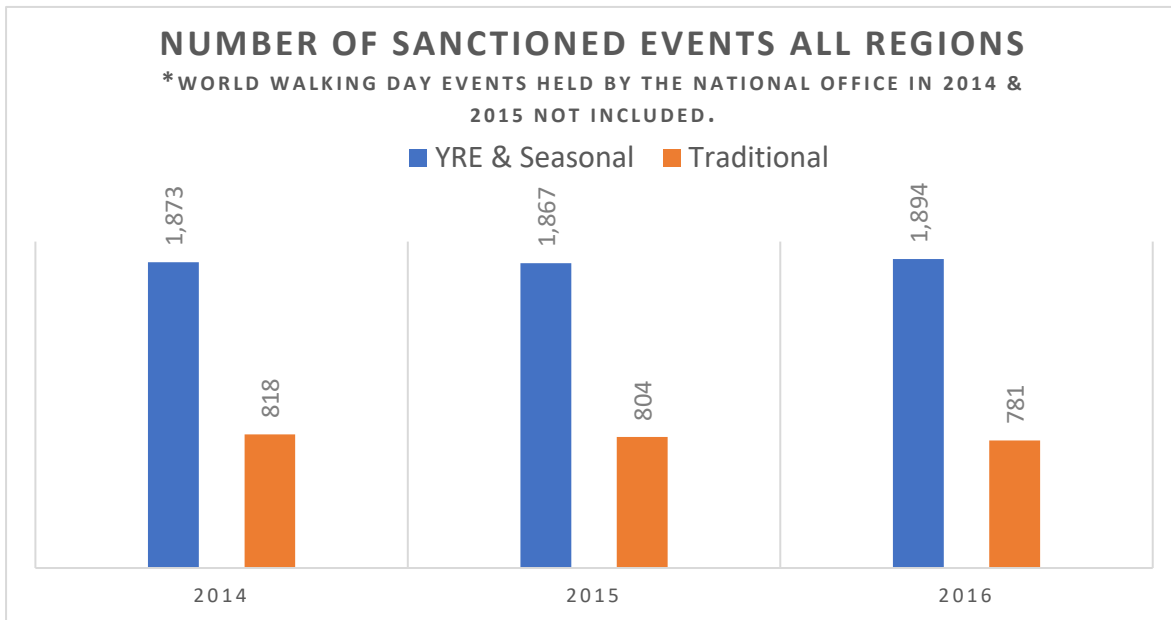
AMERICAN VOLKSSPORT ASSOCIATION, INC.
2018 BUDGET PROPOSAL

	AUDITED FISCAL YEAR ENDED 30-Jun-16	2017 MID-YEAR BUDGET	2018 PROPOSED ANNUAL BUDGET
REVENUES, GAINS AND SUPPORT			
EVENTS			
Sanction Fees:			
Traditional	61,270	61,124	60,140
Year-Round/Seasonal	32,770	32,320	37,860
Participation Fees:			
Traditional	62,845	58,395	55,000
Year-Round/Seasonal	102,036	88,643	78,500
Special Fund Development	100	0	0
E.C.Event	86	100	100
TOTAL EVENTS	259,107	240,582	231,600
MEMBERSHIP INCOME			
Annual Dues	11,875	11,700	11,700
Charter Fees	150	300	300
Volkssport Associate Dues	14,970	14,934	40,450
TOTAL MEMERSHIP INCOME	26,995	26,934	52,450
CONVENTION INCOME			
	0	121,711	0
DONATIONS			
	64,479	127,300	94,250
PUBLICATION INCOME			
TAW Advertising	2,595	5,000	5,000
TAW Subscriptions	32,136	30,540	0
TOTAL PUBLICATION INCOME	34,731	35,540	5,000
AWARDS, NET OF COST			
IVV Book Sales	23,428	24,180	21,780
Award Sales	57	100	100
Special Packets	9,115	9,610	9,000
Cost of Goods Sold	(21,711)	(21,471)	(23,000)

TOTAL AWARDS, NET	10,889	12,419	7,880
MERCHANDISE, NET OF COST	18,345	16,524	12,726
MISCELLANEOUS	17,475	14,900	11,160
INTEREST INCOME	103	100	100
INVESTMENT INCOME	22,889	15,000	15,000
	58,812	46,524	38,986
DEPO FROM INVESTMENT ACCOUNT			110,000
TOTAL REVENUES, GAINS AND SUPPORT	455,013	611,010	540,166
EXPENSES			
SALARIES AND BENEFITS			
Salaries and Wages	200,467	224,125	234,825
Employee Benefits	32,188	27,418	30,000
Payroll Taxes	19,887	21,644	23,000
TOTAL SALARIES AND BENEFITS	252,542	273,187	287,825
ADMINISTRATIVE EXPENSES			
Website & Computer Support	3,461	2,000	0
Postage	13,777	11,791	11,500
Training	36,808	4,550	5,000
National Headquarters Administration	13,215	13,710	13,450
TOTAL ADMINISTRATIVE EXPENSES	67,261	32,051	29,950
RENT	40,410	39,000	40,908
INSURANCE			
Event	35,105	36,250	36,250
National Headquarters	2,067	2,065	2,400
TOTAL INSURANCE	37,172	38,315	38,650
ADVERTISING			
TAW Contract	25,442	27,368	28,000
Event Promotions	11,384	12,700	7,900
TOTAL ADVERTISING	36,826	40,068	35,900
TRAVEL - EXECUTIVE COUNCIL	30,992	25,000	27,800
AWARDS & EVENTS			
Award Program	5,361	5,035	6,000
Membership Program	3,228	2,500	4,000

Event Program	7,972	2,743	4,000
Youth Program	202	1,000	2,500
Special Program	1,416	350	1,500
Grants & Sponsorship	3,960	2,000	3,000
TOTAL AWARDS & EVENTS	22,139	13,628	21,000
PROFESSIONAL			
Accounting	12,275	12,100	12,100
Legal	5,275	3,000	3,000
Contracting	485	(106)	7,000
TOTAL PROFESSIONAL	18,035	14,994	22,100
IVV EXPENSES			
Dues	3,321	3,610	3,610
Meetings & Liason	21	3,350	3,100
Stamps	4,207	4,200	3,800
TOTAL IVV EXPENSES	7,549	11,160	10,510
DEPRECIATION			
	6,808	8,813	8,813
EQUIPMENT MAINTENANCE			
Equipment Rental	3,785	6,725	8,220
Equipment Repair & Maintenance	1,373	972	1,100
TOTAL EQUIPMENT MAINTENANCE	5,158	7,697	9,320
MISCELLANEOUS	3,097	0	0
TELEPHONE	2,615	2,436	4,584
BANK AND CREDIT CARD FEES	2,164	1,336	1,900
INTEREST EXPENSE	835	458	0
BAD DEBT EXPENSE	60	60	25
CONVENTION	0	99,923	0
TOTAL EXPENSES	533,663	608,126	539,285
TOTAL REVENUES, GAINS AND SUPPORT			
	455,013	611,010	540,166
TOTAL EXPENSES			
	(533,663)	(608,126)	(539,285)
NET LOSS/GAIN			
	(78,650)	2,884	881

Number of Sanctioned Events in 2014, 2015, & 2016



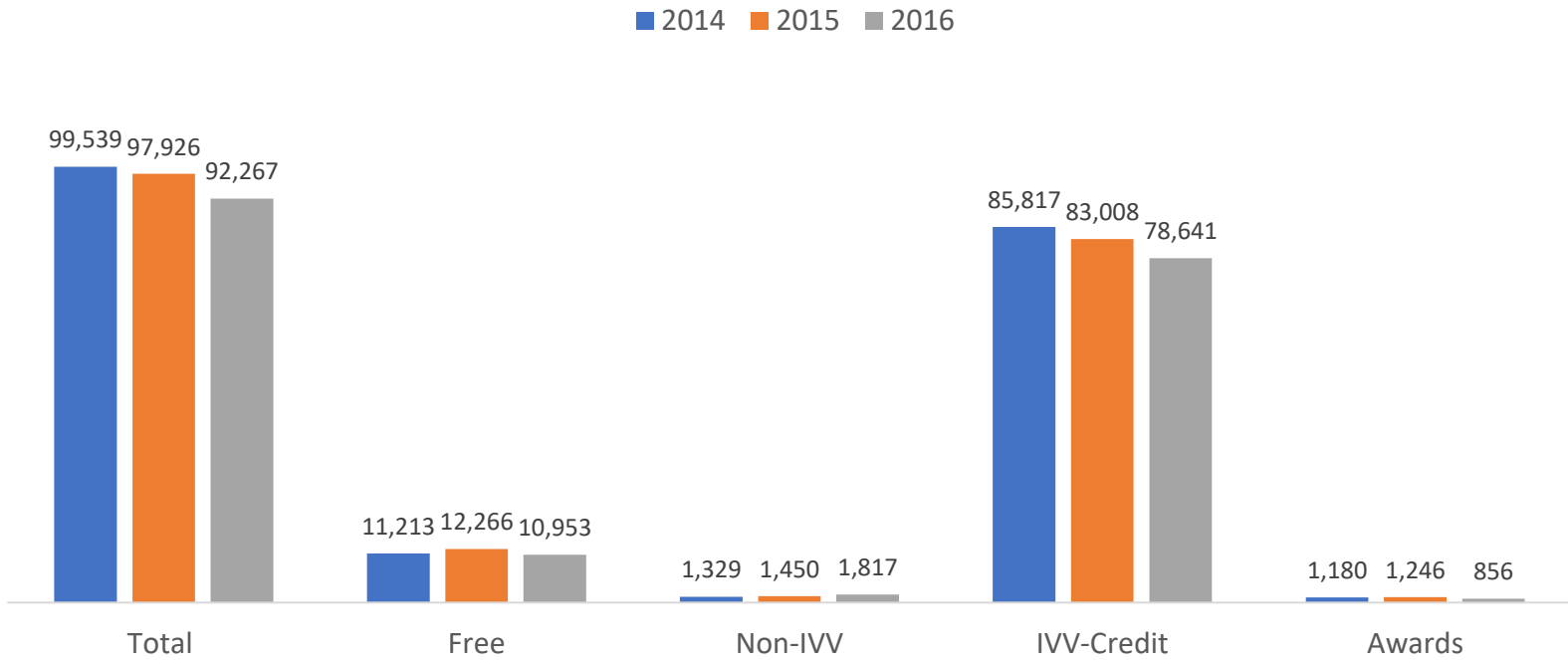
NUMBER OF YRE & SEASONAL SANCTIONED EVENTS				
Region	2014	2015	2016	Three Year Average
NORTHWEST	408	405	407	406.7
ATLANTIC	265	284	289	279.3
PACIFIC	261	276	264	267.0
SOUTHEAST	222	199	205	208.7
SOUTHWEST	158	152	168	159.3
NORTH CENTRAL	152	149	148	149.7
NORTHEAST	115	113	111	113.0
MID AMERICA	109	108	109	108.7
SOUTH CENTRAL	100	105	115	106.7
ROCKY MOUNTAIN	83	76	78	79.0

NUMBER OF TRADITIONAL SANCTIONED EVENTS				
Region	2014	2015	2016	Three Year Average
NORTHWEST	148	137	134	139.7
ATLANTIC	122	116	129	122.3
MID AMERICA	100	95	97	97.3
SOUTHWEST	76	81	79	78.7
NORTH CENTRAL	81	67	83	77.0
SOUTHEAST	60	90	63	71.0
SOUTH CENTRAL	72	77	63	70.7
PACIFIC	68	66	41	58.3
NORTHEAST	55	46	44	48.3
ROCKY MOUNTAIN	36	29	18	27.7

2014 -2016 Participation

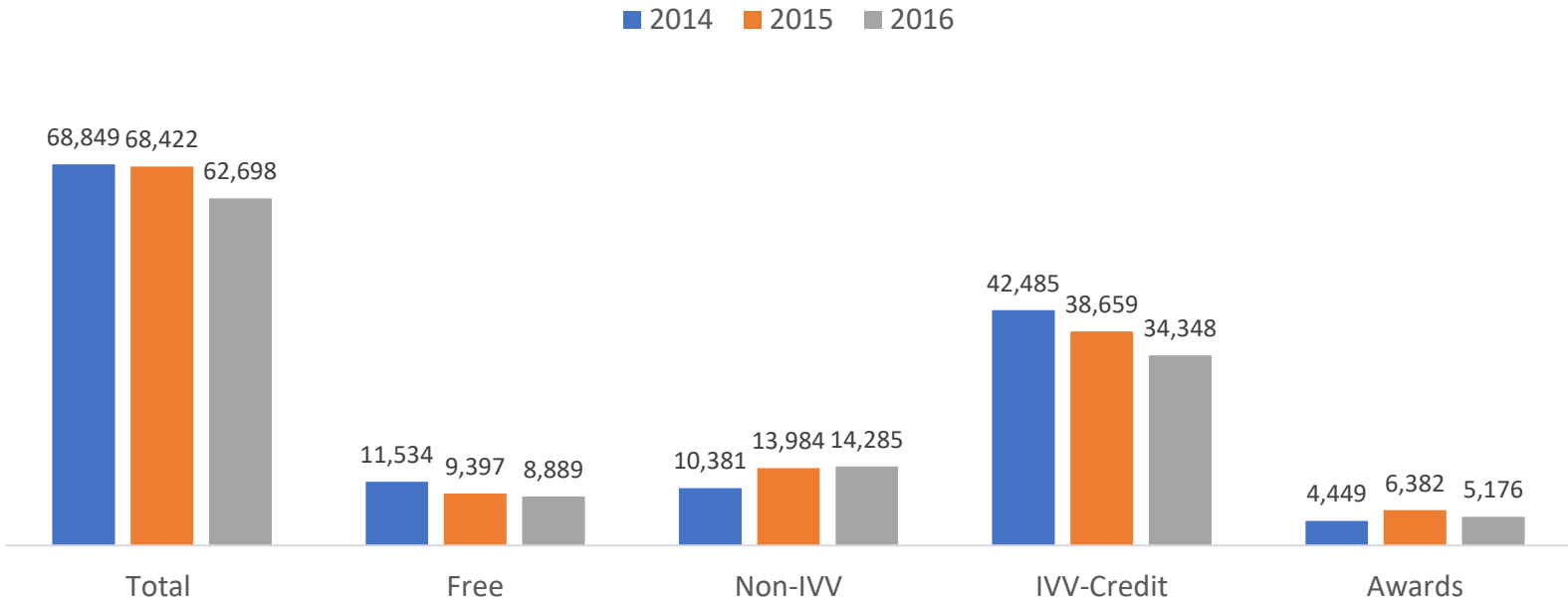
January 1, 2014 – December 31, 2016 Participation

Year Round & Seasonal Event Participation - All Regions



Traditional Event Participation - All Regions

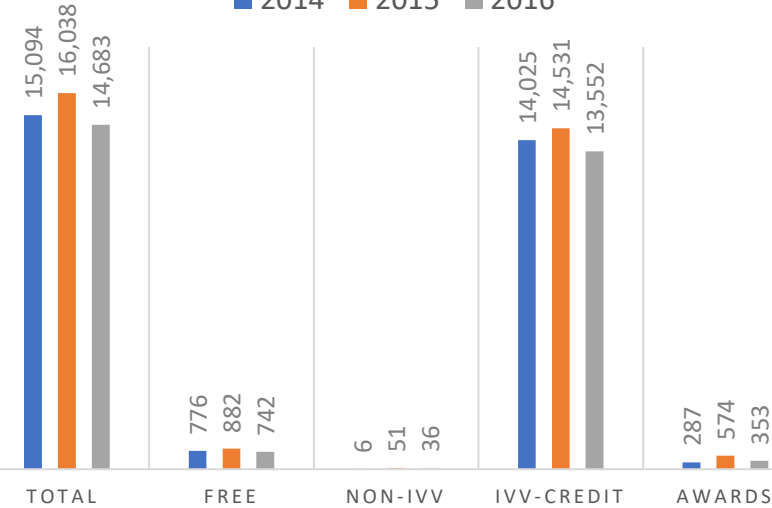
*World Walking Day Events held by National Office in 2014 & 2015 not included.



January 1, 2014 – December 31, 2016 Participation

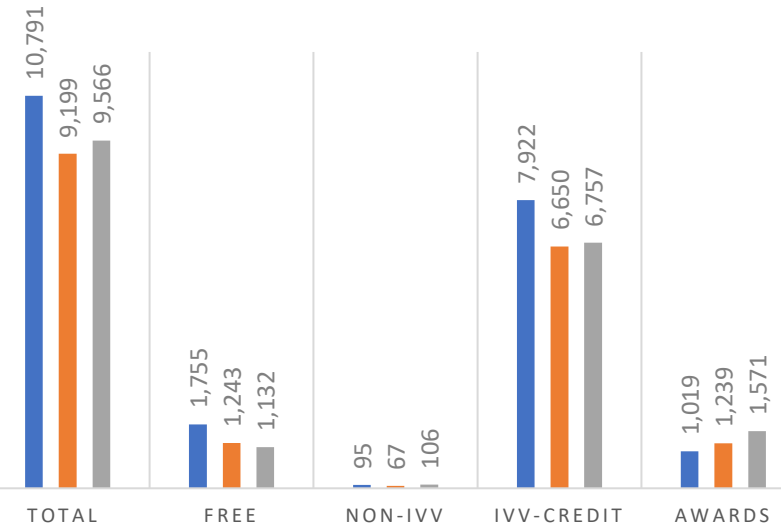
ATLANTIC REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



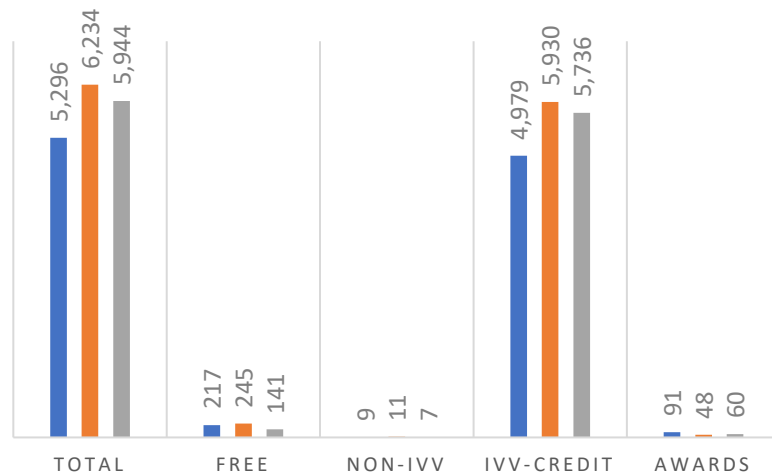
ATLANTIC REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



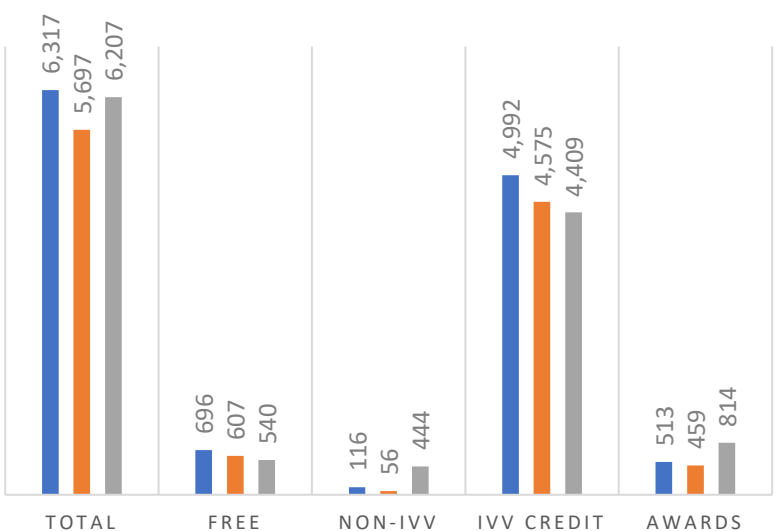
MID AMERICA REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



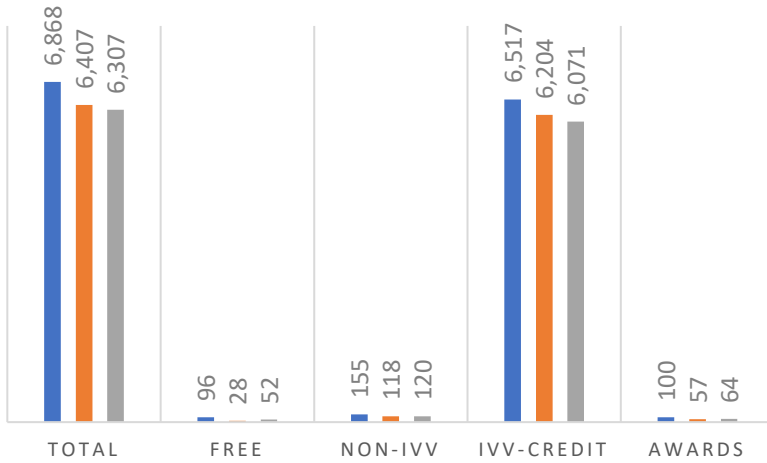
MID AMERICA REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



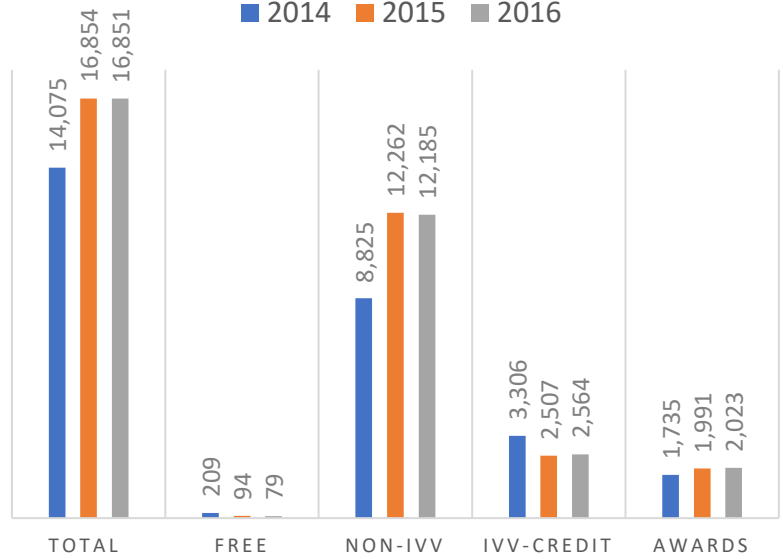
NORTH CENTRAL YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



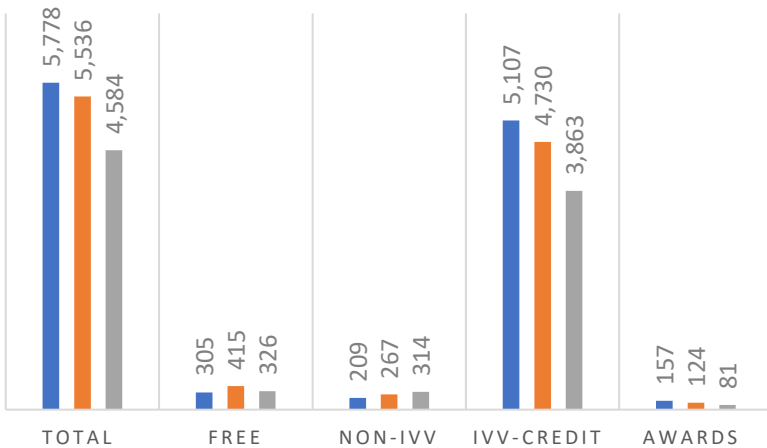
NORTH CENTRAL TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



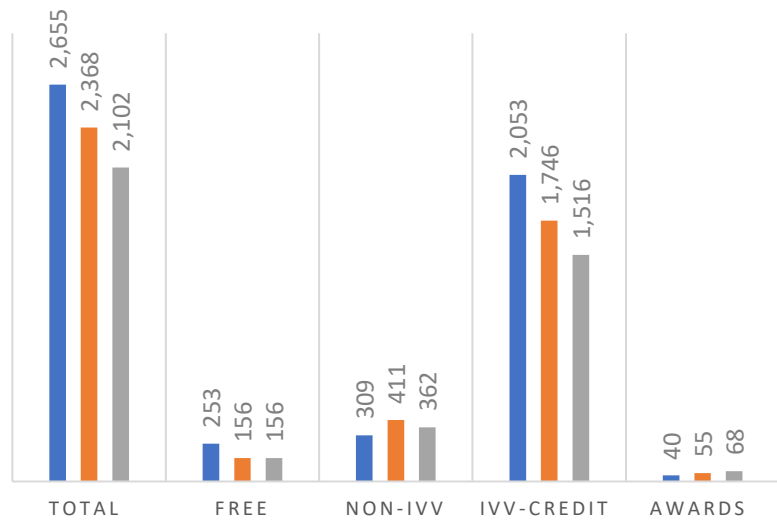
NORTHEAST REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



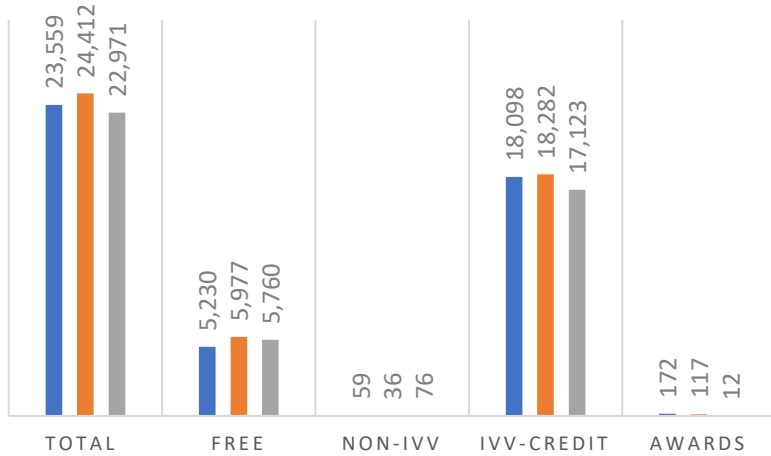
NORTHEAST REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



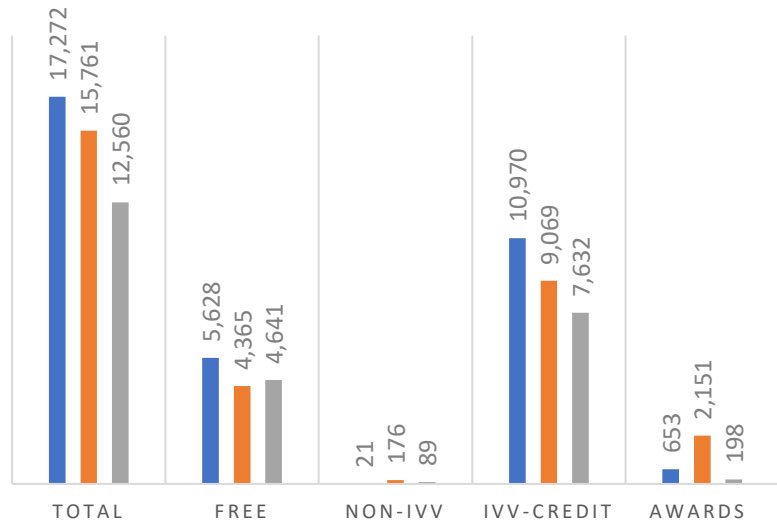
NORTHWEST REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



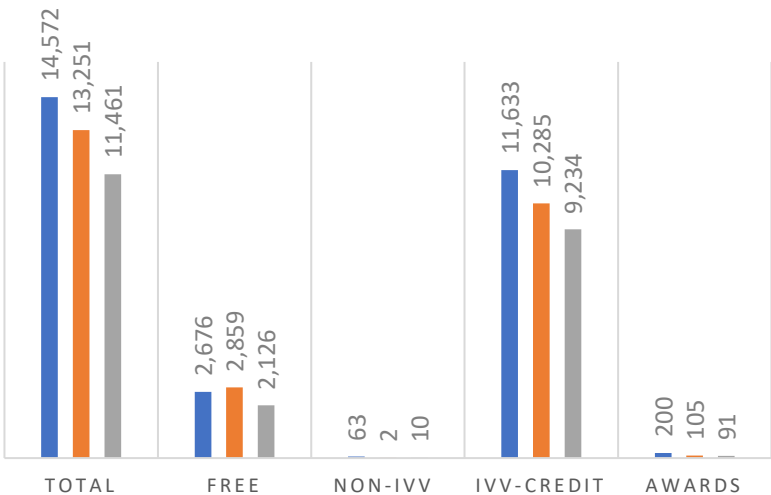
NORTHWEST REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



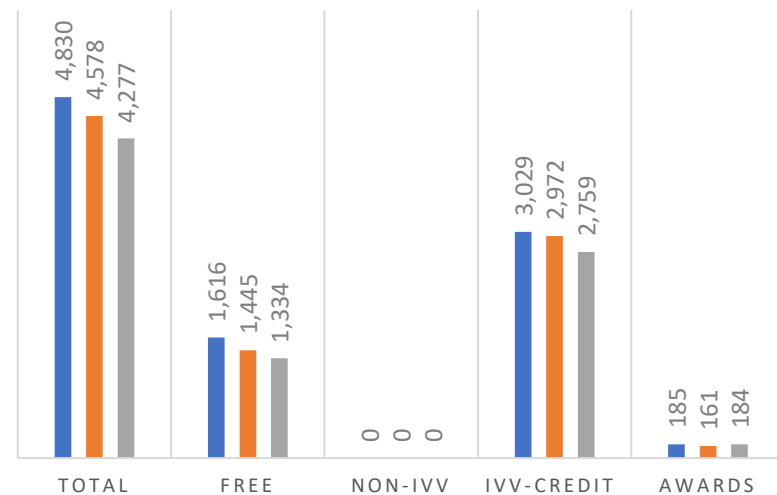
PACIFIC REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



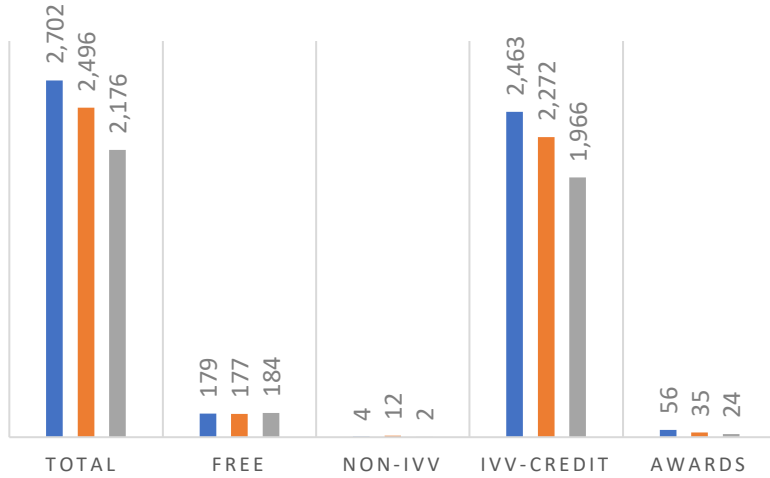
PACIFIC REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



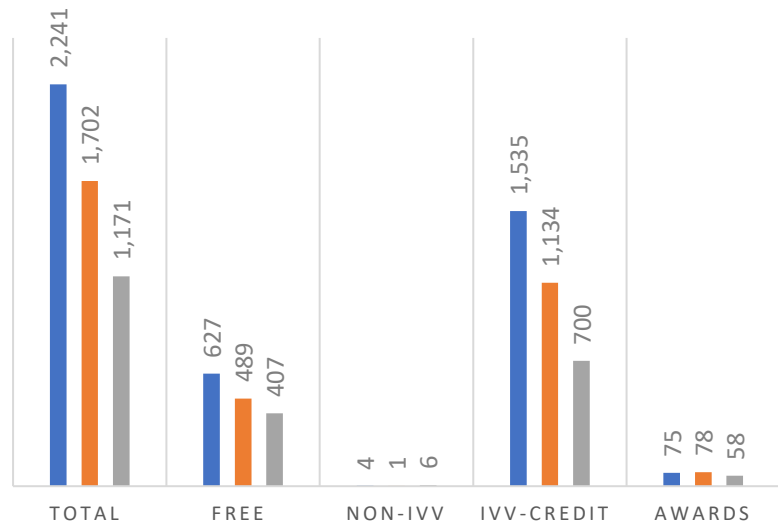
ROCKY MOUNTAIN REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



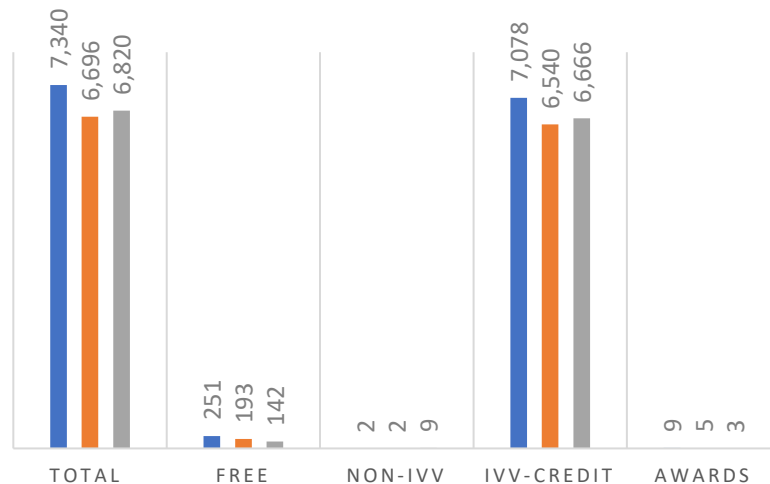
ROCKY MOUNTAIN REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



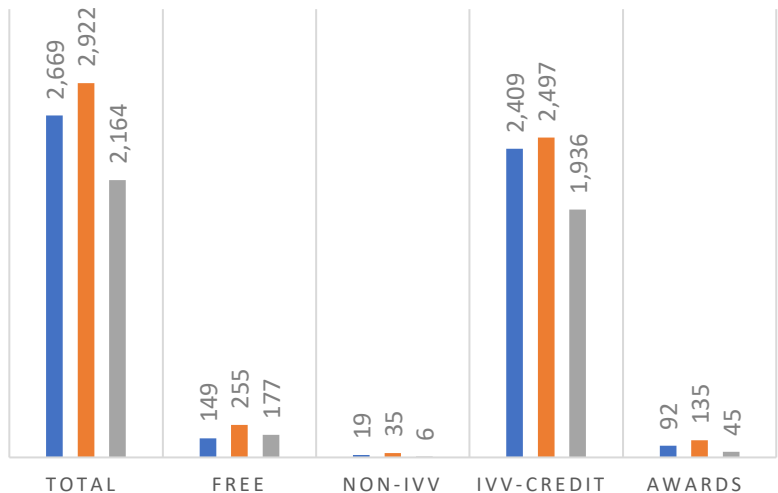
SOUTH CENTRAL REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



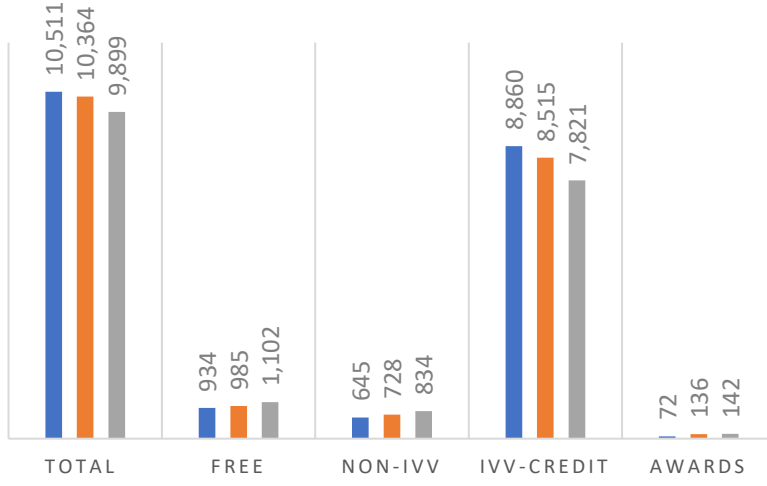
SOUTH CENTRAL REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



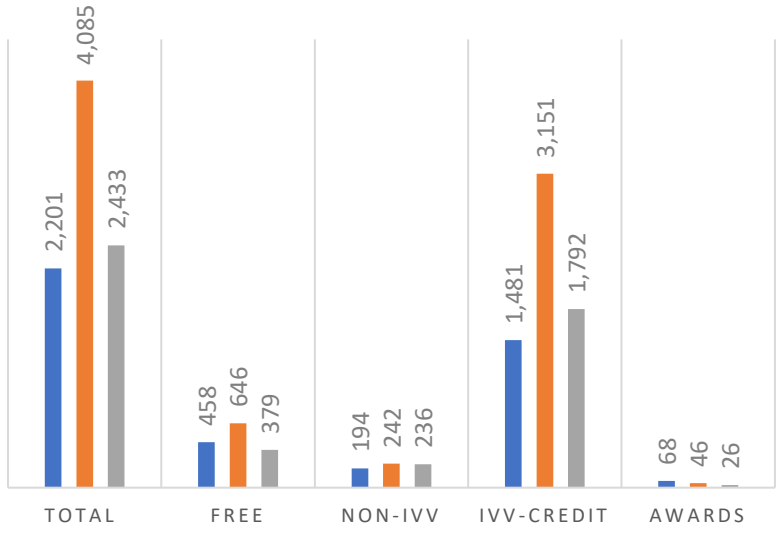
SOUTHEAST REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



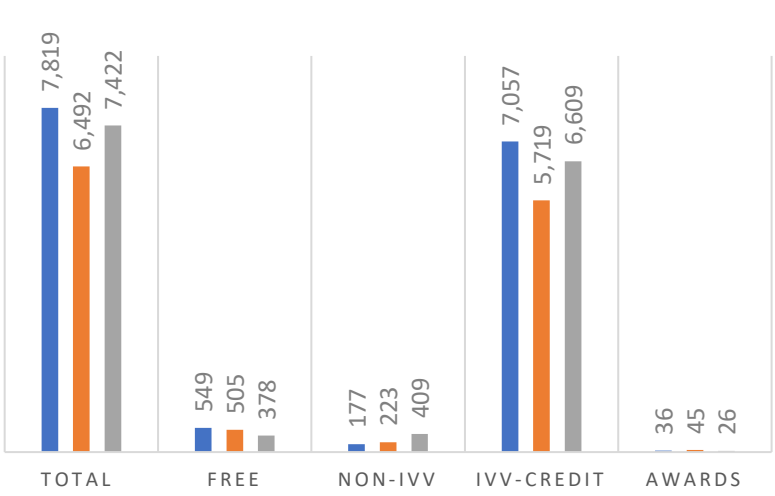
SOUTHEAST REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



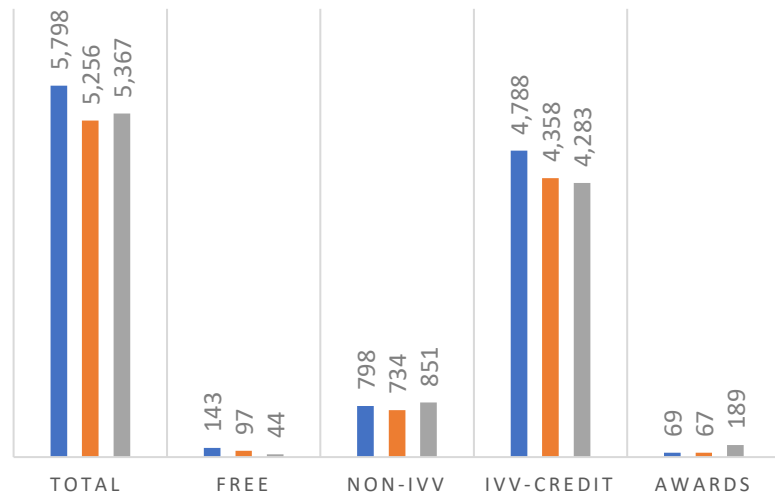
SOUTHWEST REGION YRE & SEASONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



SOUTHWEST REGION TRADITIONAL PARTICIPATION

■ 2014 ■ 2015 ■ 2016



AVA STATE ASSOCIATIONS & ACTIVE CLUBS

As of May 15, 2017

ALABAMA

Capital City Wanderers

ALASKA

Anchorage Volkssport Club

ARIZONA

Saguaro Sun Striders

Thunder Mountain Trekkers

Tucson Volkssport Klub

ARKANSAS

Ozark Hill Hikers

CALIFORNIA

California Volkssport Association Inc.

Bay Bandits Volksmarch Club Coronado

Beachcombers

Davis Dynamos

Delta Tule Trekkers

Green Valley Gaiters, Inc.

Laguna Turf 'N Surf Walkers

Low Desert Roadrunners

Placer Pacers

Sacramento Walking Sticks

Shasta Sundial Strollers

Sierra Gold Striders

Sonoma County Stompers

South Bay Roadrunners

South Bay Striders

Tahoe Trail Trekkers

Vaca Valley Volks

COLORADO

Colorado High Country Hikers

Colorado Springs Walking Club

Columbine Country Cruisers

Falcon Wanderers

Northern Front Range Wanderers

Rocky Mountain Wanderers

Woodland Wanderers

CONNECTICUT

Connecticut Valley Volkssport Club

DELAWARE

First State Webfooters

FLORIDA

Florida Volkssport Association

Emerald Coast Volkssport Club

First Coast Trail Forgers Walking Club

Happy Wanderers

Meandering Manatees

Mid-Florida Milers Walking Club

Pensacola Volksmarch Club

Perdido Key Volksmarch Club

Suncoast Sandpipers Volkssport Club

GEORGIA

Georgia Walkers

HAWAII

Menehune Marchers

IDAHO

Treasure Valley Volkssports

ILLINOIS

Gateway Milers NFP

Illinois Trekkers Volkssport Club

Kishwaukee Valley Wanderers

Lebanon Cedar Cruisers

Ridgewalkers Walking Club

Windy City Walkers

INDIANA

Indiana Volkssport Association

Bedford Hiking Club

Bloomington Flying Fish Volkssports

Goodtime Trailblazers

Hoosier Hikers

Indy 'G' Walkers
River City Ramblers
Three Rivers Strollers
Whitewater Valley Walkers

IOWA

Greater Des Moines Volkssport Assn.
Hawkeye Hikers

KANSAS

Kansas JayWalkers
Sunflower Sod Stompers

KENTUCKY

Derby City Walkers

MAINE

Southern Maine Volkssport Assn.

MARYLAND

Maryland Volkssport Association

Annapolis Amblers
Antietam Pathfinders Volksmarch Club, Inc.
Baltimore Walking Club
Columbia Volksmarch Club
Freestate Happy Wanderers
Great Greenbelt Volksmarchers, Inc.
Seneca Valley Sugarloafers
Washington DC Area Volksmarch Club, Inc.

MASSACHUSETTS

Two Town Walking Club
Walk 'N Mass Volkssport Club

MICHIGAN

Michigan Pathfinders
Washtenaw Wanderers Volkssporting Club

MINNESOTA

Central Minnesota Volkssports
Lake Country Wanderers
NorthStar Trail Travelers
Pelican Rapids CC Walking Club
Twin Cities Volkssport

MISSISSIPPI

Mississippi Gulf Coast Volkswalking Club

MISSOURI

Clay-Platte Trackers of Kansas City
Dogwood Trailblazers
Global Adventurers
Ozark Plateau Walkers
Pace Setters Volkssport Club
Rolla Roadrunners Volkssport Club
St Louis-Stuttgart Volksmarch Club

MONTANA

Madison County Volkssport Club
Miles City Volksmarch

NEBRASKA

Lincoln Volkssport Club, Inc.
Nebraska Wanderfreunde Trailblazers
Panhandle Walkers

NEVADA

Las Vegas High Rollers & Strollers

NEW HAMPSHIRE

NH Patriot Pathfinders

NEW JERSEY

Garden State Wanderers
Princeton Area Walkers

NEW MEXICO

Double Eagle Hike & Bike Club
Kiwanis Club of Raton
Sun Country Striders

NEW YORK

Empire State Capital Volkssporters
Finger Lakes Volkssports Club, The
Niagara Frontier Volkssport Club
Volkssport Club at West Point

NORTH CAROLINA

Tarheel State Walkers Volkssport Association

Asheville Amblers
Metrolina Walkers

Ready Set Walk! Club
Rowan Roamers
Triangle Trailblazers
Winston Wanderers

NORTH DAKOTA

Bismarck-Mandan CVB
Koda Manipe Volkssport Club
Red River Volkssport Assn.

OHIO

Ohio Volkssport Association

Bulls Run Ramblers
Gemutlich Wanderers
Germania Volksmarch Gruppe
Heart of Ohio Hikers
Maumee Valley Volkssporters
Ohio Wander Freunde
Olentangy Owls
Tecumseh Trailblazers
Valley Vagabonds, Inc.
Wandering Wheels Volkssports Club
Xenia Walking Club

OKLAHOMA

Lawton Walkers
Tulsa Walking Club
Wandergruppe Walking Club
World Wide Walkers

OREGON

Oregon Trail State Volkssport Association

Albany Fitwalkers
Cedar Milers
Columbia River Volkssport Club
Corvallis Cruisers
East County Windwalkers
Eugene Springfield Mossback Volkssport
Rogue Valley Walkers
Rose City Roamers
Silverton Walk Abouts
Turnaround Trekkers
Valley Volkswalkers
Willamette Wanderers
Yachats Coastal Gems Volkssport Club

PENNSYLVANIA

Keystone State Volkssport Association

Chester County Red Rovers
Cumberland Valley Lead Foot Club
Liberty Bell Wanderers
Nittany Nomads
Penn Mary Walkers
Penn-Dutch Pacers Volksmarch Club
Susquehanna Rovers Volksmarch Club
York White Rose Wanderers

SOUTH CAROLINA

The Upstate Pathfinders

SOUTH DAKOTA

Black Hills Volkssport Assn.
Prairie Wanderers Volkssport Club

TENNESSEE

East Tennessee Wanderers
Tuck-A-See Wanderers

TEXAS

Texas Volkssport Association

Castroville Chamber of Commerce
City of McAllen Parks and Rec. Dept.
Colorado River Walkers
Dallas Trekkers, Inc.
East Texas Trekkers, Inc.
Hill Country Volkssportverein
Hood County Hummers
Houston Happy Hikers
Kerrville Trailblazers
LoneStar Walkers
Midland Walkabout
NB-Marsch-und Wandergruppe
Plano Walking Club
Randolph Roadrunners
Rockport City Trailways
San Angelo Volkswalkers
San Marcos River Walkers
Selma Pathfinders
Sparkling City Strollers
Star Trekkers of Irving
Tarrant County Walkers

Texas County Walkers, Inc.
Texas Trail Roundup
Texas Wanderers
Volkssportverein Friedrichsburg
West Texas Trail Walkers
Whatever of Texas Sporting Club

UTAH

Gadabout
Golden Spike Striders

VERMONT

Twin State Volkssport Assn.

VIRGINIA

Virginia Volkssport Association

Bad Pennies, The
Canterbury Trails
Cavalier Volkssporting Club
Ft Belvoir – DFMWR
Gator Volksmarsch Club
Germanna Volkssport Association
Lee Lepus Volksverband
Loudoun Walking & Volkssport Club
Northern Virginia Volksmarchers
Peninsula Pathfinders of Virginia
U.S. Freedom Walk Festival Club
Virginia Vagabonds
Wood and Dale Wanderers

WASHINGTON

Evergreen State Volkssport Association

All Weather Walkers
Border Crossers
Capitol Volkssport Club
Central Washington Sun Striders
Daffodil Valley Volkssport Association
Emerald City Wanderers
Evergreen Wanderers
Four-Plus Foolhardy Folks
FS Family Wanderers
Interlaken Trailblazers Volkssport Club
International Wanderers
Key Peninsula Volkssport

Lilac City Volkssport Assn.
NW Tulip Trekkers
Olympic Peninsula Explorers
Over-The-Hill-Gang Volkssport Club
Sea-Tac Volkssports Club
Sound Steppers Volkssport Club
The Pathfinder Volkssport Club of the NW
Third Planet Volkstours
Vancouver USA Volkssporters
Volkssport USA

WISCONSIN

Madison Area Volkssport Assn.
Menominee River Volkssport Club

WYOMING

Buffalo Pathfinders



Fun, Fitness, Friendship

American Volkssport Association, Inc.

Vision 2020

Strategic Plan 2016-2020

STRATEGIC INTENT

PURPOSE

Promote the public health, physical fitness and well-being of Americans.

VISION

Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.

MISSION

Promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness and friendship for all ages and abilities.

CORE VALUES

1. Health and Safety

AVA's self-paced, fun, physical fitness activities contribute to participants' health and well-being. Participant safety is a high priority in activity design.

2. Volunteering and Public Service

Volunteers are at the heart of programs and activities to improve your health. In the spirit of national service, we provide opportunities for community engagement.

3. Noncompetitive and Inclusive

We welcome the public to join in events that lead to lifelong fun, fitness and friendship. Everyone is welcome and performs at their own ability level.

4. Adventure and Camaraderie

Every AVA and IVV event is an adventure—scenery, terrain, history—whether in the United States or around the world. Our events and

activities provide opportunities to stay connected with friends and make new friendships.

5. Environmental Stewardship

We take only memories and leave only footprints. AVA events increase awareness of the importance of preserving our environment for future generations.

6. Transparency and Accountability

From the Club level through the National level, we are open to all. Our tax-exempt nonprofit organization conducts its business openly and complies with all nonprofit legal requirements.

STRATEGIC GOALS

GOAL 1: Mission Achievement

Promote and organize noncompetitive fitness activities for people of all ages and abilities.

GOAL 2: Financial Sustainability

Ensure long-term sustainability through financial integrity and revenue diversification.

GOAL 3: Operational Efficiency

Increase public awareness, operational capacity and efficiency to facilitate engagement and growth.

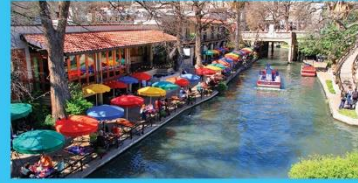
GOAL 4: Governance and Leadership

Build board governance capacity to facilitate engagement and growth.

AVA: AMERICA'S WALKING CLUB



Three days of glorious walking, from the urban core of the 7th largest city in the USA to nearby quiet trails that will make you think you have time-traveled back 300 years.



Distances from 5km to 42km
IVV Credit
IML 2020 candidate

Texas Trail Roundup is during the San Antonio Stock Show and Rodeo



See you next year!
TEXAS TRAIL ROUNDUP
3-Day Walk Fest
San Antonio, Texas
February 23-25, 2018

John Ives, President,
Texas Trail Roundup
1.210.694.4582
jbives@texas.net

Susan Medlin,
AVA SW Regional Director
1.210.325.3523
sueammed@aol.com

texastrailroundup.org



16th Annual
US FreedomWalk Festival
An international walking challenge
October 13-15, 2017

Arlington, Virginia USA

Volksmarching at its Best!

3 days of Fun, Fitness and International Friendships.

Come walk with us for a great adventure!

www.usfreedomwalk.org



Capture the Spirit of our Nations Capital

American Volkssport Association



Fun, Fitness, Friendship
AVA: America's Walking Club