

The official voice of the American Volkssport Association

America's premier noncompetitive sports organization

Volume 25, Number 10

www.ava.org

October 2016

*Happy
Halloween* 



NEC Committee Updates



Awards - Linda Neu, Chair



**15th Annual
US FreedomWalk Festival**
An international Walking challenge
October 14-16, 2016

3 days of Fun, Fitness and International Friendships.
Come walk with us to Sweden, our host embassy
for a great adventure!
www.usfreedomwalk.org



Volksmarching at its BEST
American Volkssport Association

Click image to visit website.

[Click here for brochure.](#)

Time is ticking away, you have until November 1 to send in nominations for National awards. Nominations must be sent to your RD for IVV Honors award, Hall of Fame, Distinguished Achievement, Ted Ballman Memorial Youth Award, Trailblazer award. Nominations Presidents award should be sent to the president.

Think about people, that are deserving of an awards, and send in the form today. The Recognition Awards Program has changed since the last convention.

The Award of service no longer exists. The new award is the Commendable Service award. This award can be given at any time to a person, providing excellent service, to our organization. This does not require any amount of service time.

Programs Committee—Debra Kruep, Chair



The Program Committee is looking for one AVA club to host the Girl Scout Walk Together Patch Contest for 2017-2018. Hosting the patch competition helps bring scouts to your club's Walk Together event. Everyone wants to earn a patch created by someone they know! The last several years have been hosted by the Midwest. I would love to see a club from another area of the country take advantage of this opportunity. To find out more information on how your club can host the competition contact the committee chair, Deb Kruep at debmarkkruep1@yahoo.com.

Publicity Committee—Andy Bacon, Chair



LET THE “GENIE OUT OF THE WALK BOX”

If I have heard it once, I have heard it hundreds of times, what is AVA? As I am walking along a marked trail at a traditional walk with my club, I am asked, “What are you doing?” “What are all these markings?” “How long is the walk?” Most people just do not recognize who we are, or what we do.

It is time for us to consider letting the “Genie out of the Walk Box.” One of the goals of our Strategic Plan calls for National Publicity Campaign. To this end as Chair of the Publicity Committee I am building the capacity of publicity committee with the mandate to provide a greater national recognition and “branding” for our Association. Our goal is to gain broader national identification of the vision and mission of our Association.

Are you ready for the positive interactions that are going to take place as a result of a broader identity in our country? Local clubs can and will benefit; however, a national publicity campaign never takes the place of a local club publicizing their local activities. The benefits include a broader recognition of our mission as AVA, a familiarity with our events and potential inquiries into our activities.

Today, you can help! I am looking for qualified volunteers willing to serve on the Publicity Committee whose task is to develop a publicity/communications plan at a national level. We have an opportunity to increase awareness of AVA as a national association and I invite you to be part of it. Specifically, I am looking for a broad base of volunteers who have:

- Experience in public relations, marketing or communications

- Work collaboratively with others

- Familiarity with national, regional and local media methods, outlets and sources

- Competence in the use of technology for interacting with others

We are a national association so providing a broad base of input to our publicity program is key. If you are ready to let the “Genie out of the Walk Box”, and have time to commit to this opportunity, then please contact your regional director or me, Andy Bacon at [phone 571.345.8301] or bacon.arthur@gmail.com. Let us know by October 15 that you are available and willing to begin the task of a national publicity campaign. Thank you for all you do for AVA!



AVA Best Practices—On Publicity

Across the nation (seriously, Maryland to Hawaii) the word is to publicize events 3 months out. This is most easily accomplished on websites, through emails, and regular publications. The California Volkssport Association (CVA) publishes a quarterly magazine with a column devoted to each Traditional event and listing all YRE's and seasonals in the state. Washington and Oregon clubs jointly use a newspaper format and distribute copies to libraries and businesses as well as those already involved in walking clubs. Such forward publicity gives folks time to plan their participation and even link walking to family visits and vacations.

2017 Elections/Nominating Committee Chair—Glen Conyers

As we approach the 20th Biennial Billings Montana convention in June of 2017, we must remember that we are also approaching the election of officers for the upcoming new term. Positions open are President, Vice-President, Secretary and Treasurer.

This is when you as an AVA member choose to run for a national office. Look at yourself and the services you have provided to your club, state and region. Are you ready to stand up and say "Elect me. I am qualified to serve you as a National Officer." It is easy to sit back and criticize. This may be the time you step forward and make a difference.

Your Nominating Committee is a group of interested AVA members who volunteer their time to serve on this committee. Their purpose is to assist the candidates seeking office to understand the time lines and procedures to seek an office.

Nomination Letters of Intent and Candidate Packages will be due in December in time for inclusion in the next TAW. Further details and precise schedule will be provided in upcoming TAWs and Checkpoint.

National Special Programs—Susan Medlin, Chair



San Antonio hosts: *Saddle Up for the Texas Trail Rodeo*

Fall weather is slowly starting to arrive, and we are polishing our spurs and dusting off our cowboy hats in San Antonio in preparation for our first IML-prequel, 24-26 February 2017. We will host this 3 day walking event each February for the next 3 years, as we work toward IML accreditation. We can't give IML credit in 2017, but all walks are AVA sanctioned. Our own Computer expert Hector created an awesome image for our event. Join us here in San Antonio as we build this international walking event, which showcases our beautiful and endlessly entertaining city.

[Click here for brochure with preregistration from.](#)

AVA National Office Team

Awards and Membership Coordinator—Karen Winkle



To view the Monthly Comparison Chart for the Total Number of Awards processed [click here.](#)

Events Coordinator—Marie Bedley

- The Annual Financial Report and e-postcard filing confirmation deadline is November 16, 2016. Please submit these reports to events@ava.org.
- The update Officer information online deadline is November 15, 2016.
- The 3rd Quarterly Reports are due October 31, 2016. All reports submitted after this date are past due and subject to late fees.
- Event stamps for Seasonal walks that have ended and were not renewed for 2017 must be returned to the National Office.

Information and Technology Specialist—Hector Hernandez

Photo Contest—Starting Point Book

Congratulations to our winners of the photo contest!!! After going over all 25 of the submitted pictures we finally narrowed down to the top two. The winner of the front cover is Robert Mason with his vibrant walk along the dock in Toledo, Oregon. Carolyn Warhol came in 2nd place with her shot of friendship on the trail.

The National Office thanks everyone who participated once again.



Walks to remember

Every club has a famous walk. What's your club's famous walk coming up for the month of November? Email your walks information to hector@ava.org so we can help you market your walk.

Starting Point Changes

Please remember to make all changes within your ESR and then send to Marie, I update the website weekly. Email changes to marie@ava.org.

Click here for this months [Starting Point Changes](#)

Reminder:
Starting Points Books
are available for
pre-order until
October 15.

To get to the Starting Point pre-order form please click image. For more information call Theresa at (210) 659-2112.

Communications—Samanta Sanchez

Shop Online and Support AVA

With the Holidays right around the corner make sure you get the best deals by shopping with Goodshop and Amazonsmile. When you're shopping with Goodshop or Amazonsmile, you're not only saving money for yourself, but you are also raising crucial funds for the American Volkssport Association.

Sign up for Goodshop by going to https://www.goodsearch.com/login?return_path=%2Finvite-friends. Your user profile will help keep track of the amount

you've raised. Select **American Volkssport Association— AVA** from the participating organizations and begin shopping. At no cost to you, a portion of all eligible purchases will go to your chosen cause. 100% of the donation amount displayed on merchant's Goodshop page will go to the charity or school of your choice. *(We hope it is AVA!)*

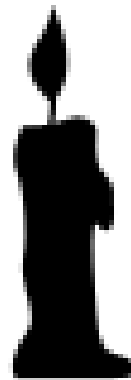


Shop at <https://smile.amazon.com/> and 0.5% of your eligible amazonsmile purchase will be donated to AVA directly from Amazon! Simply sign in or create an account, select **American Volkssport Association, Inc.— Universal City** as your charity of choice and begin shopping. It's that simple!

Convention News

Due to all the rooms being reserved at the Billings Hotel and Convention Center, we are looking at blocking an additional set of rooms for June 6-9 at a nearby hotel. If you are still looking for rooms, please email samanta@ava.org for more information; include the number of nights and dates you would be interested in. We would like to have an estimate of how many additional room nights are needed to try to get a discounted group rate. Stay tuned for hotel updates on [Facebook](#) and the [Convention Website](#).

Thank you and Happy Trails!



AVA's Executive Director's Update—Henry Rosales

2017 Convention Update-Club Exhibit Tables and Paid Sponsorships



If your club would like to host an exhibit table or send literature to be displayed at the convention in Billings please contact Sherry Sayers at ChairPerson@2017AVAConvention.org

The tables are free for all State Associations and Clubs on a first come first serve basis.

If you know of any other individuals or organizations who might be interested in purchasing a table or sponsorship for the convention feel free to send them the attached sponsorship information.

[Click here Sponsorship form](#)

2019 Convention Planning in the Works as the Search for New Convention Ideas and Best Practices Continues...

A work group has been formed to explore ways to improve the convention platform and selection process for 2019. A convention plan will be presented to the NEC in January 2017 for recommendations and approval. A draft of this plan will be shared with AVA members prior to the January NEC meeting for input and feedback.

Some of the areas the convention plan will address are a formal application and equitable selection process as well as baseline criteria for host venues, workshops, AVA events, exhibitors, keynote speakers, marketing, and entertainment. The plan will also address how to better finance the convention through registration fees, corporate sponsorships, in-kind contributions and other funding sources so convention costs are more reasonable for our members and the general community. The roles and responsibilities of the host site/club(s) and the National office will also be addressed.



The goal is to have a formal bid process/application ready to send out to state associations, clubs, organizations and other interested parties sometime in late February 2017. The application will outline base criteria sought in order to host the convention. Applications will be reviewed by the work group and the highest rated will be invited to present to the membership during the June 2017 Convention for their vote. The rating process is yet to be determined.

If you would like to be receive the convention application once it has been released or if you have any ideas or best practices you want to share with the planning group please email your comments to henny@ava.org

FINANCE (Unaudited Report)

Audit Update-Last year's audit (2015-2016) is being conducted by Armstrong, Vaughan and Associates. It is scheduled for completion by the end of October.

2016-2017 Organization Budget-To view the 2016-2017 annual organizational budget [click here](#).

Bitesize Updates



Andy Bacon has been appointed as Chair of the Publicity Committee. His committee will be responsible for developing a national campaign strategy.

Regional Director, Susan Medlin is working with the local state association and clubs to host an IML event in San Antonio, Texas in February of 2020.

The program committee, chaired by Debbie Kruep, is researching software applications that will possibly map our walks and sync with our IVV Achievement Awards Program and lots of other cool stuff!

The fund development committee, chaired by Nancy Wittenberg, is also looking at donor development software applications that can be integrated with our financial system.

Support Our National and International Friends!

National

Great opportunity for clubs to get involved.



Call for Presentations

Deadline December 9, 2016

[Visit Webpage](#)

[View/Download PDF](#)



Click image for more information on the National Walking Summit.

[Click here the call for proposals.](#)



****Click on image to enlarge****

Photo by Ray Harper 2015 Mobile, Alabama

C.Kahl aboard John and Debbie Bright's Model "T"



Are you a walker?

Do you enjoy the taste of wine? Come and join us in Canada's best wine producing region, walking and wine tasting, eh!

Four walks! See attached poster for additional information, our website is www.surreytrekkers.com. And remember in Canada our walk fees are only \$2.00 Canadian, eh!

Rick Bortolussi,
President, Surrey Trekkers

PS. If you plan to attend, please confirm by email to surrey.trekkers@gmail.com

Click on image for poster.

Attention Volkssporters

You have been invited to the attend and participate in the 22nd Korea International Walking Festival on October 29-30.

International



한국국제걷기대회

22nd Korea International Walking Festival

[Brochure](#)

[Invitation](#)

Dear Walking Friends,

Enclosed a brochure of Walking events combined IVV(the 3rd Asianpiad) & IML. Thank you for your attention. And If you are interested and could participate in them.

As a Host of us would very appreciate. You may make your registration at our website as below,

[Register here.](#)

Best regards
Chen, Liu Mao-Sung
Chief of Foreign Affairs Section
Chinese Taipei Alpine Association



Click on image for invite



Click image for more information.

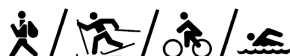


Checkpoint Available Via Email to All Club Members Who Request It

To receive an electronic copy of the Checkpoint send us an email to the attention of Samanta requesting that you be put on our distribution list for the Checkpoint. Please note on the subject line: Request for Checkpoint. Send your request to Samanta at samanta@ava.org.



Fun, Fitness, Friendship



The American Volkssport Association

The Mission of AVA is to promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.

