



# AMERICA'S WALKING CLUB

— ESTABLISHED 1976 —



# 2021 BIENNIAL CONVENTION

*Madison, WI*

**JUNE 29 - JULY 3, 2021**  
**PROGRAM AND BIENNIAL REPORTS**





**AMERICA'S  
WALKING CLUB**  
— ESTABLISHED 1976 —

## 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.

## Event Code of Conduct

To ensure the health and safety of all participants, we ask that all event attendees agree to the following practices:

### Before Leaving Home

- Follow relevant guidance provided by your local health authority and the CDC. Public Health Madison and Dane County is the local health authority overseeing Madison. <https://publichealthmdc.com/>
- Adhere to government issued travel restrictions and guidance issued by the region you will be travelling to and the region you are travelling from.
- Evaluate your own health and that of people you are in close contact with.
- *Stay home if you feel sick.*

### On-site During the Event

- Follow guidance from your local health authority for everyday preventative actions to help prevent the spread of the virus including:
  - Wash hands often with soap and water for at least 20 seconds, or use an alcohol-based sanitizer with at least 60% alcohol.
  - Avoid touching eyes, nose and mouth with unwashed hands.
  - Cover your cough or sneeze with a tissue, then throw the issue in the trash.
- Wear a face covering whenever you are not eating or drinking.
- Practice physical distancing by keeping six feet between yourself and other guests.
- Notify your event host if you feel unwell or are experiencing flu-like symptoms.

### Post-event

Based on current contact tracing advice from health authorities, if you test positive or COVID-19 up to 14 days after returning home, please contact the event host.



# DANE COUNTY

**Joe Parisi**  
County Executive

May 12, 2021

Greetings,

It is with great pleasure that I welcome the 22<sup>nd</sup> American Volkssport Association Biennial Convention to Dane County! We are excited to host your event and show you all that our wonderful area has to offer.

Dane County has more than 60 unique cities, towns and villages that make up this special community and is sure to provide a beautiful background for your 2021 Convention. The natural beauty and the wholesome quality of life create an excellent atmosphere for everyone to enjoy. From one of our many lakes, scenic vistas, or award winning restaurants, I would encourage you to explore the area to experience all that Dane County has to offer.

As County Executive I wish you an enjoyable and successful event. We are happy to have you in Madison.

Enjoy your stay in Dane County!

Sincerely,

Joe Parisi  
Dane County Executive



Welcome to Madison, Wisconsin!

On behalf of the Madison area's hospitality businesses and the greater Madison community, I am delighted to welcome the 22<sup>nd</sup> American Volkssport Association Biennial Convention to our city. We are so pleased you have chosen to gather in Wisconsin's state capital! The Madison area has a well-established reputation as a premier destination for conferences and as a desirable destination for visitors.

American Volkssport Association's commitment to fun, fitness and friendship is a perfect match for Madison's laidback and inviting culture. There is a friendly smile around every corner of the city's more than 200 miles of paths, trails and dedicated bike lanes, and new adventures to be found in more than 260 city parks.

Madison's central business district is located on a scenic isthmus between two natural glacial lakes. While visiting our great destination, we invite you to enjoy our energetic downtown filled with a variety of eclectic shops, diverse ethnic and local dining, and numerous entertainment options, including museums, galleries and theaters. Just outside the city are culturally rich communities that offer truly authentic experiences and old-world charm, ranging from unique and historic attractions to vast recreational opportunities.

I also invite you to discover the Madison area's most distinct asset – its people. After the challenging year of 2020, our businesses and area residents are excited to welcome visitors back to Madison. The hospitality and service your group will experience is what makes Madison and our surrounding communities a destination that will enrich you both intellectually and emotionally. As always, the Madison Area Sports Commission team is here to help guide you and educate you on our wonderful city and ensure you have an amazing visit.

Enjoy!

Kind regards,

A handwritten signature in black ink, appearing to read "Ellie Westman Chin".

**Ellie Westman Chin | President & CEO**  
22 E. Mifflin St., Suite 200 | Madison, WI 53703





Welcome to the 22<sup>nd</sup> AVA Biennial Convention as we “Say Cheese!” in Madison, WI.

Taking a biennial convention from planning to reality is a challenge in “normal” times but has been a super challenge in this era of COVID-19. We are very fortunate that our Convention Committee and the National Office has been up to the task and has worked hard to make this convention successful.

The most notable elements of every convention are the walks. AVA is known for taking something that we know is good for us and making it fun. I hope you will take advantage of all the walks being offered before, during, and after this convention.

In addition to our walk, swim, and bike events, you have the opportunity to participate in a broad range of Workshops that will introduce you to the local area, teach your club how to draw local media to your events, learn how you can apply for free graphic design support by college interns, and meet the new officers who will be leading AVA over the next 2 years. These are perfect opportunities to share your ideas on how to make AVA stronger.

While all of this is fun, there is a catch. That catch is the General Membership Meeting that is at the heart of why we have Convention every 2 years. While everything else is actually optional, the General Membership Meeting is the one thing that must be held as per our Bylaws. This meeting will take place in two sessions where the delegates representing our Membership (i.e., our clubs) will elect the National Officers for the next 2-year term, approve (or reject) Bylaws changes, and conduct any other official business that is needed. Electronic voting was a big success in Albany, and we expect it to again allow us to move quicker and get more done in the time available.

The Convention Committee has worked hard to ensure that we have a safe and healthy convention following the guidelines established by Dane County. They have done that without sacrificing the opportunity to catch up with old friends and make many new ones at a number of social events. So, follow the health protocols and take advantage of those social events.

I hope you have your ticket to the biggest social event of this Convention—our awards banquet where we recognize fellow AVAers for their accomplishments, hear the nationally known speaker, Spike Carlsen, and celebrate where we have been and where we are going as AVA: America’s Walking Club. The banquet will be held on Thursday night, rather than the last night of convention, to give more people an opportunity to attend and to give folks a chance to congratulate the award winners over the final day of convention.

It has been an honor to have served AVA as its National President (now Board Chair) over the last 4 years. Thank you for giving me the opportunity to serve in this role. I am passing the gavel and responsibility to the next Board Chair with the confidence that AVA is moving in the right direction. I look forward to seeing you here in Madison, and hope you will be returning to your home clubs with energy and willingness to help keep the momentum going toward a bright future for AVA: America’s Walking Club.

David Bonewitz, PhD  
Board Chair  
AVA: America’s Walking Club

## Welcome Volkssporters,

Welcome to Madison Wisconsin! Our club's Trailmaster Don Suloff, along with Russ Crane, Karen Reger and Jerry Wilson have designed some very nice walk and bike routes in (and close to) Wisconsin including in Madison. We hope you enjoy walking and biking these routes. We attempted to order the best weather for the occasion!

Madison area convention and post-convention walks number five. You will be walking three routes starting from the convention hotel, the Concourse, and for the remaining two you will take a short bus trip to the walk start points. While in downtown Madison you will be able to enjoy our beautiful capitol square area and Madison's two largest lakes—Monona and Mendota. Many of your convention activities take place at the Frank Lloyd Wright designed Monona Terrace®. You will also have ample opportunity to visit our State Capitol building; if you choose you can pass through the building when traversing between The Concourse Hotel and the Monona Terrace Community and Convention Center®.

The American Volkssport Association brings out the Fun, Fitness and Friendship in all of us. Nowhere better promotes these ideals.

Enjoy the rest of the week!

Doug Wiest, President, Dairyland Walkers and member AVA Convention Committee

# SAY CHEESE!



22<sup>ND</sup> AVA BIENNIAL CONVENTION  
MADISON, WI | JUNE 26 - JULY 3, 2021

## Don't Miss Out!

### Gala Entertainment



**The Sparks Band** of Madison, Wisconsin plays 1960's American roots/rock by Elvis, Johnny Cash, the Ventures, etc., and British invasion music by the Beatles, Rolling Stones, Kinks, Van Morrison, and many others. The band features Tom McCarty on bass and vocals, Mark Loder on guitar and vocals, and Rich Larson on drums.

8:00pm – 11:00pm

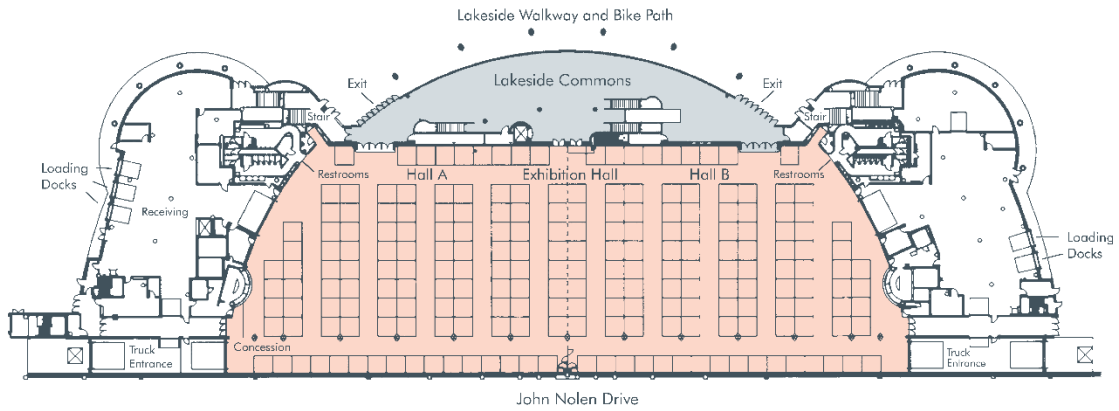
Thursday July 1, 2021  
Convention Center Level 1  
Exhibit Hall A&B



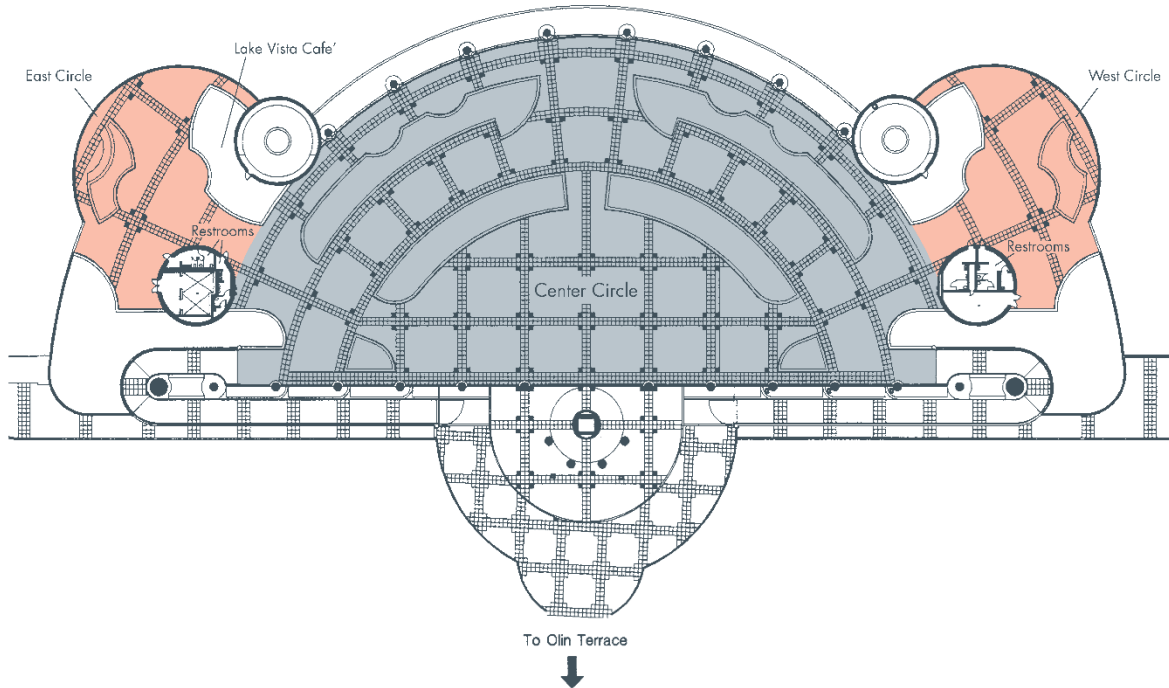
# Monona Terrace Community & Convention Center®

## Floor Plan

### 1<sup>st</sup> Floor



### 4<sup>th</sup> Floor

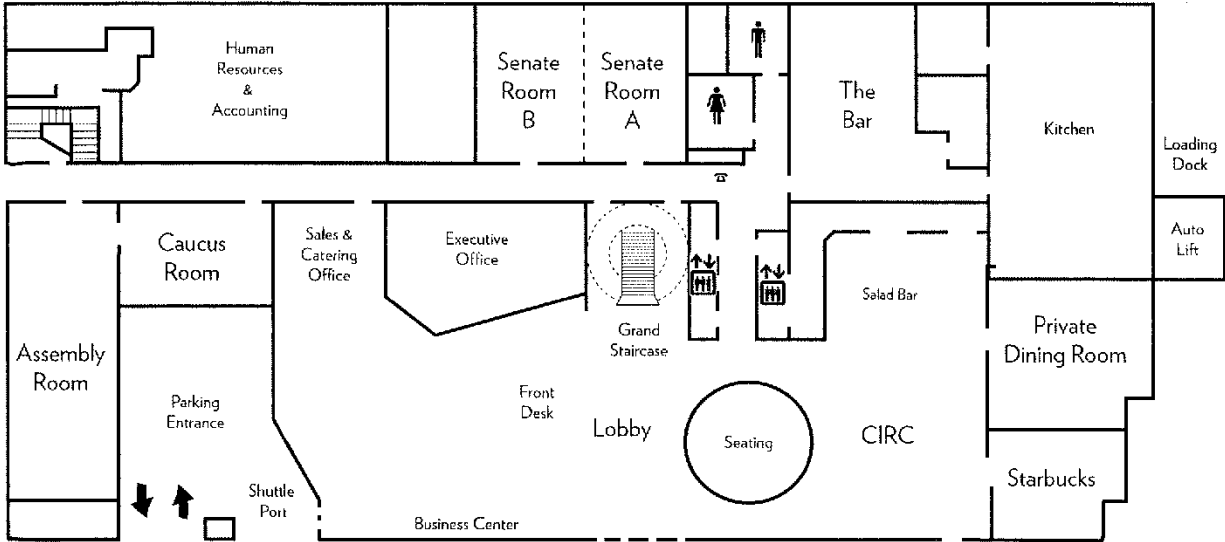




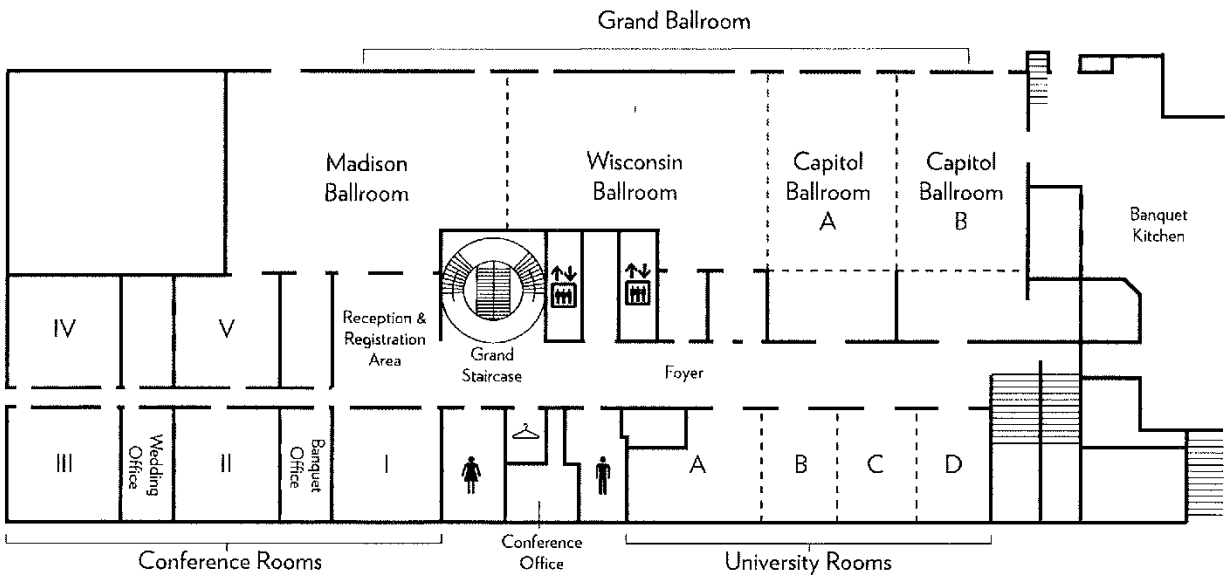
# The Madison Concourse Hotel

## Floor Plan

### 1st Floor



### 2nd Floor



THE  
MADISON CONCOURSE  
HOTEL  
AND GOVERNOR'S CLUB

Schedule of Events			
Date	Time	Event	Location
<b>Saturday June 26th</b>	8:00am-3:00pm	Pre-Convention Walk & Bike	Galena, IL
<b>Sunday June 27th</b>	8:00am-3:00pm	Pre-Convention Walk & Bike	Oconomowoc, WI
<b>Monday June 28th</b>	8:00am-3:00pm	Pre-Convention Walk & Bike	Green Bay, WI
	3:00pm-5:00pm	Walk Registration & Event Book Stamping	Madison Concourse Hotel Senate A&B
	5:30pm-7:30pm	Soft Opening Convention Registration, Credentialing, and Merchandise Shop	Convention Center Level 4 Registration Counter 2 , 3, & 4
<b>If you Pre Registered for a tour of the Monona Terrace meet at the Convention Center, Level 4, Registration Counter #4 at the time of your tour.</b>			
<b>Tuesday June 29th</b>	7:00am-7:00pm	Sponsor & Club Exhibits , Set up and Display	Convention Center Level 4 Capitol Promenade
	7:30am-5:30pm	Convention Registration and Merchandise Shop Open	Convention Center Level 4 Registration Counter #2 & 3
	8:00am-3:00pm	Pre-Convention Walk & Bike	Sparta, WI
	12:30pm-5:00pm	Walk Registration and Event Book Stamping	Madison Concourse Hotel Senate AB
	11:30am-1:30pm	Credentialing	Convention Center Level 4 Registration Counter #4
	11:30am-5:00pm	Silent Auction Drop Off	Convention Center Level 4 Hall of Ideas F & G
	2:00pm-5:00pm	AVA National Board Meeting - Club Members are encouraged to attend.	Madison Concourse Hotel Madison Ballroom
	11:30am-5:00pm	Silent Auction Open-Bids	Convention Center Level 4 Hall of Ideas F & G
	5:00pm-7:00pm	Meet & Greet Welcome Reception	Convention Center Rooftop Terrace
	7:30pm-9:15pm	Dessert & Ice Age Trail Presentation (Must have Preregistered )	Madison Concourse Hotel Capitol Ballroom B
<b>If you Pre Registered for a Tour of The Monona Terrace meet at the Convention Center, level 4, Registration #4 at the time of your tour.</b>			
<b>Wednesday June 30th</b>	6:30am-5:00pm	Walk Registration, & Event Book Stamping	Madison Concourse Hotel Senate A&B
	7:15am-9:30am	Pheasant Branch Walk Meddleton Buses Out -7:15am-9:30am Last Bus Departs Pheasant Branch at 1:00pm	Madison Concourse Hotel Lobby
	7:30:am-5:30pm	Convention Registration and Merchandise Shop Open	Convention Center Level 4 Registration Counter #2 & 3
	10:00am-5:00pm	Sponsor & Club Exhibits, Set up and Display	Convention Center Level 4 Capitol Promenade
	10:30am-2:00pm	Credentialing Open	Convention Center Level 4 Registration Counter #4
	10:30am-5:00pm	Silent Auction Open	Convention Center Level 4 Hall of Ideas F&G
	11:30am-1:30pm	Box Lunch Pick Up	Convention Center Level 4 Grand Terrace
	12:30pm-2:00pm	AVA State Association's Meeting	Convention Center Level 4 Ballroom A&B

	2:15pm-5:15pm	General Membership Meeting	Convention Center Level 1 Exhibits Hall A&B	
	4:00pm-5:45pm	Beverage and Food Forage Walk-Register at Madison Concourse Hotel	Madison Concourse Hotel Senate A&B	
	5:15pm-6:15pm	UW Memorial Union Terrace Walk (Not AVA Sanctioned)	Meet at Madison Concourse Hotel Lobby	
		<b>Dinner On You Own-Restaurant Listings Available at the Madison Concourse Hotel, Senate A&amp;B</b>		
<b>If you Pre Registered for a tour of the Monona Terrace meet at the Convention Center, Level 4, Registration Counter #4 at time of your tour.</b>				
<b>Thursday July 1st</b>	7:30am-9:00pm	Convention Registration & Merchandise Shop Open	Convention Center Level 4 Registration Counter #2 & 3	
	6:30am-5:00pm	Walk Registration & Event, Book Stamping	Madison Concourse Hotel Senate A&B	
	7:45am	<b>President's Walk - Remarks by Mayor Satya Rhodes-Conway, Ellie Westman Chin, President and CEO, Destination Madison &amp; David Bonewitz, Ph.D., AVA Board Chair</b>	Convention Center Olin Terrace Entrance (behind fountains )	
	10:00am-6:00pm	Sponsor and Club Exhibits	Convention Center Level 4 Capitol Promenade Hallway & Grand Terrace	
	10:30am-3:00pm	Credentialing	Convention Center Level 4 Registration Counter #4	
	10:30am-9:00pm	Silent Auction Bid Open Last bid at 9:00pm	Convention Center Level 4 Hall of Ideas F & G	
	11:30am-1:30pm	Box Lunch Pick Up	Convention Center Level 4 Grand Terrace	
	<b>All WORKSHOPS on Thursday will be in the Convention Center Level 4</b>			
	12:30pm-1:15pm	<b>WORKSHOP</b> : IT Group What's New At AVA.ORG		Hall of Ideas H,I,J
		<b>WORKSHOP</b> : Hiking The Ice Age National Scenic Trail		Lecture Hall
		<b>WORKSHOP</b> : Social Media		Mtg Rm K,L,M,O,P,Q
		<b>WORKSHOP</b> : Group Works/Element3 Health: Tips & Tricks, Q&A		Ballroom B
	1:30pm-2:15pm	<b>WORKSHOP</b> : Member Assistance with My.AVA.ORG		Hall of Ideas H,I,J
		<b>ZOOM WORKSHOP</b> : Geology of Ice Age Trail		Lecture Hall
		Risk Management - Trailmaster meeting		Mtg Rm K,L,M,O,P,Q
		<b>WORKSHOP</b> : Wisconsin History Presentation		Ballroom B
	2:30pm-3:15pm	<b>WORKSHOP</b> : Hiking The Ice Age National Scenic Trail		Lecture Hall
		<b>WORKSHOP</b> : America Walks / Advocating for Walkable Community Part 1		Mtg Rm K,L,M,O,P,Q
		<b>WORKSHOP</b> : Group Works/Element3 Health: Tips & Tricks, Q&A		Ballroom B
	3:30pm-4:15pm	<b>ZOOM WORKSHOP</b> : Geology of Ice Age Trail		Lecture Hall
		Meet the AVA Candidates for National Office		Mtg Rm K,L,M,O,P,Q
		<b>WORKSHOP</b> : Wisconsin History Presentation		Ballroom B
	5:00pm-6:30pm	Gala Cocktail Hour - Cash Bar Entertainment by Men of Black Hawk Publicity Contest Winners Display	Convention Center Level 4 Grand Terrace	
	6:45pm-11:00pm	Awards and Recognition Gala Keynote Address by Spike Carlsen Entertainment by The Sparks Band Cash Bar	Convention Center Level 1 Exhibits Hall A&B	
<b>If you Pre Registered for a tour of The Monona Terrace meet at the Convention Center, Level 4, Registration Counter #4 at time of your tour.</b>				
<b>Friday July 2nd</b>	7:30am- 2:00pm	Convention Registration & Merchandise Open	Convention Center Level 4 Registration Counter #2 & 3	
	6:30am-5:00pm	Walk Registration & Event Book Stamping	Madison Concourse Hotel Senate A&B	
	8:30am-10:30am	Convention Walk: Olbrich Gardens Buses Out Only- 1st bus leaves at 8:45am ; Last bus leaves at 10:45am	Madison Concourse Hotel Lobby	

	9:00am	Silent Auction Winners Announced	Convention Center Level 4 Various Locations
	10:30-2:00pm	Credentialing	Convention Center Level 4 Registration Counter #4
	11:00am-5:30pm	Silent Auction Pick up and Pay	Convention Center Level 4 Registration Counter #2 & 3
<b>All WORKSHOPS on Friday will be in the Convention Center Level 4</b>			
	12:30pm-1:45pm	<b>WORKSHOP</b> : Member Assistance with My.AVA.ORG	Hall of Ideas H & I
		<b>WORKSHOP</b> : America Walks /Advocating for Walkable Communities Part 2	Hall of Ideas J
		<b>ZOOM WORKSHOP</b> : Promoting Events through Media (How to Market Locally)	Ballroom B
	2:15pm-5:15pm	General Membership Meeting	Convention Center Level 1 Exhibit Hall A & B
	5:30pm- 6:45pm	New Board Member Orientation	Madison Concourse Hotel Capitol B Ballroom
	7:00pm-9:00pm	President's Reception- Cash Bar Light Hors d'oeuvres & Entertainment	Madison Concourse Hotel Wisconsin Capitol Ballroom A
<b>Saturday July 3rd</b>	6:30am-2:00pm	Walk Registration & Event Book Stamping All Books Stamped by 2:00pm	Madison Concourse Hotel Senate A&B
	7:30am-10:30am	Post Convention Walk : UW Campus Walk - Must Finish walk by 2:00pm	Madison Concourse Hotel Lobby

**20<sup>th</sup> Celebration**  
**US Freedom Walk Festival**  
**15 - 17 October 2021**

— An International Walking Experience —

**Arlington, Virginia USA**

3 days of Fun, Fitness, and International Friendships.  
Come walk with us for a world class walking adventure alongside walkers from around the world!  
[www.USFreedomWalk.org](http://www.USFreedomWalk.org)

Logos: AMERICA'S WALKING CLUB (ESTABLISHED 1976), Walk Arlington, WALKING ASSOCIATION (NOS LUNGAT AMBULARE)

**Volksmarching at its Best**

## Keynote Speaker



Spike Carlsen has been writing about the world around us, the stuff in it and how it all works for the past 25 years. He was an editor with *Readers' Digest's*, *Family Handyman* magazine for 15 years where he wrote hundreds of articles and oversaw the books division. He's written for *Men's Health*, *The Wall Street Journal*, *Smithsonian*, *The Minneapolis Star Tribune*, *Make*, *Mother Earth News*, *Fine Homebuilding* and a number of other magazines.

He's the author of the award-winning *A Splintered History of Wood*, as well as *Cabin Lessons* and five other books. He's appeared on NBC's TODAY SHOW, Modern Marvels, HGTV, the CBS Early Show, and dozens of other radio and television programs.

Prior to picking up a pen he swung a hammer for fifteen years and taught elementary school. In his free time he enjoys biking, walking, woodworking and attempting to keep their 170 year old house from keeling over. He and his wife, Kat, live in Stillwater, Minnesota, in close proximity to their 5 kids and 9 grand kids

*A Walk Around the Block: Stoplight Secrets, Mischievous Squirrels, Sewers, Manhole Mysteries & Other Stuff you see Every Day (and Know Nothing About)* (Harper Collins) was released fall of 2020.

You can find out more about the book and Spike at:

Website: [www.spikecarlsen.com](http://www.spikecarlsen.com)

## Silent Auction Room Open for Bidding

Silent Auction items are available at the Monona Terrace Convention Center, in the Hall of Ideas, rooms F and G for examination and offering bids. The Silent Auction room is open:

Tuesday 5:00pm – 8:00pm

Wednesday 10:00am – 5:30pm

Thursday 10:30am – 9:00pm - Bidding ends at 9:00pm.

Winning bids will be announced Friday at 9:00am.

Successful Bidders, pay for Silent Auction items on Friday, July 2.

Pay at the Convention Registration window at the Monona Terrace Convention Center and with the marked paid invoice pickup your item at the Silent Auction room.

## Convention Swim Event

The Convention Swim is available anytime during the convention, June 28 (Monday) through July 3 (Saturday). The event will be held at the Madison Concourse Hotel. Registration will be at the Sports Event Registration room (Senate A and B – First Floor behind the hotel elevators) \*. The Sports Event Registration room is open:

Monday 3:00pm – 5:00pm

Tuesday 12:30pm – 5:00pm

Wednesday 6:30am – 5:00pm

Thursday 6:30am – 5:00pm

Friday 6:30am – 5:00pm

Saturday 9:30am – 2:00pm - Last chance to get achievement books stamped.

\* Madison Concourse lodgers can access the pool by using their room access card. Others will need to be taken to the pool for access by a volunteer. Swim event completion will be on your own.

## Convention Bike Event – Madison

Registration and Finish, including book stamping, will be in the Event Registration room (Senate A and B – First Floor, behind the elevators. Registration room is open:

Monday 3:00pm – 5:00pm

Tuesday 12:30pm – 5:00pm

Wednesday 6:30am – 5:00pm

Thursday 6:30am – 5:00pm

Friday 6:30am – 5:00pm

Saturday 9:30am – 2:00pm - Last chance to get achievement books stamped.

### **Dairyland Walker's Madison Capital Walk and the Devils Lake Walk (Non-Convention Events)**

Start/Finish Walk Boxes will be accessible in the Madison Concourse Hotel, in the Sports Event Registration room (Senate A and B – First Floor behind the hotel elevators) \*. These event start boxes have been pulled from their typical locations because of facility Covid-19 concerns.

The Sports Event Registration room is open:

Monday 3:00pm – 5:00pm

Tuesday 12:30pm – 5:00pm

Wednesday 6:30am – 5:00pm

Thursday 6:30am – 5:00pm

Friday 6:30am – 5:00pm

Saturday 9:30am – 2:00pm - Last chance to get achievement books stamped.

\* A quasi-Milwaukee Walk Start/Finish Box will also be offered in the Sports Event Registration room. Registering in Madison can precede the drive to Milwaukee to complete the event.



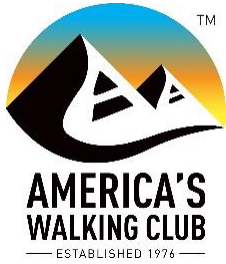
*LOSE SOMETHING?  
CAN'T FIND A ROOM?  
NEED MORE INFORMATION?*

*No problem drop by the Information Booth at the Convention Center or the Event Registration room at the Madison Concourse Hotel.*



## TATER TOURS

<https://tatertours.blogspot.com>



## **GENERAL MEMBERSHIP MEETING AGENDA**

Wednesday, June 30, 2021 2:15 p.m. – 5:15 p.m.

Friday, July 2, 2021 2:15 p.m. – 5:15 p.m.

**Monona Terrace Community and Convention Center® in Exhibit Hall AB**

One John Nolen Drive

Madison, WI 53703

(608) 261-4000

### **Wednesday, June 30, 2021, 2:15 p.m. – 5:15 p.m.**

1. Call to Order
2. Opening Ceremony – Color Guard
3. Credentialing Report
4. Welcome and introductions
5. Adoption of Meeting Rules
6. Adoption of Agenda
7. Necrology
8. Report of Official Slate of Officer Candidates
9. Treasurer's Report – 2021/2022 Budget
10. Vice Board Chair's Report
11. Introduction of 22<sup>nd</sup> AVA Biennial Convention Committee
12. Recess

### **Friday, July 2, 2019, 2:15 p.m. – 5:15 p.m.**

1. Credentials Report
2. Election of Officers
3. Board Chair's Report—State of the AVA Nation
4. ByLaws Amendment to Change Term of Office of National Officers and Regional Directors
5. Zoom Presentation by IVV President
6. 2023 Olympiad Presentation
7. Presentation of 2021-2023 Board
8. Audience Comments
9. Closing Remarks
10. Closing Ceremony – Color Guard

# Convention Standing Rules 2021

The AVA Secretary submits the following rules of order to govern the business meetings of this convention:

## 1. VOTING BODY

- 1.1 Each elected National Officer, Regional Director, State Organization, and Regular Member Club that is in good standing forty-five (45) days before the opening of the membership meeting shall be entitled to one vote on each matter submitted to a vote of the members. The CEO shall have no vote. (AVA Bylaws, Article 14, 14.04)
- 1.2 One-tenth (1/10) of the eligible voting delegates of the AVA represented in person or by proxy shall constitute a quorum at any regular or special membership meeting of the AVA. (Texas Business Organizations Code 22.159)
- 1.3 A delegate's identification badge must be visible when the delegate is in the delegates' seating area during the General Sessions.
- 1.4 Only delegates may be seated in the delegate seating area,
- 1.5 A special seating area will be provided for delegates/proxies who will have more than two (2) voting devices.
- 1.6 The delegate card will be used for identification to obtain voting devices to be used for ballot voting.

## 2. PARLIAMENTARY AUTHORITY

- 2.1 The rules in Robert's Rules of Order (latest edition) shall govern the AVA in all cases to which they are applicable and in which they are not inconsistent with the Bylaws or any special rules of order which the AVA may adopt (AVA Bylaws, Article 17, 17.09)

## 3. MOTIONS

- 3.1 All motions from the floor, except procedural motions, shall be promptly signed and submitted in writing to the AVA Secretary before the final vote can be taken on the motion. Motion forms will be supplied and when completed, shall be delivered to the AVA Secretary. A motion to amend a main motion is handled the same way, it may not be further amended (i.e. a tertiary motion).
- 3.2 Only members of the voting body may introduce a motion.
- 3.3 The Secretary shall read the motion before the final vote on any motion.

## 4. DISCUSSION

- 4.1 Any delegate who wishes to speak from the floor shall, upon recognition from the Chair, identify himself/herself with his/her name and the name and number of the AVA member he/she represents.
- 4.2 Discussion on a motion shall be limited to two (2) minutes for each speaker. General consent shall be required if additional time is to be granted. If there is an Objection to general consent, a formal vote must be taken and a two-thirds (2/3) vote of those present and voting shall be required to grant additional time.
- 4.3 No delegate may speak more than once to an issue until all others wishing to speak have had a chance to do so.
- 4.4 No delegate shall be given the privilege of the floor more than twice on the same issue without the general consent of the voting body.

## 5. VOTING

- 5.1 A majority vote of the eligible delegates represented in person or by proxy is required for passage of all matters coming before the business sessions.
- 5.2 VOTING ON AMENDMENTS TO AVA BYLAWS (AVA Bylaws, Article 16)
  - 5.2.1 AVA Bylaws may be amended at any regular or special meeting of the AVA by a majority vote of the eligible delegates represented in person or by proxy, provided that the proposed amendment has been submitted to the Board of Directors and submitted, in writing, to all Members at least sixty (60) days prior to the regular or special membership meeting at which a vote shall be taken. The requirement for sixty (60) days' notice to all Members of the AVA can be waived by a two-thirds (2/3) vote of the eligible votes represented in person or by proxy at a regular or special membership meeting of the AVA.
  - 5.2.2 If Section 16.02 of this Article is used in a regular or special membership meeting of the AVA to waive the requirements of 16.01 of this Article, then any such amendment must be submitted to the Board Secretary in writing.
  - 5.2.3 Amendments go into effect as soon as adopted unless worded otherwise.

## 6. ELECTIONS

- 6.1 6.1 National Officers



6.1.1 Nominations from the floor shall not be permitted. (AVA Bylaws, Article 4, 4.06(e). However, if there is no nominee for an office, or if there is other compelling reason to allow nominations from the floor, a two-thirds (2/3) vote of eligible voters represented in person or by proxy, as described in section 9 of these standing rules.

6.1.2 Before the election, each nominee shall be allowed five (5) minutes to speak before the voting members.

6.1.3 The National Officers shall be elected at large by secret ballot of the voting members of the AVA and designated proxies. A single ballot shall be used for voting on the National Officers.

6.1.4 Where only one (1) candidate for a national office has been nominated, no ballots shall be cast by the Members and the Chair shall call for a voice vote of the Members

6.1.5 In the event that more than two (2) candidates are nominated for the same National Office, and upon the first ballot, if no candidate receives a majority of the ballots cast, the two (2) candidates receiving the most ballots shall run against each other. Upon the subsequent ballot, the candidate receiving a majority vote shall be declared elected.

## 6.2 Regional Directors

6.2.1 Each Regional Director shall be elected by ballot of the Members in the Region. The election may take place at a specially called regional meeting held at the regular membership meeting or elsewhere, or by mail ballot as the members clubs of the region shall elect at a meeting called by the Regional Director, or 10 of the clubs within the region. The incumbent Regional Director, or designee, shall preside at the regional meeting. The regular member clubs holding one-third (1/3) of the votes that may be cast at the meeting, either in person or by proxy, shall constitute a quorum at the meeting. Elections for Regional Director cannot be held earlier than 90 days before the next regularly schedule membership meeting. (AVA Bylaws, Article 6.06)

6.2.2 The results of such election shall be delivered to the National Secretary at the regular membership meeting of the AVA. The Secretary shall announce the results of the election the meeting and shall report the results in the minutes of that meeting. (AVA Bylaws, Article 6.06(f))

## 7. TELLERS

7.1 7.1 The Secretary shall appoint tellers to issue and receive the return of voting devices. If electronic voting fails or is in any way not feasible, Tellers may be used to count ballots and tabulate the results of the election of National Officers. These tellers will also count ballots and tabulate the results of any other matters voted upon by the membership at the meeting where electronic voting fails or is in any way not feasible.

## 8. TIMEKEEPERS

8.1 The Chair shall appoint a Timekeeper for the business sessions.

8.2 The Timekeeper shall give each speaker a one (1) minute warning before expiration of time allowed.

8.3 At the expiration of the time, the speaker, without further comment, shall immediately relinquish the floor.

## 9. SUSPENSION OF STANDING RULES

9.1 Two-thirds (2/3) vote of the eligible votes represented in person or by proxy shall be required to suspend or amend these standing rules.

## 10. AUDIBLE COMMUNICATION DEVICES

10.1 During all business sessions, all audible communication devices must be turned off or set to non-audible signaling.

# AVA Motion Form

I move that \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Key considerations:** Indicate who does what, when, and how (why belongs in a “Whereas” clause or when you speak to your motion); also state where a motion goes if in a document.

**For amendments:** See key considerations plus use the following as appropriate:

“insert \_\_\_\_\_,”

“strike out \_\_\_\_\_,” or

“strike out \_\_\_\_\_, and insert \_\_\_\_\_”

**Submitted by:** \_\_\_\_\_  
AVA club name and number

**Name:** \_\_\_\_\_  
Print legibly

**Signature:** \_\_\_\_\_

# National Board of Directors XXII

## National Officers



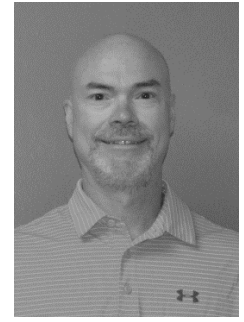
**AVA National President**  
David Bonewitz, Ph.D.  
president@ava.org



**AVA National Vice President**  
Nancy Wittenberg  
vicepres@ava.org



**AVA National Secretary**  
Cecilia Miner, Ph.D.  
secretary@ava.org

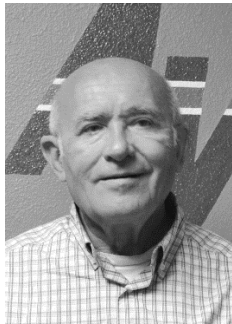


**AVA National Treasurer**  
Chase Davis  
treasurer@ava.org

## National Regional Directors



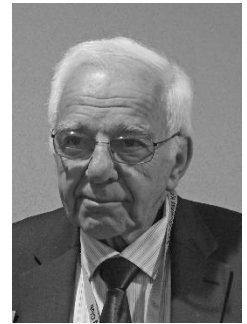
**Atlantic Region**  
Mike Green, Ph.D.  
at\_rd@ava.org



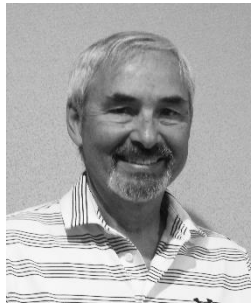
**Mid-America Region**  
Robert (Bob) Buzolich  
ma\_rd@ava.org



**North Central Region**  
Butch Spaulding  
nc\_rd@ava.org



**Northeast Region**  
Chris Mellen  
ne\_rd@ava.org



**Northwest Region**  
Tom Baltes  
nw\_rd@ava.org



**Pacific Region**  
Carl Cordes  
pa\_rd@ava.org



**Rocky Mountain Region**  
Sherry Sayers  
rm\_rd@ava.org



**South Central Region**  
Lucy Yother  
sc\_rd@ava.org



**Southeast Region**  
John McClellan  
se\_rd@ava.org



**Southwest Region**  
Sammy Hunnicutt  
sw\_rd@ava.org



**Member At Large**  
Ben McDonald  
ben@ava.org

**Parliamentarian**  
(Consultant)  
Carol Schilansky, PRP  
cshilansky@gmail.com

**Your National Office Team**  
**American Volkssport Association**

1008 S. Alamo St., San Antonio, TX 78210  
Phone (210) 659-2112 · Fax (210) 659-1212 · Email [sharewithus@ava.org](mailto:sharewithus@ava.org)

**Executive Director – Henry Rosales**



Mr. Rosales has been with the AVA a little over six years and is responsible for the management and oversight of the national organization. He is a non-voting member of the National Executive Council.

**Awards/Membership Specialist – Karen Winkle**



Ms. Winkle has been with the AVA twelve years and is responsible for the processing of IVV record books and awards. She also processes AVA memberships and requests for personal information.

**Finance Director - Erin Grosso**



Mrs. Grosso has been with the AVA five years 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 Olympiad Committee.

**Community Outreach – Lesly Villanueva**



Ms. Villanueva is our new Community Outreach intern and a Senior at the University of Texas at San Antonio. Her degree is in public health and is working to become a physician assistant. She is an active gym goer and enjoys distance running. She is very excited to be part of the America's Walking Club.

**Accounting Specialist – Marian DeVaul**



Mrs. DeVaul has been with the AVA four 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. She is a member of the Club Development and Support Committee.

**Information Technology Specialist – Hector Hernandez**



Mr. Hernandez has been with the AVA five years 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, Starting Point changes and updates the Checkpoint. He is also in charge of creating stamps, stamp handles and is a member of the Fund Development Committee and supports the Information Technology Committee.

**IVV and AVA Leadership**



**International Federation of Popular Sports (IVV)**

**Executive Presidium**

President: Giuseppe Colantonio (Italy)  
Vice President: Graham Fawcett (Canada)  
Secretary: Emil Dannemark (Belgium)  
Treasurer: Walter Motz (Germany)



**IVV-Americas**

President: Diana Marshall, (Australia)  
Secretary: Brenda Dudfield, (Canada)



**IVV-Asia**

Indonesia: Ms. Maria  
Japan: Mitsumasa Miyashita  
Korea: Ik Paek  
Taiwan: Dr. Chung-Da Ho  
Russia: Olenina Ekaterina



**IVV-Europe**

President: Uwe Kneibert, (Germany)  
Vice President: Alberto Guidi (Italy)  
Vice President: Georges Kintziger, (Luxemburg)  
Secretary: Friedl Ploner, (Italy/South Tyrol)

**IVV International Members**

Australia, Austria, Belgium, Brazil, Canada, China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Italy, Japan, Korea, Luxembourg, Netherlands, Norway, Poland, Romania, South Tyrol, Sweden, Switzerland, Switzerland/Liechtenstein, Slovakia, Taiwan, USA.

**IVV Direct Member Clubs**

Andorra, Croatia, Cap Verde, Indonesia, Ireland, Lithuania, Portugal, New Zealand, Romania, Russia, Serbia, Slovenia, Spain.

## AVA Past Presidents

Year Elected	Convention Location	President	# of individuals who have served
1979	Dayton, OH	David Toth	1
1981	Fredericksburg, TX	Carol Coffee	2
1983	Norfolk, VA	Max Martin	3
1985	St. Louis, MO	Max Martin	
1987	Tacoma, WA	Tom Boyd	4
1989	Dayton, OH	Tom Boyd	
1991	Baltimore, MD	Julian Bauer	5
1993	Austin, TX	Lynn Clark	6
1995	Portland, OR	Lynn Clark	
1997	Winston-Salem, NC	Ted Ballman	7
1999	Muncie, IN	Ted Ballman	
2000	San Antonio, TX (NEC Meeting)	Nancy Stenger	8
2001	Bellevue, WA	Nancy Stenger	
2003	Colorado Springs, CO	Shirley Lindberg	9
2005	Cherry Hill, NJ	Shirley Lindberg	
2007	Sacramento, CA	Curt Myron	10
2009	Richardson, TX	Curt Myron	
2011	Orange Beach, AL (NEC Meeting)	Dennis A. Michele	11
2011	Des Moines, IA	Heinz Johnson	12
2013	Orlando, FL	Dennis A. Michele	13
2015	Salem, OR	Dennis A. Michele	
2017	Billings, MT	David Bonewitz, Ph.D.	14
2019	Albany, NY	David Bonewitz, Ph.D.	



**More Than 14 Million People Want to Take a Walk With You!**  
 Sign up with Element3 Health to connect your club to more than 14 million Medicare Advantage members. We pay your club every time our members go on one of your walks. List your events for free today.

[e3hfun.com/club](https://e3hfun.com/club)

833-906-1700 

## **President's Report – David Bonewitz, Ph.D.**

As we departed the 2019 Albany Convention, I would have never expected this term to unfold as it did. Expected or not, it was what it was, and we did our best to keep moving forward. Following Board Orientation in August, the Board was unable to meet in person again until now at the Madison Convention due to COVID-19. However, during my first term we became experienced in using online tools which stood us well during the pandemic. We held online Board Meetings every month to attempt to keep the momentum of change going. In October 2019, Mindy and I attended the 16<sup>th</sup> IVV Olympiad in Aix-En-Provence, France. This was a great experience to prepare AVA for hosting the Olympiad in 2023. In February, we participated in the Texas Trail Roundup, and while in San Antonio I met with the staff at the AVA National Office and participated in an Olympiad planning meeting. Given that the June 2020 Crazy Horse event was a victim of COVID-19, the Black Hills Volkssport Association extended the traditional Fall event to two days which we supported in September 2020. Just prior to this convention, we again supported Crazy Horse at their June 2021 event making more people aware of AVA: America's Walking Club.

Through this 2-year term, I participated in the AVA Business Model Working Group, the Olympiad Planning Committee, and the Walking App Planning Committee. Mindy and I took great advantage of OSB access to walks during the COVID-19 restrictions including participating in the virtual FreedomWalk Festival. With the IVV Congress in Belgium cancelled due to COVID-19, I worked with the AVA Vice President and AVA CEO to determine AVA's positions and submitted our votes to the online IVV Congress. It was at this online meeting that the IVV member nations selected AVA to host the 2023 Olympiad. This is the first time that an Olympiad will be held in the Americas; so, plan for a trip in February 2023 to San Antonio to be a part of IVV and AVA history.

Over this term of office and as Chair of the Governance Committee, I worked many hours with the committee, our attorney, the AVA CEO, and the Board on revisions of our Bylaws and Articles of Incorporation to bring AVA back into compliance with Texas law. The tremendous effort on everyone's part on this task paid off as I led the first online Special Membership Meeting to obtain approval of these revised documents.

Finally, it begins to feel like we are getting back to normal in the Spring of 2021 as we were able to participate in multi-day events in Memphis, TN, and in Greenville, SC, for the Week of Walking. It was great to once again see old friends in person and make new friends.

As I reach the end of this report, I am also reaching the end of my time as AVA President, now Board Chair. It has been an honor to have been able to serve AVA in this role. Thank you for giving me this opportunity. Thanks also to the AVA National Office staff, our Board of Directors, and all the volunteers that help make AVA what it is. Thanks also to my wife, Mindy, for sticking with me and dealing with my time-consuming relationship with someone called Ava. I may be leaving this position, but I'll still be walking, and hope that our paths will continue to cross. The future looks bright, but there is much left to do. Together we can make it happen.

## **Vice President's Report – Nancy Wittenberg**

We have had a great board these past two years. Under the leadership of President David Bonewitz I believe we have made progress in the way the board functions even with the craziness of 2020. We have much more to do.

I was a member of the New Business Model operational committee that proposed and the board moved and passed that we develop a map-guided application on smart phones to use beginning with the 2023 IVV Olympiad we will hold in San Antonio. This is an exciting development to bring us into the 21<sup>st</sup> century. A committee has been formed chaired by our Member-at-Large, Ben McDonald.

I was also a member of an operational committee looking at software licensing and am still chair of the Fund Development committee. I am especially encouraged by the response of all of our clubs, sponsors and volkssporters who contributed over \$104 thousand dollars to our one fund raising event, Big Give S.A., during a difficult covid19 pandemic year to help AVA.

I had a lot of fun attending and speaking at AVA's new office open house March 30 this year after walking the great King William District 5k right by our new office. I also attended and walked the first IML event in San Antonio in February, 2020.

Keep walking, for your health and for all of us. I so look forward to seeing you all in Madison.

### Secretary's Report – Cecilia Miner, Ph.D.

Usually, the Secretary does not submit a report for the Convention program, but I'd like to share some of what the job entails, since some may think being the Secretary of an organization is a tedious job. Let me tell you, the last two years have been quite a ride. I've worked hard to capture the facts, the flow, and the intent of discussions in monthly Board of Directors meetings and in the recent AVA Special Membership Meeting held to vote on AVA's updated governing documents. Meeting minutes are available on the AVA website, and I welcome feedback.

In addition, as is expected of Board members, I also served on committees. I have an eye for minutiae, so the Governance Committee was a good fit, as we worked to finalize recommended legal text in the Restated and Amended Bylaws and the Restated and Amended Certificate of Formation. I have signed the documents for the National Office, and they are now in effect. Also, I served on the Awards Committee for this term, reviewing nominations and providing recommendations for rewarding hard work and innovation by members.

I look forward to serving on the next Board under our new governing documents, which expand the role of the Secretary to be both the Board Secretary and the Corporate Secretary. Here's hoping someone will look to be my replacement in 2023.

### Treasurer's Report – Chase Davis

The AVA Board of Directors approved a balanced budget for calendar year 2021. Budget revenues were helped by a new revenue source from our partner Element3 Health (E3H). Also boosting revenues this year are the 22nd Biennial Convention in Madison, Wisconsin and the amazingly generous contributions through the Big Give fundraiser.

Thank you to all those walkers who got out there and walked during the general COVID-19 lockdowns. Revenues from traditional events suffered from government orders that limited group events. However, revenues from year-round and seasonal walks significantly increased over the budgeted amount!

During 2020, the AVA received \$50,700 from the federal government through the Paycheck Protection Program (PPP). As you may know, the PPP is a loan designed to provide an incentive for small businesses to keep their workers on payroll. The PPP loan can be used to help fund payroll costs, including benefits, and may also be used to pay for mortgage interest, rent, and utilities. In order for the PPP loan to be forgiven, the AVA was required to maintain its employees and pay levels and spend at least 60% of the loan on payroll costs. Thanks to the incredible efforts of the AVA National Office, the full amount of the \$50,700 PPP loan and interest were forgiven!

You may have heard that there was a second round of PPP loans offered. In 2021 the AVA applied for an additional \$50,700 in the second round. The requirements for loan forgiveness are essentially the same as the first round, so the AVA expects that its second loan and interest will also be forgiven.

### Executive Director's Report - Henry Rosales

During the worst pandemic, our country has experienced, while other businesses our size were closing their doors and laying off employees, we remained open and did not layoff one employee thanks to the generous support of our walkers, donors, and a little help from Uncle Sam. Despite a revenue loss of **\$91,324**, due to the pandemic, we made budget adjustments to contracts, wages and other expenses and managed to finish this year over budget in projected revenues under budget in projected expenses.

I remember one of the things I first heard and still do hear is, "unless we do something right away, the AVA will not be around in 5 years." It has been 6 ½ years since I started working at the AVA and I am proud to say we are still here and going strong because we **have** been making changes!

The changes I reference are all a direct result of the *implementation of our strategic plan*. Since the inception of the plan, we have invested in human capital, infrastructure, leadership development, programing, and branding (our image).

Our plan had four major goals and under each goal we had objectives that had to be met by 2020. This was a 3–5-year plan that was approved in June 2016. Implementation of the plan started January 2017 and was assigned to operational and board committees.

Below I have highlighted some of the major accomplishments under each goal. I emphasize this is not a comprehensive list of all accomplishments and **credit for this work is due to all committee members, volunteers, club members and employees who supported this effort**. I also thank the **AVA National Board of Directors and Committee Chairs** for their leadership and commitment to this work.

I also highlighted some of the challenges and areas where we fell short in the plan. The major areas include a national marketing campaign which was halted by the pandemic, (refer to the publicity committee report), membership growth, and club capacity.

The work of the membership committee was put on hold for a couple of reasons:

1. Due to limited resources and capacity, we waited to see the results of the ad hoc committee that had been assigned to work on a new business model for the AVA. We wanted to see how membership aligned with the proposed model and where it ranked in terms of priorities that would generate revenue for the AVA. It turns out membership was not one of the top 3 revenue strategies. The top 3 priorities in ranking order were, **1. Element3 Health referral program, 2. elimination of free walkers, and 3. an AVA walk application**. Interesting to note, priority 1 is currently being implemented, priority 2 has been addressed several times by the AVA leadership and priority 3 was assigned to a committee in January 2021.
2. Our membership program is outdated, and much effort needs to go into restructuring our membership levels and benefits plan *before* we try to promote it. (No one wants to pay for a lemon, nor should we be selling lemons!) This will take securing of sponsors and partners who are willing to support our benefits program. These relationships take time to create and unfortunately, there is no shortcut.

Club capacity is something we still struggle with as an Association. Many of our clubs close due to a lack of club members and volunteers, not financial resources. While great strides have been made to support our clubs with program flexibility, updated event systems, and financial resources, we are still lagging in people support/volunteers. One good way to address this is by continuously seeking partnerships with other organizations at a local and national level. Partnerships, if cultivated, can produce volunteers, club members, and even financial resources. As with all partnerships, they require time and a willingness to change how we do things at the club level and national level.

These challenges will be addressed by the board this July. We will look at our strategic plan and make revisions and changes as needed. Some other areas of priority that will be addressed include the development of a walk application, a new business model, and the Olympiad!

Enjoy your walks, workshops, meetings, and social events and please visit with me even if it is to tell me something you think I may not want to hear. I am here to listen and serve our members. - Respectfully, Henry

<b>Vision 2020 Strategic Plan Accomplishments and Challenges</b>	
<b>Strategic Goal 1: Promote and organize noncompetitive fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.</b>	
<b>Tasks Completed to Achieve this Goal</b>	<b>Challenges/Shortfalls of this Goal</b>
Implemented an event participant referral program in partnership with Element3 Health, Inc.	Improvement of AVA individual member benefits
Provided all clubs access and support with a communication & marketing platform provided by GroupWorks & Element3 Health	Youth participation
Initiated the National Walking Week program	Development of a new club model
Rewrote AVA Special Programs criteria to promote collaborations	Club capacity
Implemented a policy for technical and financial club support	
Established two international walking events (IML & Olympiad)	
Initiated monthly informational & training webinars for clubs	
Created an online startbox for club events	



Enhanced events database features for easier club use and better interface	
Created new customized stamps for club events	
Created virtual online walking programs	
Created ACE events to allow flexibility for neighborhood walks	
Created a Covid-19 emergency response plan	
<b>Strategic Goal 2: Ensure long-term sustainability through financial integrity and revenue diversification.</b>	
<b>Tasks Completed to Achieve this Goal</b>	<b>Challenges/Shortfalls of this Goal</b>
Initiated an Individual Donor Campaign that has raised \$440,745.00	Creation of a new business model
Initiated a Sustained Giving Program	
Initiated the AVA Angels Legacy Giving Program	
Secured \$17,905 in grants and foundation funds	
Secured \$35,668 from corporate donors	
Secured \$101,400.00 in Federal (forgiveness) Loans to offset Covid Operational losses	
Renegotiated all major contracts saving the AVA \$89,199.00	
Restructured our convention platform for greater profitability - past 3 conventions=\$83,023	
Met nonprofit financial ratios past two years	
Established national partnerships with Element3 Health, America Walks, Austin Peay State Univ, National Pediatric Cancer Foundation, WellMed, Family Services Association	
<b>Strategic Goal 3: Increase public awareness, operational capacity and efficiency to facilitate engagement and growth.</b>	
<b>Tasks Completed to Achieve this Goal</b>	<b>Challenges/Shortfalls of this Goal</b>
Creation of an AVA Logo and Brand Video	National Marketing Campaign to increase event participation
Creation of new event marketing flyers and training videos	Integrated marketing strategy to promote AVA conventions
Creation of a new AVA website	Creation of a member-centered data management system
Creation of free AVA/Club banners	
Creation of Risk Management Manual for Clubs and Employees	
Transitioned financial systems to QuickBooks	
Creation of electronic invoicing and reporting	
Initiation of electronic voting at General Membership Mtgs	
Creation of a customized convention registration platform	
Integration of the club events platform with operations	
Implementation of a technical support hotline for club users	
Relocation of the National office to a walking community with high visibility that has increased media & press coverage	
Initiation of a walking program in an underserved community in San Antonio, TX	
Inhouse production of event stamps (cost savings of over \$5,000 annually)	
Creation of my.ava.org events database-cloud based	
Implementation of a donor management system	
<b>Strategic Goal 4: Build board governance and management capacity to facilitate engagement and growth.</b>	
<b>Tasks Completed to Achieve this Goal</b>	<b>Challenges/Shortfalls of this Goal</b>
Updated Bylaws and Articles of Incorporation to address federal and local compliance	Study and align AVA regions to support club growth
Created leadership position of Deputy Directors to address governance capacity	
Restructured all job descriptions to align with priorities of the strategic plan	
Created At Large board positions	
Initiated monthly electronic board meetings	
Restructured all operational committees	
Created board and committee charters	
Initiated board orientation and training retreat	
Initiated staff development days	
Created a privacy policy to protect individual membership information	
100% Employee Retention 2017-2020	

**Atlantic Region – Mike Green, Ph.D., Director**

It has been an honor to represent and serve the Atlantic Region of the AVA for the past four years. The support of the three state association presidents: Chris Kelly - VVA, Mary Lucas - KSVVA, and Bob Schmick – MVA, is greatly appreciated for their efforts to conduct meetings, approve events, and handle club/event issues in their respective states. The efforts of the 30 Atlantic Region clubs to sanction quality events, turn in timely participation and financial reports, and conduct club activities is also greatly appreciated.

It is my strong opinion that the most successful clubs in the Atlantic region (and the AVA) are those who schedule group walks at the *same* time and day of the week. This regularity inspires prospective walkers to plan their future appointments and other activities, to avoid conflicting with the club's weekly "walk day".

In this day and age, there are many ways to find walking opportunities. The value that AVA adds to walking is through its clubs. It is AVA clubs who create, monitor, and maintain routes who, by following AVA standards, policies, and traditions/culture, create a uniform event expectation with a quality and social experience for walks *throughout the US*. Clubs should rightfully be proud of their important role in creating this uniform event expectation. It is this expectation that permits participants to confidently find/discover and do walks, in an otherwise unfamiliar location. AVA walks have a precise start/end point, driving directions and addresses to the start/end point, predetermined walk lengths, a well-defined walk difficulty rating, and step-by-step walk directions and/or maps that are designed and maintained by a **local** club that often pass by points of historical/cultural interest.

The current club officers need to regularly point out the unique value of AVA events to their membership to help them realize the honor of serving as an AVA club leader with the hope of attracting future club leaders to continue the AVA legacy of Fun, Fitness, and Fellowship.

### **Mid-America Region – Bob Buzolich, Director**

From the untamed mountains of Kentucky to the pristine shore of Lake Superior and the Eastern bluffs of the Mississippi River the Mid-America Region offers Volkssporters unique and diverse venues for Volkssporting activities throughout the year. Its 25 clubs and two state organizations in Ohio, Michigan, Illinois, Kentucky, and Indiana have remained active in spite of the pandemic. The Washtenaw Wanderers in Michigan and the Indiana Volkssport Association in Indiana were the most active in adopting guidelines to reduce the risk of transmitting the corona virus at their events and keeping participants safe, while continuing to host traditional events through the year.

In 2019 the Mid-America Region events had 5,193 participants at Year-Round and Seasonal events and 3,317 participants at traditional events. During 2020, we were placed under strain due to the pandemic from the middle of March through the end of the year. In 2020 we had 4,747 participants at our Year-Round and Seasonal events, while only 1,116 participants showed at our traditional events. Note that Year-Round and Seasonal events experienced an 8.5% decline, as opposed to the 66.4% decline for traditional events. Many of the traditional events scheduled for 2020 were re-scheduled to 2021, which should reflect a sharp increase as people return to more normal activities. To keep from temporarily closing Year-Round and Seasonal events, many clubs have adopted the use of the Online Start Box in tandem with their Physical Start Boxes for the hosting of Year-Round and Seasonal events.

Since the last Convention, six clubs in the Mid-America Region have celebrated their anniversaries. Four of those clubs had anniversaries in excess of 30 years. Most notably, the Illinois Trekkers in Illinois and Valley Vagabonds in Ohio celebrated their 40<sup>th</sup> Anniversaries, which attests to their strength and longevity. During the same period two clubs were deactivated, the Lebanon Cedar Cruisers in Illinois and the Gemuetlich Wanders in Ohio. The deactivating clubs had experienced declining membership and a loss of interest to serve as club officers. During 2021 it is anticipated that two additional clubs may be de-activated in the Mid-America Region. If such be the case, the Regional Director will host all events in Kentucky and the Indiana Volkssport Association will take over the events in the State of Indiana.

Rob and Roxie Weaver of the Washtenaw Wanders initiated the Great Lakes Special Program, which they are also administrating. The Mid-America Regional Director continues to seek clubs in communities, where there are currently no Volkssporting activities. In 2020 the Director scheduled two Traditional Guided Walks in Eastern Kentucky for National Walking Week, which were re-scheduled to 2021 and conducted. For 2022 the Director is considering two Traditional Guided Walks in Western Kentucky and/or deep Southern Illinois.

Looking to the future, post pandemic, the Mid-America Region is posed to continue active Volkssporting activities in Michigan, Ohio, Illinois, Kentucky, and Indiana.

### **North Central Region – Butch Spaulding, Director**

I want to thank the clubs within the region for allowing me to be your regional director for the past two years. The pandemic brought many challenges for the clubs and I feel that the clubs did a great job holding events and doing so in a manner that allowed fellow walkers to enjoy the events and feel protected from covid-19 at the same time. Due to covid-19 my plans to attend at least one club meeting for each club in the region during my term was not realized as many clubs cancelled their in person meetings. I did manage to do at least one event; either a year round or a traditional for a majority of the clubs in the region. The regional roundup scheduled for September 2020 was cancelled because of the pandemic. This was due to not being able to ensure adequate distancing for the social events planned. The region did have three clubs deactivated over the past two years: The Dakota Wanderers – Bismarck, ND, the Lincoln Volkssport Club - Lincoln, NE, and the Red River Volkssport Association – Fargo, ND. There were no new clubs formed during the same period. I want to close with a special thank you to the Madison Area Volkssport Association for hosting the 2021 National Convention.

### **Northeast Region - Chris Mellen, Director**

The AVA's NE Region includes all New England States (ME; NH; VT; MA; RI; CT & NY). Each state has at least one of the ten sanction clubs in the Region, except there is no individual club within the boundaries of RI; however, it does have three events sponsored by Walk 'n Mass. Two clubs annually provide more than one hundred year round and seasonal events along with many traditional events. Membership in the clubs has been fairly even with new members generally offsetting those who do not renew for many reasons.

Our convention in Albany NY has come and gone. This was the first time a convention was held in the Northeast with the theme being Historic. I have received a number of emails from those who enjoyed their visit to Albany, Portsmouth NH, Danvers and Springfield Massachusetts, The Hall of Baseball Fame in Cooperstown NY and Buffalo NY with visits to Niagara Falls. All clubs in the Northeast in some way participated and supported this first convention.

Thank you to the Convention Committee, the supporting Clubs, and AVA Staff who were instrumental in providing a well-organized Convention. It was an honor to serve another two years as Regional Director and thank each club for their support and look forward to serving AVA Headquarters in committees. I will share my energy directly with Headquarters as we await the Olympiad in San Antonio in 2023

### **Northwest Region - Tom Baltes, Director**

As I conclude four years as Regional Director I look back with a good deal of satisfaction and pride in the service our region has provided in support of our national program objectives. The Northwest continues to be the leader in total reported walkers and revenues raised for AVA. During my tenure, our clubs continued to host exceptional multi- and single-day events, while our 400 plus year-round events are unmatched in number and quality. Thanks to all the many volunteers who have staffed our over 30 clubs and 2 state associations, ensuring events have been hosted in fun and engaging ways. To the many casual walkers and the core Volkswalking enthusiasts in the region I would tell you that you are amazing and what makes this program so special. Thanks to all those who have embraced the newer ways we have adopted to deliver our program, such as the online start box, the new my.ava.org web site and our partnerships with Group Works and Element 3 Health. Change in how we deliver the program is inevitable but walking a trail with friends remains the same great experience no matter how we register or find the start of a walk. To the national staff and board members I offer my gratitude for your professional service and friendship as we have worked toward a better future. Best wishes to the new regional leadership team of Sharon Moats and Ed Hainline, as I know they will represent our region with great enthusiasm and will continue to support our clubs and members in the skillful ways they have served their clubs and state associations. See you on the trail!

### **Pacific Region – Carl Cordes, Director**

The Pacific Region (AZ, CA, HI, NV) had no shortage of challenges since the last convention. But there were also bright spots. Our region led the way helping to form the initial planning and testing the Club level operational integration with Element 3 Health. Progress was stalled by the pandemic but the partnership has come back stronger and better in 2021 with E3H clients participating

at events in multiple regions. 1<sup>st</sup> QTR 2021 saw nine Pacific Region Clubs in three states with one or more E3H participants. I expect this partnership to continue to grow and provide vital new participants and members for the clubs!

Our California and Hawaii clubs were hit particularly hard in 2020 by the forced government closures to control the spread of COVID19. Some start points were closed over a year and others ceased to exist. Planned traditional events were initially postponed, then canceled. It was ironic in that one thing people in 'lockdown' were encouraged to do was walk. We did adapt for our members so they could complete year-round walks – but in their own neighborhoods in lieu of the inaccessible routes. Thus virtual walks became a thing for AVA events.

As one example the Menehune Marchers, our Hawaiian club, hosted a virtual walk in conjunction with the virtual 2021 Great Aloha Run (GAR). Several AVA walkers in California and Nevada participated in GAR and the club event by walking the required distance locally. My GAR/Menehune walk was Hoover Dam and the historic railroad tunnels.

As of this writing the outlook for start points is improving. One is the Coronado walk in San Diego. This popular walk is once again available. Another that I hope will be open by the time you read this is The Presidio in San Francisco.

Sadly, two Southern California clubs disbanded in 2019; the South Bay Roadrunners and Laguna Turf 'N Surf Walkers after 24 and 23 years, respectively. A third club, Davis Dynamos deactivated this year after 33 years of service to northern California. Declining and aging membership was the primary reason. Fortunately, many of the year-round walks sponsored by these clubs were adopted by other clubs.

As a member of the Board of Directors our roles extend beyond the boundaries of our region to govern and promote our organization. I was privileged to represent AVA and the Pacific Region at multiple events including the 2019 US Freedom Walks IML, 2020 Texas Trail Roundup IML, and 2020 Crazy Horse Monument walk. I also helped with the March 2020 open house and press conference for the new AVA HQ in San Antonio. In addition to serving on the board I served as the Chair for the Awards and Recognition Committee.

I regret I had many more club visits and events on my schedule but COVID cancelled them. As I begin my second term of office, I look forward to rescheduling those visits and adding more while supporting and promoting the Pacific Region and AVA!

### **Rocky Mountain Region – Sherry Sayers, Director**

The past two years have been challenging here in the Rocky Mountain Region. We lost four of our clubs: Golden Spike Striders of Utah, Gadabout of Utah, Madison County Volkssport Club of Montana, and Northern Front Range Wanderers of Colorado. All these clubs were longtime members, but could no longer hang on, and they could not find anyone to take over the club. Fortunately, when our only Montana club closed, Woodland Wanderers took over the Helena capital walk, as well as the Salt Lake City capital walk, so that the "Walk 50 States / 50 Capitals" program could continue.

Colorado clubs continue to host most of our region's traditional events, along with a large number of Year-Round Events (YREs) and Seasonal Events (SEs). Falcon Wanderers have 21 YREs/SEs, Rocky Mountain Wanderers have 13, Woodland Wanderers have 21 across four states, Colorado Springs Walking Club has 2, and Wyoming has 14, six of which are hosted by the Buffalo Pathfinders. Some of our clubs used remote registration procedures – including the Online Start Box – to continue their YREs and SEs during the pandemic, so our walkers could continue to participate, thereby keeping up our numbers.

One of our region's showcase events is Farish outside of Woodland Park, which was held in October of last year. This is the Air Force Academy's recreational area near Pikes Peak, and yes, you should recognize it, as it is featured on the cover of this year's Starting Point. The Academy personnel did a great job utilizing pre-registration and reservation times to host this great event despite the public health conditions. Make plans to come to Colorado this fall and experience for yourself this beautiful panoramic view.

Also, if you are traveling out west later this year, join us when our region's largest and AVA's fourth-largest club – Falcon Wanderers with over 200 members – celebrates its 40<sup>th</sup> Anniversary with a three-walk series in October at walks two miles high – Leadville, Fairplay, and Buena Vista.

Our Deputy RD, Steve Sandridge, who took over after Lynette Reagan's passing, will move up to RD replacing Sherry Sayers after her four years serving as director. Yet another regional challenge – we don't yet have a volunteer Deputy RD to replace Steve.

Despite the many challenges, our members continue to move forward, as we look ahead to a bright future, remaining on the path to fun, fitness, and friendship.

### **South Central Region – Lucy Yother, Director**

The South Central Region consists of 12 active clubs in Arkansas, Kansas, Louisiana, Missouri and Oklahoma. The Region appreciates the support of the East Texas Trekkers, Inc. in sponsoring 11 Year-Rounds in Louisiana, a state that currently has no active clubs.

The Ozark Hill Hikers, led by Patricia "Pat" Golden, hosted a very successful 2020 South Central Region Roundup/Conference in the Bentonville, Arkansas area - the only Regional Conference to be held in 2020. It was a well planned three-day event and the Ozarks in October provided us with a colorful time and wonderful walking weather. Walkers came from Alabama, Arkansas, Florida, Illinois, Indiana, Kansas, Missouri, Nevada, and Oklahoma.

We encourage multi-event weekends that get people together, to socialize and enjoy great events, following safety protocols. We are currently walking the parishes in Louisiana and the counties in Arkansas, Kansas and Missouri. Some of these walks are sanctioned as Seasonals or Year-Rounds. All 77 counties in Oklahoma have been completed, but are now being offered as requested.

I commend the hard workers in all of the clubs in my Region. Every club has them and they have given generously of their time and talents as volunteers! Most of our clubs are small. They host several Year-Rounds and Seasonal events, and a few traditional events. Over half of our clubs offer weekly and monthly group walks, which helps to keep our participation numbers up in the Region.

I am grateful for the many good things the clubs in this region have accomplished – good walks and great people!

I finish my four years as SCRD this summer. My replacement is Tom Alyea, who will do an excellent job. Thanks to everyone for your support.

### **Southeast Region – John McClellan, Director**

On behalf of Deputy Director Robert McDaniel and I, our thanks to all the volkssporters, club members and club leaders in the Southeast Region for your support over the past 4 years. It has been our honor to serve you, and *America's Walking Club!* Please welcome your new Regional Director, Kathryn King of the East Tennessee Wanderers, to the RD role!

The Southeast Region has maintained 19 clubs and 1 State Association (Tarheel State Walkers Volkssport Association), with no new starts or closures since the last edition. At the start of 2021, we had about 733 club members (down 10%) and 266 AVA Associates (Annual and Life) a 15% decrease since 2017. As I write this, we continue to work on several leads concerning new club development in the Region. Please help us by retaining and finding new club members and Associates.

In 2019 we continued to see a decline in participation to 10,734 (off 6.6%) but then with the pandemic, 2020 came in at only 8,753 – a further 18.5% decrease. Not unexpectedly, traditional events were hard hit, but year-round events proved resilient when initial outdoor restrictions were modified and later raised in some states. Multi-event weekends for 2019-21 were still held in Florida, Georgia, North Carolina, South Carolina, and Tennessee (*in Memphis!* 😊) With the 2017 closure of our last club in Mississippi, the 4 remaining year-round events (including the capital walk in Jackson) were moved to the Online Startbox. SE Region now has 60 events on the OSB: 15 in FL, 6 GA, 4 in MS, 2 in NC, 12 in SC and 21 in TN, including the Appalachian Trail events in GA, NC and TN.

SE Region club members continue to give generously of their time and talents as volunteers. Many were recognized for commendable or meritorious service at region level, with one Hall of Fame nomination, two Distinguished Service award nominations and a Ted Ballman Youth Award. - *See you on the Trails!*

### **Southwest Region – Sammy Hunnicutt, Director**

I would like to thank the Southwest Region Clubs in Texas and New Mexico for the opportunity to serve as the Regional Director for the past two years. The Clubs of the Southwest Region have faced several challenges during my tenure, the most significant of course being the Covid pandemic. Even with the pandemic the Southwest Region Clubs still were able to continue with some club walks. This speaks volumes about the tenacity of the SW Clubs to do what is necessary to ensure good quality programs and walks. The pandemic did prohibit me from visiting many club meetings. Successes besides those of the Clubs, were an outstanding Texas Trail Roundup in 2020. The Southwest Region was also the largest contributor to the 2020 Big Give. While the Southwest Region did see the loss of a club, we were fortunate in the formation of a new AVA Club in the Port Arthur/Beaumont area of Texas. I would like to extend a thank you to all the Southwest Region Clubs for making my time as Regional Director as pleasant one. I would also like to give a special thank you to the Southwest Deputy Regional Director, Susan Medlin whose assistance is beyond measure.

### **Member At Large – Ben McDonald**

Being elected as AVA's first "At Large" board member, I am very excited to be a part of this organization!

During my career, almost all of my jobs, assignments and projects have almost always been in the field of marketing, allowing me to learn by working directly with people whether customer facing or commercially.

I accepted the task of leading a committee to formulate a new intuitive "walk" app for our organization. Though we are in the early stages of idea development our team would love nothing more than to see us successfully develop an app that would grab the attention of the millions of smart phone users out there who use apps constantly. We are currently studying various apps currently in the market to help us decide what services would immediately be available on our app.

We have started communicating with professional app development companies to get a better idea of development milestones needed and multiple application uses as we get through the various phases of development. We intend the first phase of our app to be a fully functional one with basic functions such as downloadable walking maps once the user is located inside a particular geographical area. We are shooting for a release in time for the 2022 Olympiad.

### **Awards Committee – Carl Cordes, Chair**

#### **ACCOMPLISHMENTS:**

As a committee of four, we vetted the nominations for national awards in the categories of Hall of Fame, Distinguished Achievement, Ted Ballman Youth and Trailblazer. Chair Carl Cordes presented "virtual" nominations and the committee's recommendations to the BOD for the January 2021 Electronic Board Meeting (EBM). It was an interesting process figuring out how to host secret ballot voting with officers and regional directors in multiple states and time zones. The nominees approved by the BOD were forwarded to HQ for award processing.

The 2021 Convention Awards book was published with input from each Regional Director. It contains the National and Meritorious Service Awards with citations. Commendable Service Awards, Trailmaster Certifications and Certificates of Appreciation are listed by recipients' names and places of residence.

In addition to the above, the committee updated the nominations forms for National, President and Regional awards. This included corrections to approval routing and adding recommendation fields for the Awards Committee Review as well as BOD action fields. The nomination forms are available for download on the AVA web site.

The committee also worked on updating the awards section in the Operations Policy Manual. This included adding more information that enables nominators to better understand and follow the process and requirements for each award.

#### **Club Development and Support Committee - John McClellan, Chair**

The Committee on Club Development and Support was chartered as an operational committee to implement AVA Strategic Objective 1.c. - *Establish a Club Development Program*. Now in our second two-year term the committee continues to examine issues that frustrate club leadership and make recommendations on workable solutions.

A major focus before the pandemic started was to reach out and interview the leaders of new or relatively recently formed AVA clubs and find out how they were doing, what assistance they might still need and what they thought about the support provided during the club-formation process. The committee managed to complete two such interviews before the onset of COVID, and we learned a lot. New clubs face many barriers to entry and the committee has made recommendations to address some of these. We also recommend that a new club interview be slated by AVA for every new club at not later than the 6-month mark. We also addressed the club closure checklist – specifically, that closing clubs leave behind both “orphaned” members who may now lack support, and that a closing club is the sole repository for documentation of event trails - that should be archived and retained systematically. Along the way, our committee members fielded numerous club questions, resolved issues, and discussed any and all ideas we thought could help clubs succeed.

As we move into the next term, we will continue to develop ways to support our clubs. I expect that training support and ways to share the best practices of our most successful clubs will be high on our agenda. *Our thanks to all the great AVA clubs out there!*

#### **Fund Development Committee – Nancy Wittenberg, Chair**

The primary role of the Fund Development Committee these past two years has been to support the Big Give San Antonio which is AVA’s only fund raising event. Each year we have surpassed the previous year’s amount raised. I am hopeful that all of us, clubs and walkers alike, are beginning to realize we are philanthropists and a charitable organization we believe in and support is AVA: America’s Walking Club.

In 2020 Samanta Sanchez was our staff support and provided the committee with excellent and creative graphics and messaging. Walk Long Stay Strong successfully raised \$104 thousand dollars.

We had a Walking Stick of Kindness carved to present to the region with the most dollars raised. In 2020 the Southwest Region raised the most money and will be given the walking stick to hold until the 2021 region is announced. The Southwest region will need to find a shield appropriate for their region to affix to the walking stick.

We had more individuals set up Peer-to-Peer pages during 2020 to encourage friends and family to give. In addition, Bob Hall of Vancouver, WA set up a Big Give 2020 Walk-a-thon page and walked 200km along with his dog during the week leading up to the original Big Give Date of March 26. Lots of creative thinking. - Thank you, all of you for supporting AVA: America’s Walking Club.

#### **IT Committee – Mike Green, Ph.D.**

The AVA IT Committee members continue to add new exciting online features and provide IT support for users, clubs, and the AVA National Office; while continuing to move all club and AVA Admin legacy ESR features to my.ava.org.

The AVA IT Committee listed alphabetically by last name are Jeffrey Giddings, Mike Green, Hector Hernandez, Chris Mellen, Darrell Neilly, Eileen Skinner, and Chris Zegelin.

It was certainly a primary committee goal to have completed the move of the legacy ERS features to my.ava.org by this time. However, a higher priority has been given to implementing new online features to enhance both user and club interfaces and event features as well as to support AVA policy changes and accommodate Element3 credits.

A listing of these new features and other IT Committee activities, during the past 4 years, can be viewed using the following link:

[https://nodegreen.com/ava-it/newFeaturesActivities\\_2017-2021.pdf](https://nodegreen.com/ava-it/newFeaturesActivities_2017-2021.pdf)

Some recent progress has been made on the movement of Legacy ESR features to my.ava.org including:

1. Club Interfaces for maintenance of club contact and officer information. (Chris Zegelin)
2. Missing Items reports for State Associations (SAs), Regional Directors (RDs), and AVA Admin to list clubs with missing officer updates, financial reports, and IRS Ecard submissions. (Chris Zegelin)
3. Club, SA, RD, and AVA Admin reports of POC, Financial, Shipping and club addresses and email lists of club POCs and Officers. (Mike Green)
4. AVA Admin interfaces for club creation, club renaming, designation club exemption status, marking the receipt of financial reports and IRS Ecards, and club deactivation. (Chris Zegelin)
5. AVA Admin reports of Club and Event data formatted for the TAW and of the Checkpoint Email List. (Mike Green)

### Nominating Committee – Tom Jackson, Chair

#### ACCOMPLISHMENTS:

We have one candidate for each of the AVA National Officer positions for the term of office from July 3, 2021, to June 30, 2023. Candidates will be presented during the Membership Meeting at the AVA Convention. The candidates are:

**Chair:** Nancy Wittenberg from Puyallup, Washington  
**Vice Chair:** Susan Medlin from San Antonio, Texas  
**Board Secretary:** Cecilia Miner from Woodbridge, Virginia  
**Finance Chair:** Ed McCabe from Dripping Springs, Texas

#### National Programs Committee – Susan Medlin, Chair

#### ACCOMPLISHMENTS:

1. Planning is underway for the 18-20 February 2022 IML in San Antonio, Texas. And I agreed to participate in an IML Committee headed by the Swiss IML Delegate.
2. San Antonio was selected to host the 2023 IVV Olympiad. An Executive Planning Committee has been stood up, and we plan to meet monthly using ZOOM.
3. The AVA Board of Directors approved the creation of an Event Approval Process under which selected events will be promoted and published on a national AVA Calendar.
4. Found a great person to take over as SWRD, and am running for AVA Vice President.

#### ACTIVITIES:

Continue working on the 2022 IML and the 2023 Olympiad.



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### Publicity Committee – Henry Rosales, Chair

During the past two years, the Publicity Committee has been meeting monthly to work on objectives outlined in goal 3 of our strategic plan. One of the main priorities of the Committee was to hire a marketing company that would help us create a



*national marketing campaign* to increase our event participation. Out of a competitive bid process, we chose Mass Media based in Las Vegas, Nevada. The total contract amount was \$150,000. Of this amount, only \$81,278 was spent on research, consultation, and production of the following deliverables.

- Design and roll-out of new logo
- Design of brand standards guidelines
- Development of AVA branding video
- Development of a new website
- Design of new event flyers and brochures
- Development of new club banners
- Promotion of the Freedom Walk in Arlington, Virginia, and the Way of Lights in Belleville, Illinois, including Facebook advertising.
- Development of a Facebook training video
- Employee training on development and linking of Facebook business pages
- Reviewed The American Wanderer newsletter survey results and provided recommendations for the publication.
- Design of a national partnership strategic approach with targets and pitch deck
- Facebook webinar for Clubs Covering Best Practices for Event Promotion

Primarily due to funding constraints and the cancellation of the contract, we didn't get as far on these objectives as planned. The work performed by Mass Media and the committee does provide a firm foundation upon which to continue our efforts. Cooperation of the clubs is central to becoming a **national** brand. Clubs must adopt the branding (logo) and messaging if we hope to grow awareness of AVA on a national level.

The efforts of Mass Media and the committee were significant and most definitely added value to AVA. Development of logos, standards, videos, a website and other materials requires a great deal of effort (which costs money). Further, we now have training tools for clubs as well as a strategic approach to finding national partners that we can use.

In addition to working with our marketing company, the Publicity Committee also managed the bi-annual publicity contest, social media outlets, and provided support with marketing of National Walk Week, the Crazy Horse Memorial Walk, and our national convention. As we begin planning of the Olympiad, this Committee will take lead on marketing and advertising of the event. Special thanks to all committee members for their time, dedication, and commitment to the success of the AVA!

### **Special Programs Committee – Tim Miner, Chair**

The club Special Programs Committee has had an active two years since the last national conference. Under new leadership the committee looks to use all future special programs as additional marketing opportunities for collaboration which will ultimately expand the base of participants in all activities of America's Walking Club. The first program was the creation of the declaration of "National Walking Week" in January 2020 by the Board of Directors. This declaration promotes walking in all forms and for all the many reasons that improve the quality of life and communities. This program gives each club the chance to work with their local communities to conduct walking using any of the AVA's suite of walking products to produce the "critical mass" of activities that will generate the publicity that will spotlight the good work that the organization is doing for the nation. Besides this landmark program, the committee promoted these as the newest club-sponsored special programs:

1. (2001) Walk With America's Veterans -- done in collaboration with over 34 national veterans organizations to "collect" military memorials and veterans venues
2. (2021) Great Lakes, Great Fun, Great Fitness & Great Friendships - in collaboration with the Great Lakes Region Council to "collect" the names of the five lakes on any AVA trail
3. (2022) Walk America's towns and cities while "collecting" town and city halls in collaboration with the National League of Cities.
4. (2022) Walk the Rails-to-Trails paths located across the United States in collaboration with the Rails-to-Trails Conservancy.

While many of the plans for the 2020 and 2021 programs were tempered by the COVID pandemic, there is hope ahead for the chance to make these programs what they were intended -- another reason to get to an AVA event and find friendship and fitness while having great fun.

### Training, Standard and Evaluation Committee – Sammy Hunnicutt, Chair

#### Accomplishments

1. Workshop development for 2021 National Convention.
2. Assisted CEO with search for new office for AVA.
3. Texas has a new club forming in the Golden Triangle area of Texas: Port Arthur, Beaumont, and Orange. So far, they have eight members who have “joined”, and expect as many as twenty total. I have not seen the application for creation. The Texas Volkssport Association has volunteered to subsidize their application fees to the AVA. This comes at a great time when we have so many clubs hanging on simply because of the tenacity of one or two individuals.
4. Created the AVA Risk Management Plan
5. Assisted CEO with several operational issues, including locating new office space for the national office.
6. Developed workshops for 2021 National Convention.
7. Assisted CEO with search for new office for AVA.
8. Texas has a new club forming in the Golden Triangle area of Texas: Port Arthur, Beaumont, and Orange.

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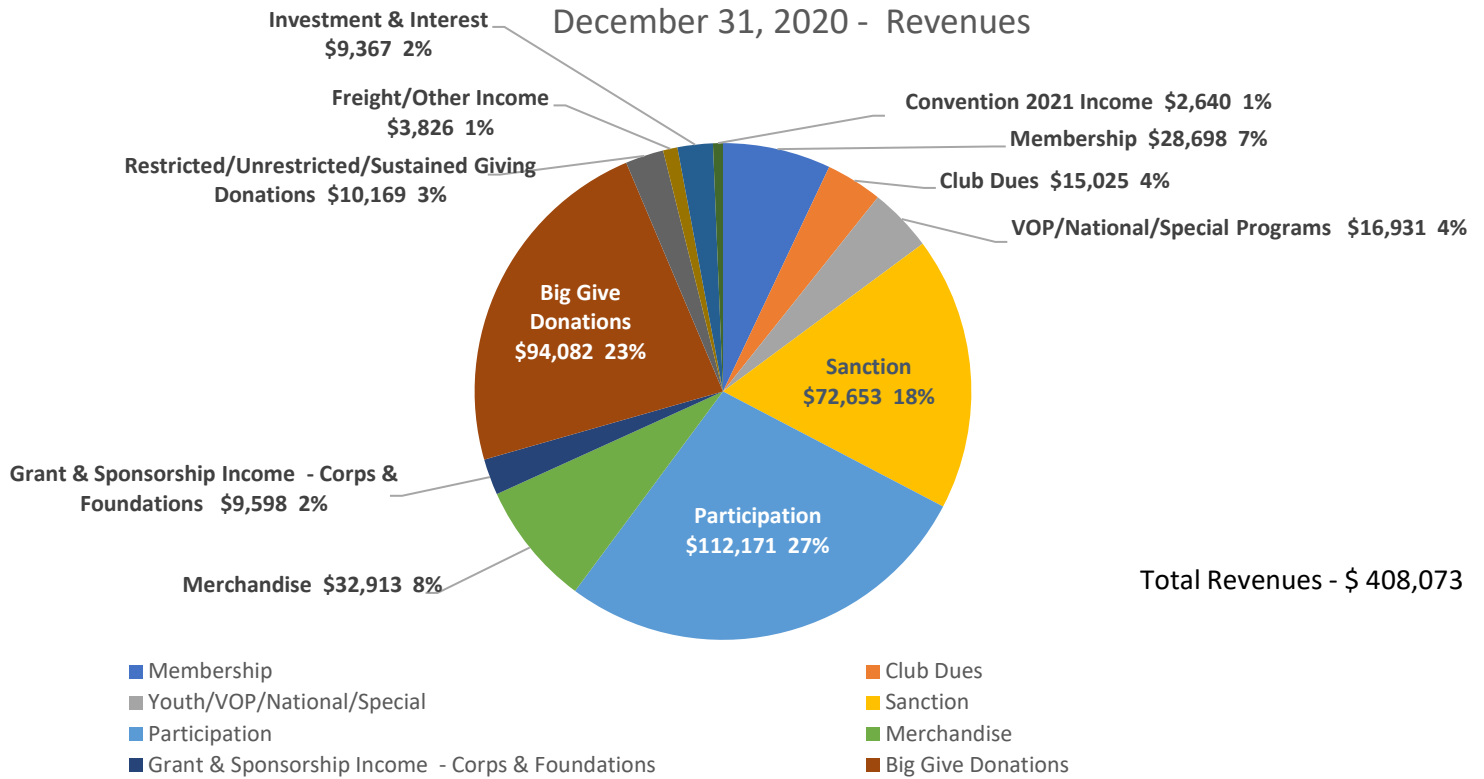
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December 31, 2020 Profit & Loss Statement		January - December 2021 Approved Budget	
<b>Revenues</b>		<b>Budgeted Revenues</b>	
Membership	\$28,698	Membership	\$25,700
Club Dues	\$15,025	Club Dues	\$14,850
Youth/VOP/National/Special	\$16,931	Sanction	\$88,350
Sanction	\$72,653	Participation	\$115,300
Participation	\$112,171	Element3 Health	\$6,000
Merchandise	\$32,913	Merchandise	\$33,250
Grant & Sponsorship Income - Corps & Foundations	\$9,598	Licensing	\$5,000
Big Give Donations	\$94,082	Lease Income	\$6,000
Restricted/Unrestricted/Sustained Giving Donations	\$10,169	Advertising	\$5,000
Freight/Other Income	\$3,826	VOP	\$10,500
Investment & Interest	\$9,367	Grant & Sponsorship Income - Corps & Foundations	\$10,500
Convention 2021 Income	\$2,640	National & Special Program Income	\$4,000
Gross Revenue	\$408,073	Donations	\$100,300
Cost of Goods Sold/Discounts	(\$27,222)	Freight/Other Income	\$7,000
Total Net Revenue	\$380,851	Investment & Interest	\$15,000
		Convention 2021 Income	\$200,003
<b>Expenses</b>		Cost of Goods Sold	(\$23,000)
		Total Net Revenue	\$623,753
Administrative	\$47,790	<b>Budgeted Expenses</b>	
Awards	\$19,462	Administrative	\$48,785
Bank & Credit Card Service Fees	\$2,932	Awards	\$22,024
Club Development & Expense	\$2,029	Bank & Credit Card Service Fees	\$3,000
Depreciation	\$6,000	Board of Directors - Travel & Supplies	\$16,500
Equipment Rental & Repairs	\$14,982	Convention Expenses	\$135,092
Fund Development	\$23,963	Depreciation	\$5,260
Membership	\$31,854	Equipment Rental & Repairs	\$14,876
Moving Expenses	\$7,470	Fund Development	\$6,341
National Office - Supplies & Maint.	\$4,524	Membership	\$32,924
Board of Directors - Travel & Supplies	\$633	National Office - Supplies & Maint.	\$7,000
Professional Services & Consultants	\$41,665	Professional Svs. & Consultants	\$10,600
Program	\$249,543	Program	\$295,826
Promotional & Marketing	\$10,172	Promotional & Marketing	\$8,000
Utilities	\$4,667	Staff Development	\$1,500
Total Expenses	\$467,685	Utilities	\$8,000
		Total Expenses	\$615,728
Net Profit /Loss	<b>(\$86,835)</b>	Net Profit/Loss	<b>\$8,025</b>
<b>Notes:</b>		The Convention Budget has been modified due to COVID-19 A Stimulus (PPP) loan of \$50,700 to cover wages was applied for and awarded.	
Mass Media - Covered by investments	\$27,000		
Moving Expenses - Covered by investments	\$7,469		
BOD - Approved draw from investments to cover budgeted loss	\$55,017		
Total expenses covered by investments	\$89,486		
Operational Net Profit/Loss	<b>\$2,651</b>		
A Stimulus (PPP) loan of \$50,700 to cover wages was received and forgiven.			

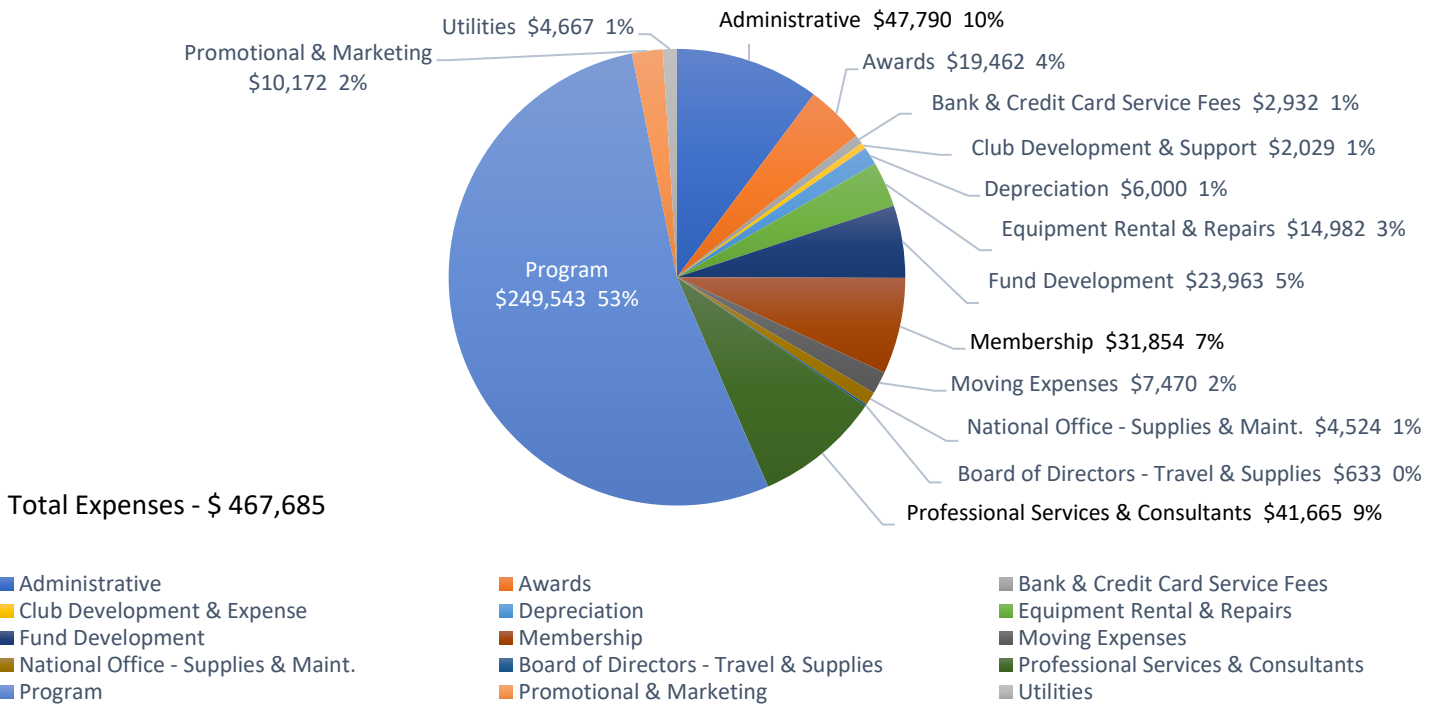
Note: Salaries and other operational expenses have been allocated to appropriate expense categories to include Program, Administrative and Fundraising Expenses. This is important to potential funders and donors as they review expenditures to determine adequate stewardship with donor funds.

### December 31, 2020 - Revenues



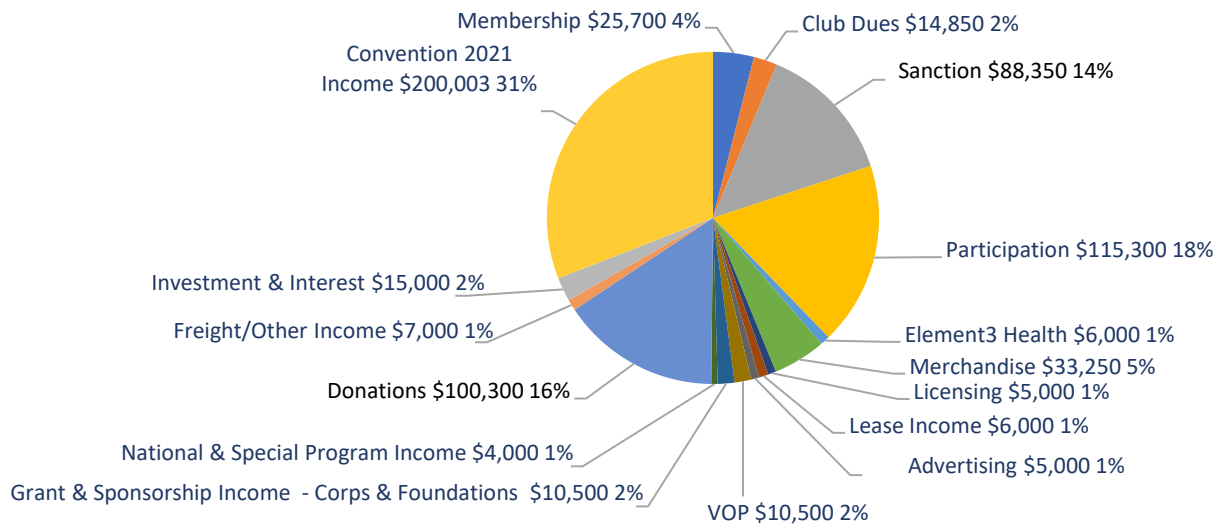
Note: Salaries and Other Operational Expenses have been allocated to Program, Administrative and Fund Development categories.

### December 31, 2020 - Expenses



Note: Salaries and Other Operational Expenses have been allocated to Program, Administrative and Fund Development categories.

## January 2021 Budget Revenues

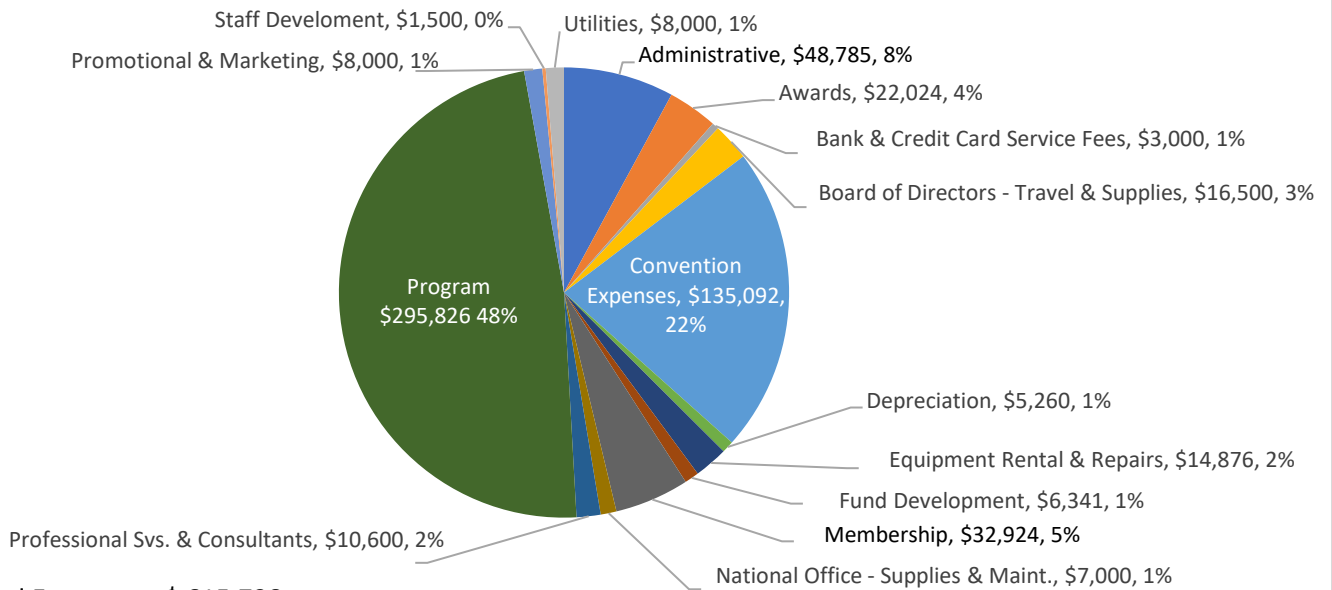


**Total Budgeted Revenues - \$ 623,753**

- Membership
- Sanction
- Element3 Health
- Licensing
- Club Dues
- Participation
- Merchandise
- Lease Income

**Note: The Convention Budget has been modified due to COVID-19**

## January 2021 Budget Expenses



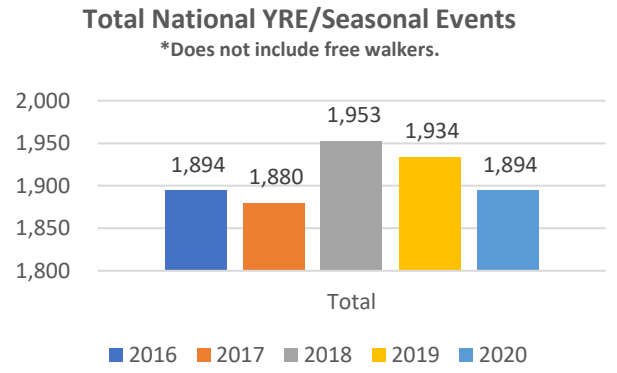
**Total Budgeted Expenses - \$ 615,728**

- Administrative
- Board of Directors - Travel & Supplies
- Equipment Rental & Repairs
- National Office - Supplies & Maint.
- Awards
- Convention Expenses
- Fund Development
- Professional Svs. & Consultants
- Bank & Credit Card Service Fees
- Depreciation
- Membership
- Program

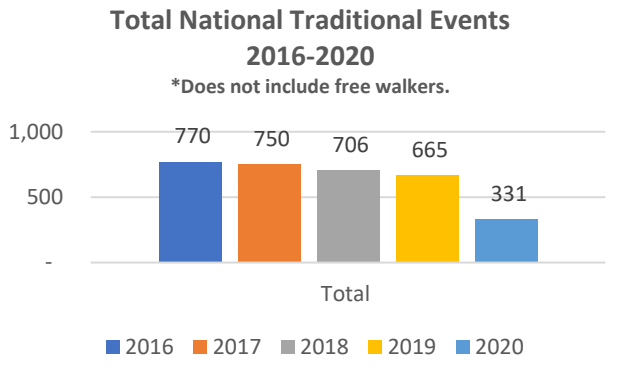
**Note: The Convention Budget has been modified due to COVID-19**

## Number of Sanctioned Events 2016-2020

Total Number of YRE /Seasonal Events by Region					
Region	2016	2017	2018	2019	2020
Atlantic	289	281	293	287	281
Mid-America	109	111	123	126	118
North Central	148	138	150	148	164
Northeast	111	114	120	118	121
Northwest	407	396	399	415	410
Pacific	264	252	274	271	246
Rocky Mountain	78	83	86	71	66
South Central	115	130	130	126	119
Southeast	205	208	206	211	209
Southwest	168	167	172	161	160
<b>Total</b>	<b>1,894</b>	<b>1,880</b>	<b>1,953</b>	<b>1,934</b>	<b>1,894</b>

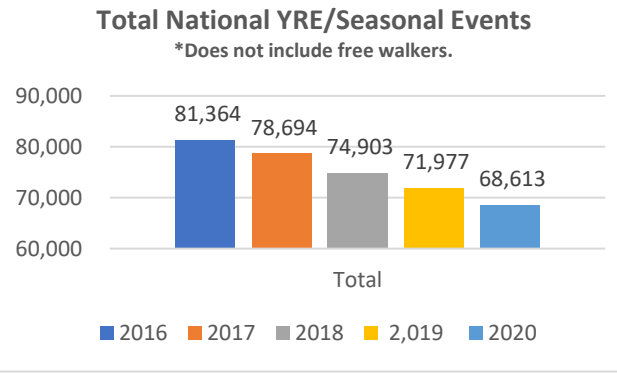


Total Number of Traditional Events					
Region	2016	2017	2018	2019	2020
Atlantic	126	120	118	100	41
Mid-America	94	86	86	68	37
North Central	80	77	70	72	42
Northeast	46	42	40	45	26
Northwest	124	114	110	123	57
Pacific	75	63	67	62	24
Rocky Mountain	22	32	24	23	10
South Central	62	73	61	48	29
Southeast	63	60	58	58	33
Southwest	78	83	72	66	32
<b>Total</b>	<b>770</b>	<b>750</b>	<b>706</b>	<b>665</b>	<b>331</b>

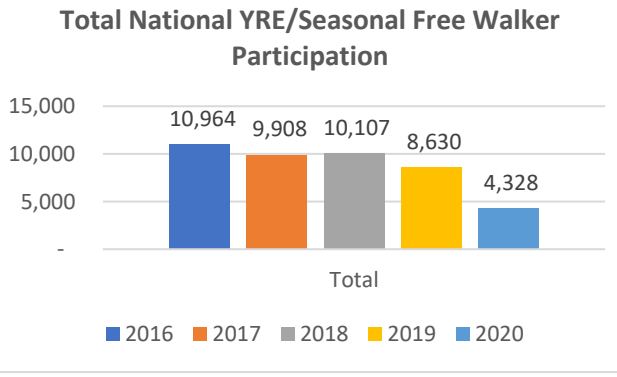


## 2016-2020 Participation

Total # of YRE/Seasonal Participants by Region					
Region	2016	2017	2018	2,019	2020
Atlantic	13,941	13,420	12,318	12,317	12,566
Mid-America	5,803	5,221	5,546	5,111	4,674
North Central	6,255	6,430	4,946	4,894	6,030
Northeast	4,308	4,481	3,378	5,309	2,872
Northwest	17,211	15,414	17,101	17,047	17,630
Pacific	9,335	7,997	9,374	7,495	6,508
Rocky Mountain	1,992	3,160	2,307	2,126	1,386
South Central	6,678	7,726	5,686	4,943	4,364
Southeast	8,797	8,648	8,303	7,723	6,778
Southwest	7,044	6,197	5,944	5,012	5,805
<b>Total</b>	<b>81,364</b>	<b>78,694</b>	<b>74,903</b>	<b>71,977</b>	<b>68,613</b>

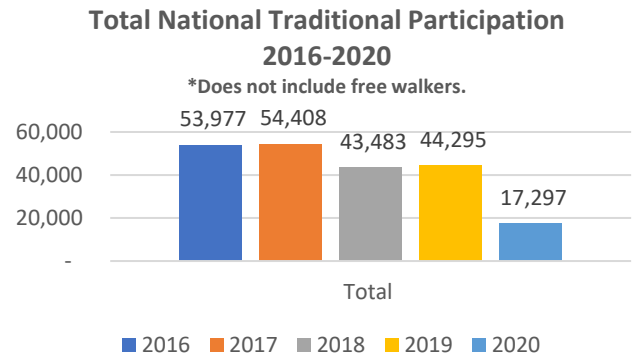


Total # of YRE/Seasonal Free Walkers by Region					
Region	2016	2017	2018	2019	2020
Atlantic	742	588	605	456	209
Mid-America	141	165	189	82	73
North Central	52	28	38	19	11
Northeast	337	275	151	182	112
Northwest	5,760	5,351	5,936	5,210	1,895
Pacific	2,126	1,944	2,061	1,633	1,365
Rocky Mountain	184	200	68	73	56
South Central	142	125	87	56	16
Southeast	1,102	924	753	643	409
Southwest	378	308	219	276	182
<b>Total</b>	<b>10,964</b>	<b>9,908</b>	<b>10,107</b>	<b>8,630</b>	<b>4,328</b>

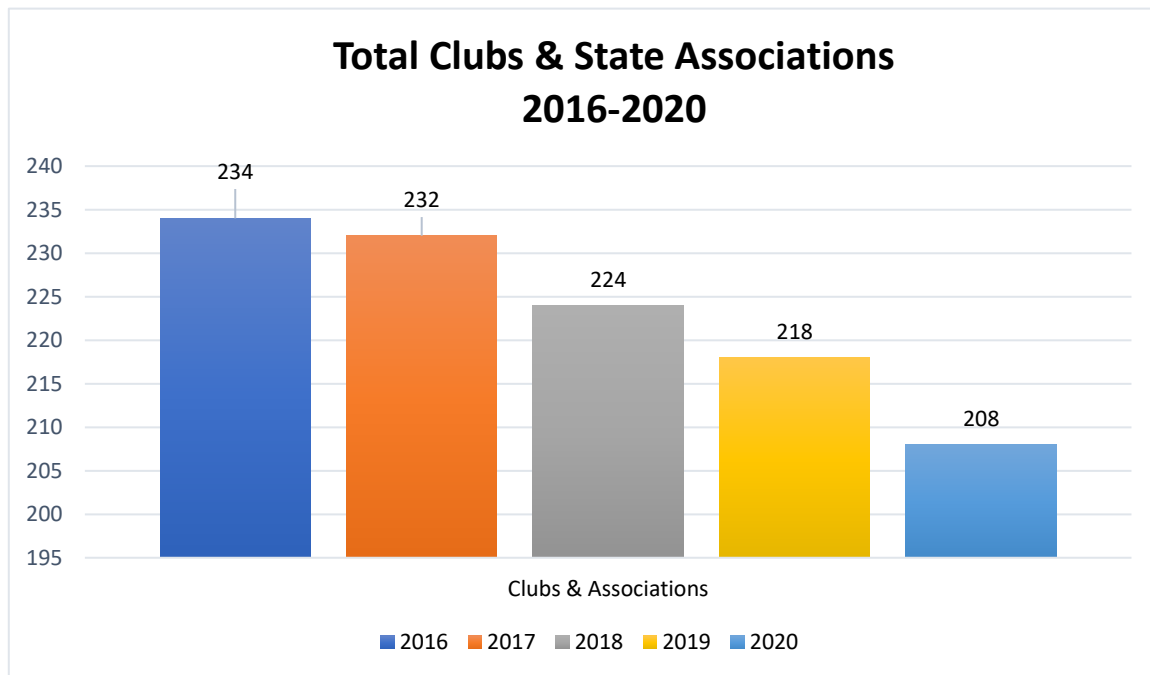
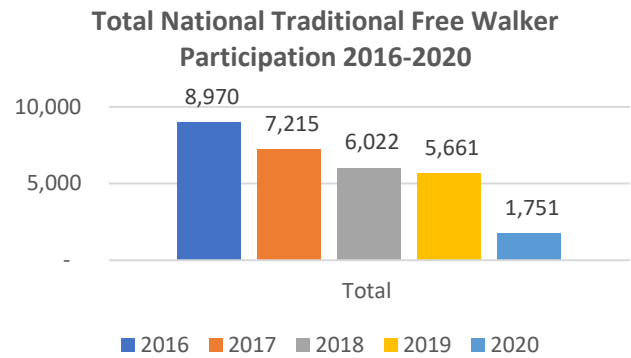


## 2016-2020 Participation Cont'd

Total Number of Traditional Participants					
Region	2016	2017	2018	2019	2020
Atlantic	8,374	7,171	5,860	5,247	1,590
Mid-America	5,489	4,884	4,119	2,966	928
North Central	16,726	17,109	13,255	12,787	5,700
Northeast	2,006	2,279	1,858	5,207	1,189
Northwest	7,897	6,302	6,617	7,137	1,721
Pacific	3,007	2,199	2,272	2,478	728
Rocky Mountain	895	4,457	840	760	254
South Central	2,193	2,070	1,938	1,435	841
Southeast	2,058	2,213	2,114	2,212	1,446
Southwest	5,332	5,724	4,610	4,066	2,900
<b>Total</b>	<b>53,977</b>	<b>54,408</b>	<b>43,483</b>	<b>44,295</b>	<b>17,297</b>



Total Number of Traditional Free Walkers					
Region	2016	2017	2018	2019	2020
Atlantic	1,132	1,221	852	599	93
Mid-America	544	462	349	351	188
North Central	79	48	38	40	0
Northeast	156	154	105	100	37
Northwest	4,714	3,391	3,244	2,523	677
Pacific	1,334	1,030	787	895	337
Rocky Mountain	407	383	417	996	355
South Central	177	128	92	74	18
Southeast	383	366	125	79	45
Southwest	44	32	13	4	1
<b>Total</b>	<b>8,970</b>	<b>7,215</b>	<b>6,022</b>	<b>5,661</b>	<b>1,751</b>



## AVA appreciates the support of our members, clubs, organizations, and individuals who made donations from June 1, 2019 to May 1, 2021

Aguirre, Nelli	Garcia, Sarah A.	Lynn, Kenneth & Teresa	Reed, Patricia
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*Victor shaff  
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Arleen "Lee" F. Welsch*

*Marvin Stokes  
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*Pat Fenix  
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## Silent Auction Donors!

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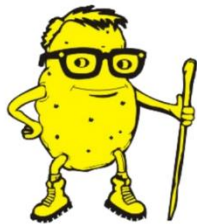


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