



# BEN MCDONALD

## DILEMMA SPECIALIST & BRAINSTORM SAGE

The Dilemma Specialist's mission is to identify and de-escalate any crises or issues that may exist within a company.

A Brainstorm Sage helps create, adapt, implement, and train teams or individuals on new company policies.

### EDUCATION

**ROCHESTER INSTITUTE OF TECH.**  
PHOTOGRAPHY MAJOR

**BAPTIST BIBLE COLLEGE**  
Majored in Pastoral Studies  
w/ minor in Anthropology

### SKILLS

- Problem Solving
- Teaching/Coaching
- Photography
- Videography
- Scripting Copy
- Design Layout
- Strategy Development
- Marketing Design
- Public Speaking
- Market Investigation
- Product Development
- Sales Training

### RECREATION

- Traveling around the U.S. and the World
- Walking and discovering cities
- Making & discovering craft beer

### EXPERIENCE

2015 **BEEROTAKU, FOUNDER. CREATOR**  
WEB DESIGN, SALES, COMPANY SYSTEMS

- Developed effective strategies, and language to communicate with clients.
- Taught clients better marketing skills, than marketing companies they hired.

2017 **AMERICAN AIRLINES CUSTOMER SVC**  
FRONT DESK, GATE, BSO SERVICE

- Tasked to fix customer's problems during high stress situations.
- Tasked to find customers missing valuables (phones, tablets, luggage)

2016-2018 **METROPOPS.COM COUPON MARKETING**  
PARTNER & CO-FOUNDER

- Tasked to develop competitive products to bring to our market.
- Edited videos and photos for company brand, and social media posts

2013-2014 **CROSSMARK STAFFING SAM'S CLUB**  
TEAM LEADER of 20 member crew

- Studied management training then adapted info to then train staff.
- Would train staff on approaching customers and selling client's products.



# America's Walking Club BOARD MEETING



EXECUTIVE DIRECTOR'S BRIEFING  
OCTOBER 20, 2020

# STATEMENT OF CASH – SEPTEMBER 30, 2020

OPERATIONAL/UNRESTRICTED	\$91,458
RESTRICTED/OSB	\$23,885
RESTRICTED/MM	\$41,983
RECEIVABLES	\$7,121
INVESTMENTS	\$450,394

*\* VIRTUAL COVID-\$495/149*

*\* APPALACHIAN-\$10,960/\$329*

*BIG GIVE-\$103,760 (118 CLUB DONORS/712 INDIVIDUAL DONORS/DUPLICATED)*

# ACCEPTANCE OF NEW, DEACTIVATED CLUBS

## New Clubs

SC Region

Gold Boot Walkers

NE Region

Germania of Poughkeepsie Volkssport

## Deactivated

NW Region 06-AVA-0455 Eugene Springfield Mossback Volkssport

8/11/2020

NW Region 06-AVA-0530 Border Crossers

9/15/2020

SW Region 11-AVA-0350 City of McAllen Parks & Recreation Dept.

9/15/2020

RM Region 08-AVA-0519 Madison County Volkssport Club

10/07/2020

## Pending Closure

\*RM Region 08-AVA-0436 Golden Spike Striders

\*RM Region 08-AVA-0731 Gadabout

\*NC Region 04-AVA-0102 Lincoln Volkssport Club, Inc.

\*NW Region 06-AVA-0679 Turnaround Trekkers

\*NW Region 06-AVA-0695 Yachats Coastal Gems Volkssport Club

\*MA Region 03-AVA-0397 Lebanon Cedar Cruisers

\*NC Region 04-AVA-0032 Red River Volkssport Association

## Reasons for Closing

- Lack of interest & participation
- Decline in membership
- Unable to recruit new members and officers
- Aging members
- **Lack of activity, RD and State Association requested club closure**

Attachment 2-3

Total clubs to date: 203 clubs (includes State Associations, new clubs and pending closure clubs).

# FACILITY MOVE UPDATE

Current Lease Expires - December 31, 2020

Projected Move Date – Second and Fourth weeks in December

New Location – Downtown/Central San Antonio or New Braunfels

Location Selection Criteria:

Welcome, Visibility, Foot Traffic, High Density, Complimentary Businesses/Organizations, Parking, Cost, Reflects Who We Are and What We Do

Approximate Move Cost - \$3,000 - \$5,000

Attachment 2-4



# OTHER UPDATES

**AVA Relocation – Dec. 14, 2020**

**Stamp Shipping – Nov/Dec**

**Extra Stamp Cost - \$5.00**

**Facebook Linking of Pages**

**Waiver for Minors under age 18**

**Draft 2021 Budget – Dec. 2, 2020**

**Starting Point Books – Jan. 2, 2021**

**Convention Ctr. – Global Biorisk  
Advisory Council Accreditation  
(GBAC) Cleaning industry's gold  
standard for prepared facilities**

**Convention Registration – Nov. 1st**

# QUESTIONS?

Henry Rosales, AVA Executive Director

October 20, 2020

Attachment 2-6

