

**AVA: America's Walking Club
XXII Biennial Convention
Concourse Hotel
Madison, Wisconsin
June 30 and July 2, 2021**

Call to Order: Chair David Bonewitz called to order the 22nd General Membership Meeting of AVA: America's Walking Club at 2:20pm CDT, June 29, 2021

Opening Ceremony: Pledge of Allegiance

Welcome by Mr. Joe Parisi, Dane County Executive: Mr. Parisi's leadership brought Dane County through the pandemic and allowed AVA to gather in Convention, the first large group to meet at the Madison Monona Terrace Convention Center since the pandemic began. Mr. Parisi welcomed participants to enjoy the area in a healthy way, noting that Dane County committed early on to keep parks open to help residents maintain good physical and mental health. Normally, Dane County parks get 3 million visitors a year. During the pandemic year, the parks saw over 4 million visitors. In addition to the parks, Madison boasts fine urban architecture with the capitol and the University of Wisconsin. Board Chair David Bonewitz presented Mr. Parisi with Convention memorabilia.

Credentialing Report: Cecilia Miner, Secretary

There are 187 individual clubs and 10 state associations for a total of 197 clubs in good standing. One hundred forty delegates/proxies have been credentialed. There are 10 regional directors and 4 officers, of which 13 have been credentialed.

A total of 153 have been credentialed as of June 30, 2021. We have a quorum.

The credentials report was accepted on a voice vote.

Welcome and Introductions:

Introduction of national leadership team: Nancy Wittenberg (Vice Chair), Cecilia Miner (Board Secretary), Mike Green (Atlantic RD), Bob Buzolich (Mid America RD), Butch Spaulding (North Central RD), Chris Mellen (Northeast RD), Tom Baltes (Northwest RD), Carl Cordes (Pacific RD), Sherry Sayers (Rocky Mountain RD), Lucy Other (South Central RD), John McClellan (Southeast RD), Sammy Hunnicutt

(Southwest RD), Henry Rosales (Corporation President/CEO). Finance Chair (formerly Treasurer) Chase Davis was absent. Also in attendance were Erin Grosso, AVA Finance Director, and Lesly Villanueva, Intern and Outreach. In the audience were two past AVA Presidents, Shirley Lindberg and Dennis Michele.

Address by Lauren Nunn, Development Associate from the National Pediatric

Cancer Foundation: Ms. Nunn led off by stating National Pediatric Cancer Foundation (NPCF) is happy to partner with AVA. She continued by describing how pediatric cancer patients differ from adult ones. In particular, there is a lack of child-specific cancer drugs, so pediatric cancer patients are treated with adult drugs that increase their chances of developing complications in adulthood. As a result, the NPCF focuses on raising awareness and raising funds specifically for pediatric cancer treatment. The NPCF offers to help clubs put on walks that spread the word about pediatric cancer. Board Chair Bonewitz presented Ms. Nunn with Convention memorabilia.

Additional international introductions: David introduced Dolores Grenier, Vice President of the International Marching League Pan-Pacific Region, who was in attendance. David Hall, President of the Canadian Volkssport Federation, and Graham Fawcett, IVV representative from Canada, sent regards but could not travel due to pandemic restrictions. The IVV President will call Friday via Zoom.

Adoption of Meeting Rules: (Attachment 1). Board Chair Bonewitz noted Robert's Rules are in effect. In this meeting, no one may speak twice until all those who request to speak have had an opportunity, and no one may speak more than twice on any question. Overall debate on a question is limited to 20 minutes unless there is a call from membership to close debate early.

Meeting rules adopted on voice vote.

Adoption of Agenda: (Attachment 2)

Corrections:

- A color guard was not available.
- The Treasurer's Report will not take place (item 9). Since the last Convention, AVA moved to an annual budget cycle, so there is no specific budget report due at this time. Budget information is available in the program.

Agenda adopted on voice vote.

Chair Bonewitz noted that the Board served as the minutes-approval authority for the previous Convention, and minutes from this Convention will be approved by the Board at its July meeting.

Necrology: Read by Carl Cordes Pacific Region Director (Attachment 3)

Report of Official Slate of Officer Candidates:

Tom Jackson, Chair of the 2021 Nominating Committee, announced the slate of candidates:

Chair: Nancy Wittenberg

Vice Chair: Susan Medlin

Board Secretary: Cecilia Miner

Finance Chair: Ed McCabe

Chair Bonewitz pointed out that under the revised bylaws, no nominations are permitted from the floor. Voting will occur in the second session, and there will be a meet-the-candidates workshop before then.

Vice Chair's Report:

Vice Chair Nancy Wittenberg reported that although 2020 was difficult, AVA kept her sane, as she could walk everywhere. She appreciated clubs that continued to provide wonderful walks. She also lauded how clubs and individuals came forth to donate over \$104,000 to help keep the lights on at AVA and keep spreading the AVA mission. Please keep in mind the next Big Give on September 23, 2021.

Introduction of 22nd AVA Biennial Convention Committee:

Convention Committee Chair Jerry Wilson noted the Convention Committee was smaller this year but drew on local volunteers for walk development and administration of the silent auction; and RDs Tom Baltes and Sammy Hunnicutt for workshop development. In addition, Pam Wilson headed up the daily newsletter, and Christie Kenyon kept the finances straight. Chair David Bonewitz thanked Jerry Wilson for leading the Convention Committee.

Sponsor Recognition: Chair Bonewitz thanked Convention sponsors:

Madison Sports Commission

Documation

Halo Branding Solutions
National Pediatric Cancer Foundation
America Walks! (workshop)
E3H/GroupWorks
Tater Tours
Dairyland Walkers
Walking Adventures International
Visit San Antonio
Ice Age Trail Alliance

RECESS: 3:10pm CDT, June 30, 2021

Call to Order – Reconvene: 2:23pm CDT, July 2, 2021

Credentialing Report:

Of the total of 197 clubs in good standing, 155 delegates/proxies have been credentialed. There are 10 regional directors and 4 officers, of which 13 have been credentialed. A total of 168 have been credentialed as of July 2, 2021. We have a quorum.

Credentials report was accepted on a voice vote.

Electronic Voting Devices Tested

Agenda changes: Chair Bonewitz introduced a series of speakers.

Ian Thomas, State and Local Director for America Walks! advocated for an increased partnership between AVA and America Walks!

Kevin Holzclaw, Community Engagement Manager, and Spencer Morgan, Chief Community Officer, from Element3 Health stated they enjoyed meeting club members in person to expand the partnership between E3H and AVA.

Mike Green, Atlantic RD, said he was honored to receive the President’s Award, since RDs typically are not eligible for national level awards. He thanked his wife Betty and also thanked IT Committee members Chris Zegelin, Jeff Giddings, and Darrell Neily.

Election of Officers:

The slate of officers was accepted by voice vote. Officers for the term 2021-2023 will be the following:

Nancy Wittenberg, Chair

Susan Medlin, Vice Chair

Cecilia Miner, Board Secretary

Ed McCabe, Finance Chair

Board Chair's Report – State of the AVA Nation: See slides at Attachment 4.

Board Chair Bonewitz described AVA's history and trends, noting that numbers had declined steadily in recent years. He urged all to recognize that a problem existed and added that finances were not the root cause but rather a symptom. As the real problem is the downward trajectory of clubs and participation, change is key to survival. Four years ago, AVA began to embrace change at the national leadership level with a new strategic plan focusing on key areas of mission impact, financial stability, internal operations, and governance and leadership. Then the pandemic hit. The good news is that all of AVA from the National Office to individual club members met the challenge and helped AVA survive.

Reiterating that change is essential for the future, Dr. Bonewitz previewed the 2023 Olympiad. The Board determined that AVA could not support both a standard Convention and an Olympiad in 2023, so instead, Olympiad will become our Convention combined with the Texas Trail Roundup (TTR) International Marching League (IML) event. The combination is expected to draw heavy international participation, since Olympiads now count for IML credit meaning two IML stamps in one week.

For AVA, a consideration is the impact of Olympiad on the 2023 membership meeting. The plan is to have one in-person session of our general membership meeting during the week of Olympiad/TTR. At that in-person meeting, we will likely meet the candidates, hear proposal(s) for the 2025 Convention, and cover any other business best conducted face-to-face. Business will be concluded with an online session of the general membership meeting in June.

Olympiad 2023 will be a first for the Americas, hosting the most prestigious walking event in the world, and will require volunteers from across the country.

Bylaws Amendment to Change Term of Office of National Officers and Regional Directors: Text appears at Attachment 5. Motion was withdrawn after discussion.

Zoom Presentation by IVV President Dr. Giuseppe Colantonio: Dr. Colantonio sent greetings via Zoom due to travel restrictions. He lauded AVA's nearly 200 clubs and 2500 events per year and praised volunteers who contribute their time and other resources. The efforts help fight obesity and depression. He looks forward to meeting again in person in the USA at the 2023 Olympiad.

2023 Olympiad Presentation: See slides at Attachment 6.

The Olympiad Committee Co-chairs are Henry Rosales, Holly Pelking, and Susan Medlin. John McClellan, Olympiad Committee member, and Holly Pelking presented, urging all to attend the 18th IVV Olympiad, February 19-23, 2023, in San Antonio. Committee chairs, committee members, and volunteers of all kinds are needed. Contact olympiad2023@ava.org to volunteer. Details on Olympiad and volunteer skills needed are in the slides.

Presentation of 2021-2023 Board:

Chair Nancy Wittenberg

Vice Chair Susan Medlin

Secretary Cecilia Miner

Finance Chair Ed McCabe

Atlantic RD Jeffrey Giddings

Mid America RD Bob Buzolich

North Central RD Susan Pinneke

Northeast RD Wayne Knapp

Northwest RD Sharon Moats

Pacific RD Carl Cordes

Rocky Mountain RD Steve Sandridge

South Central RD Tom Alyea

Southeast RD Kathryn King

Southwest RD Helen Hull

Incoming Chair Nancy Wittenberg added that regions are becoming more reliant on Deputy Regional Directors. She introduced new DRDs in attendance:

Atlantic DRD Karen Kaufman

Mid America DRD Roberta Allen MA

North Central DRD Ken Johnson

Northeast DRD Carol Giesecke
Northwest DRD Ed Hainline
Southwest DRD Andy Thomas

Audience Comments:

Tim Miner Program Committee – webinars will take a break for July but pick up in August with the graphic designers from Austin Peay. Please send new ideas to him. He would like to see online trailmaster training.

Chris Zegelin, Web developer, IT Committee, has enjoyed interacting with people in person to get ideas. One concept is 100% online digital books. It is technically possible, and the audience showed enthusiasm.

John Ives, TTR, thanked all the volunteers and announced how to turn in the voting devices.

Teresa Kennedy, Empire State Capital Volkssporters, thanked Jerry Wilson for planning a successful convention during a pandemic.

Closing Comments:

Outgoing Board Chair Bonewitz closed with thanks to the people who make it happen today and every day and added we can't thank the sponsors enough. Thanks to anyone who had anything to do with making this convention happen. Thanks to everyone who has served at a leadership level at any level in AVA. Thanks to people who came to the business meeting because they wanted to, even if they didn't have to. Special thanks to Pam and Jerry Wilson, and huge thanks to AVA First Lady Mindy Bonewitz.

For the future, think about the Olympiad. Talk it up. In conclusion, accept change and be an agent of change.

Adjourned: Sine die 4:46pm CDT, July 2, 2021

Respectfully submitted,

Cecilia Miner
AVA Board Secretary

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 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.



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 22nd 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



Necrology List for 2019-2021 Convention

It's easy to walk into someone's life but hard when they walkout.



Alex Niwenizin	Francine York	Judith Pray	Richard Woods
Alice DeVine	Fred Bohmfalk	Judy Mayorga	Risca Edlin
Andrew Knopik	Gary Pittman	Judy Rosendin	Rita Klahr
Andy Knopik	Gaylord Fosdick	Juliann Fritchman	Robert Gazzerro
Anne-Louise Radinsky	George Conrad	Kelly Phillips	Robert Hohl
Annemarie Rehberger	George Kruckenberg	Ken Jackson	Robert Snell
Anthony Rangel	George Snyder	Kenneth Oswald	Robert "Barney" Wagner
Barbara Agee	George Wells	Larry Hall	Roger Pohlemus
Beryl Wolf	Gisela Steiner	Linda Nelson	Roger Polhemus
Betty Anglin	Glenda Chambers	Lorraine Afthim	Rosemary Brennan
Betty Hof	Glenda Tucker	Lucille Messner	Rosemary Scheuring
Betty Jeanne Mazzotti	Grant Flagan	Marcile Riber	Roy Bauska
Bob Kunzmann	Gwen Bess	Margaret Chalmers	Roy Haugen
Bob Schocker	Happy Jackson	Margaret Jean Forster	Ruth Davis-Forse
Bonnie Schaefer	Harrison Billy	Margaret Nicholson	Ruth Kleindorst,
Brenda Weirich	Helen Knopic	Marguerite Pugh	Ruth Regan
Carol Brittain	Helen Wallace	Marie Herring	Sally Ross
Catherine Byrd	Hugh Martin	Marvin Stokes	Sandra Johnson
Charlene Hamilton	Jack Lafeman	Mary Helen Quinn	Sandra Oswald
Charles Osbourne	Jack Reynolds	Mary Jane Brittain	Sarah Lagomarsino
Charlie Gentile	Jackie Burgoon	Mary Seebeck	Shirley Ward
Chuck Soeldner	James B Daniel	Marylou Green	Stan Forster
Clara Fulvio	James Boyle	Matthew Pernick	Stanley Neu
Col. Harry Poarch	James Wangemann	Michael Ellis	Susan Cameron
Connie Cunnigan	Jane Watts	Michael Popolizio	Taylor Chandler
Connie Cunningham	Janice Tate	Mickey Pugh	Thomas Elms
Connie Koerin	Jeff Gibson	Millie Haupt	Tom Spencer
Dan Houser	Jeff Kline	Muffy Betker	Tom Swift
Daniel Robinette	Jerry Williams	Norm Adams	Ursula Brinkman
Darwin Lay	Jesse B Johnson	Pat Ellsberg	Ursula Hess
Dave Muzzy	Jill McLean	Pat Patterson	Valarie Pabst
David Bagley	Joan Ackerman	Pat Reed	Verna (Lohse) Herker
David Block	Joan Grant	Paula Wiesner	Vi Harlow
David Johnson	Joan Henderson	Phyllis Manning	Victor Shaff
David Piersol	John Baird	Ralph Bass	Violet Harlow
Dorothy Weeks	John Burtschell	Ralph Templeton	Violet Sykora
Dot Marshall	John Grant	Ralph Todd	Virginia Troyer
Dr June Holmes	John Schaefer	Rhonda Chandler	William "Bill" Barbant
Emily Koch	Joseph Strausbaugh	Ric Frambach	William Landis
Faylene York	Josephine Trautmann	Rich Bumgardmer	William Nicholson
Florence Paradise	Joyce Bean	Richard Beland	
Frances Hutchins	Judith "Judy" Rosendin	Richard W Bergstrasser	

As of June 10, 2021

STATE OF THE AVA NATION

July 2, 2021

David Bonewitz
Board Chair, AVA: America's Walking Club

Attachment 4



AVA'S MISSION

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



AVA'S VISION

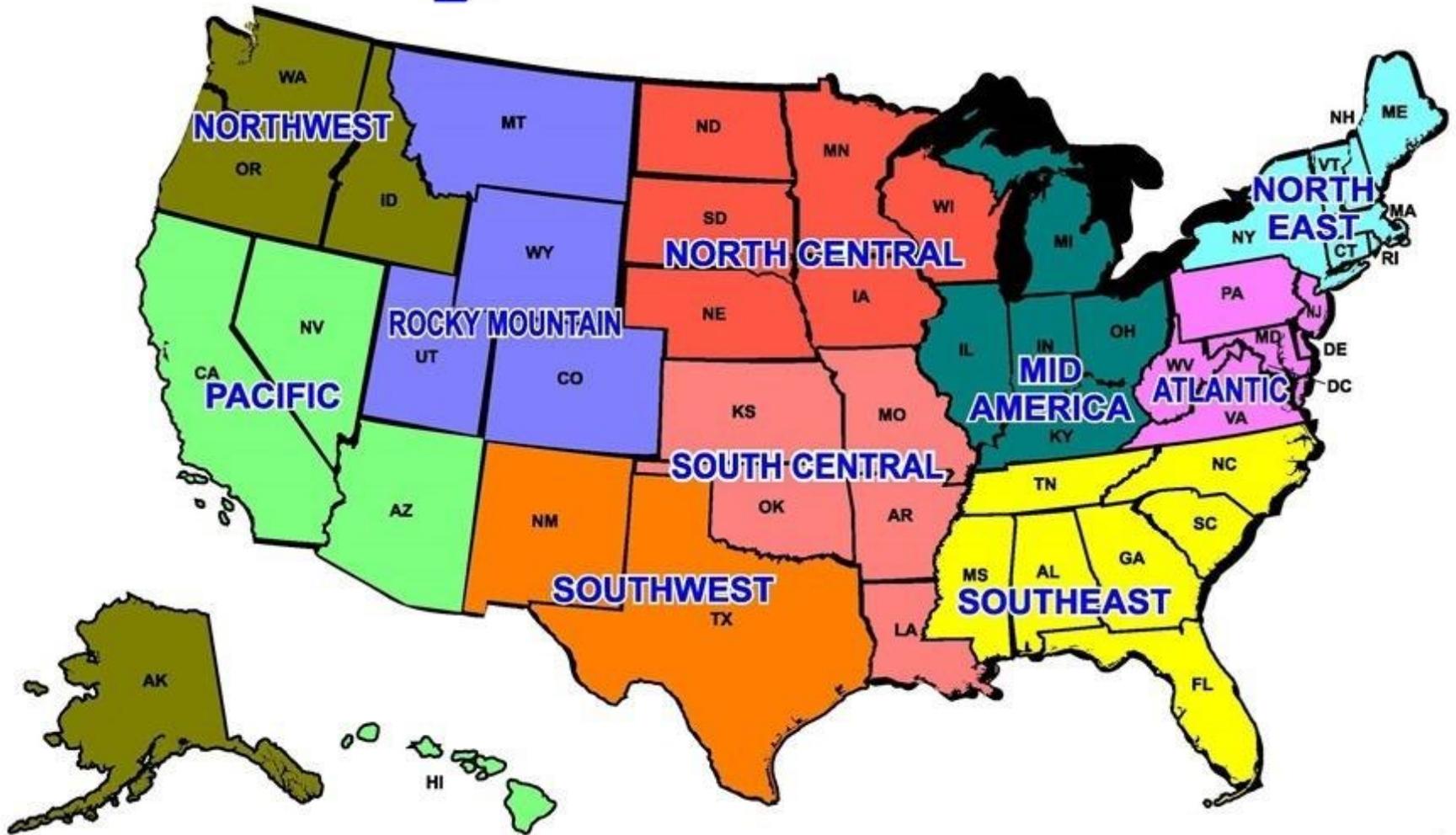
Increasingly engage Americans in lifelong walking and other noncompetitive physical fitness activities.

A BRIEF HISTORY of the BIRTH of AVA

- April 20, 1976 IPS-USA incorporated in Texas
- 1st Volksmarch, June 12-13, 1976 in Fredericksburg, TX (210 participants)
- 2nd IVV sanctioned event, June, 1977 in Fredericksburg, TX (840 participants)
- June 15-17, 1979 1st national convention of volkssporters
 - Name changed to American Volkssport Association
 - AVA became a full member of IVV



REGIONS



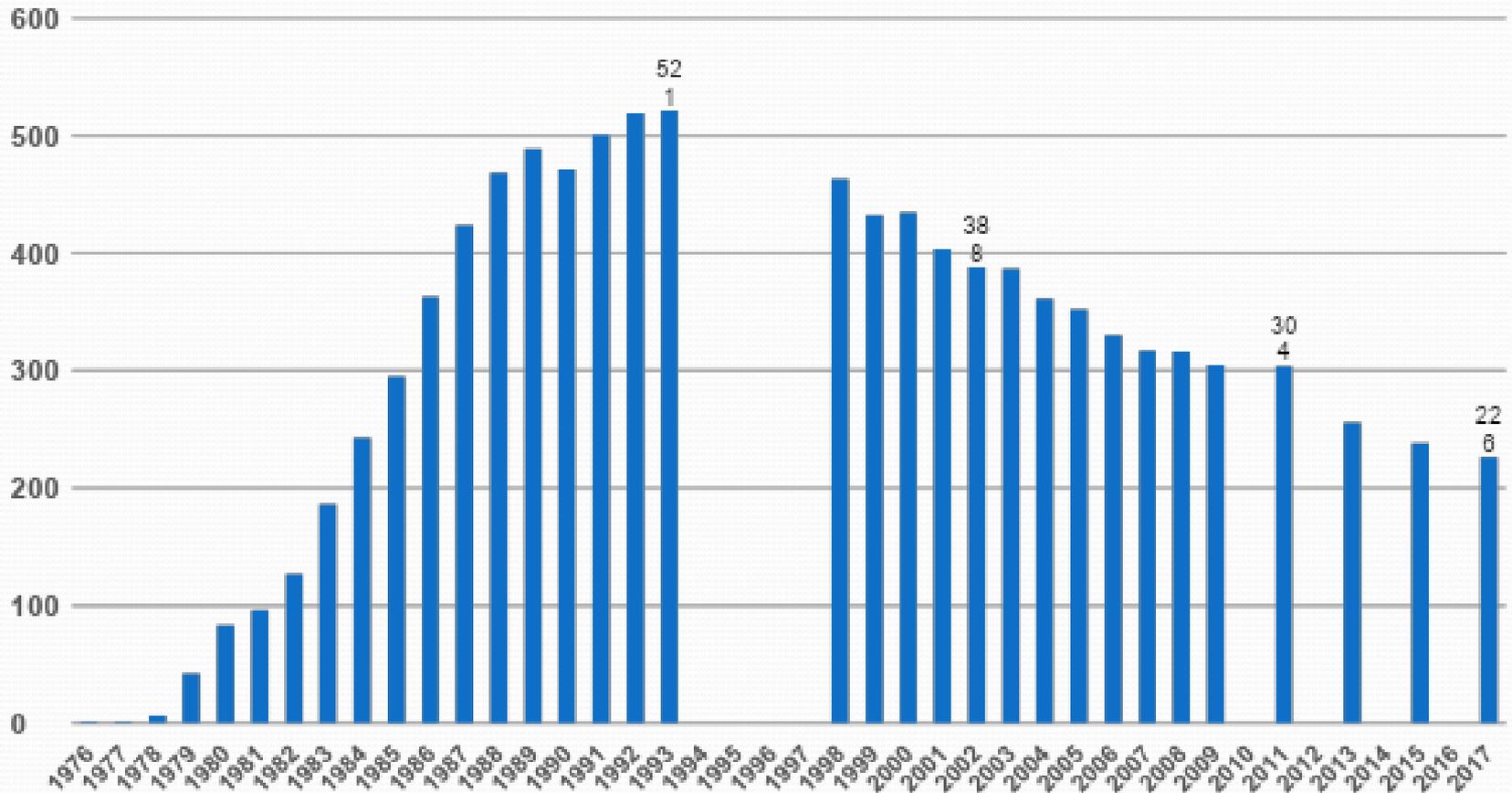


WE HAVE SEEN THE TRENDS

TRENDS - CLUBS

TRENDS - CLUBS

AVA Clubs 1976 - 2017



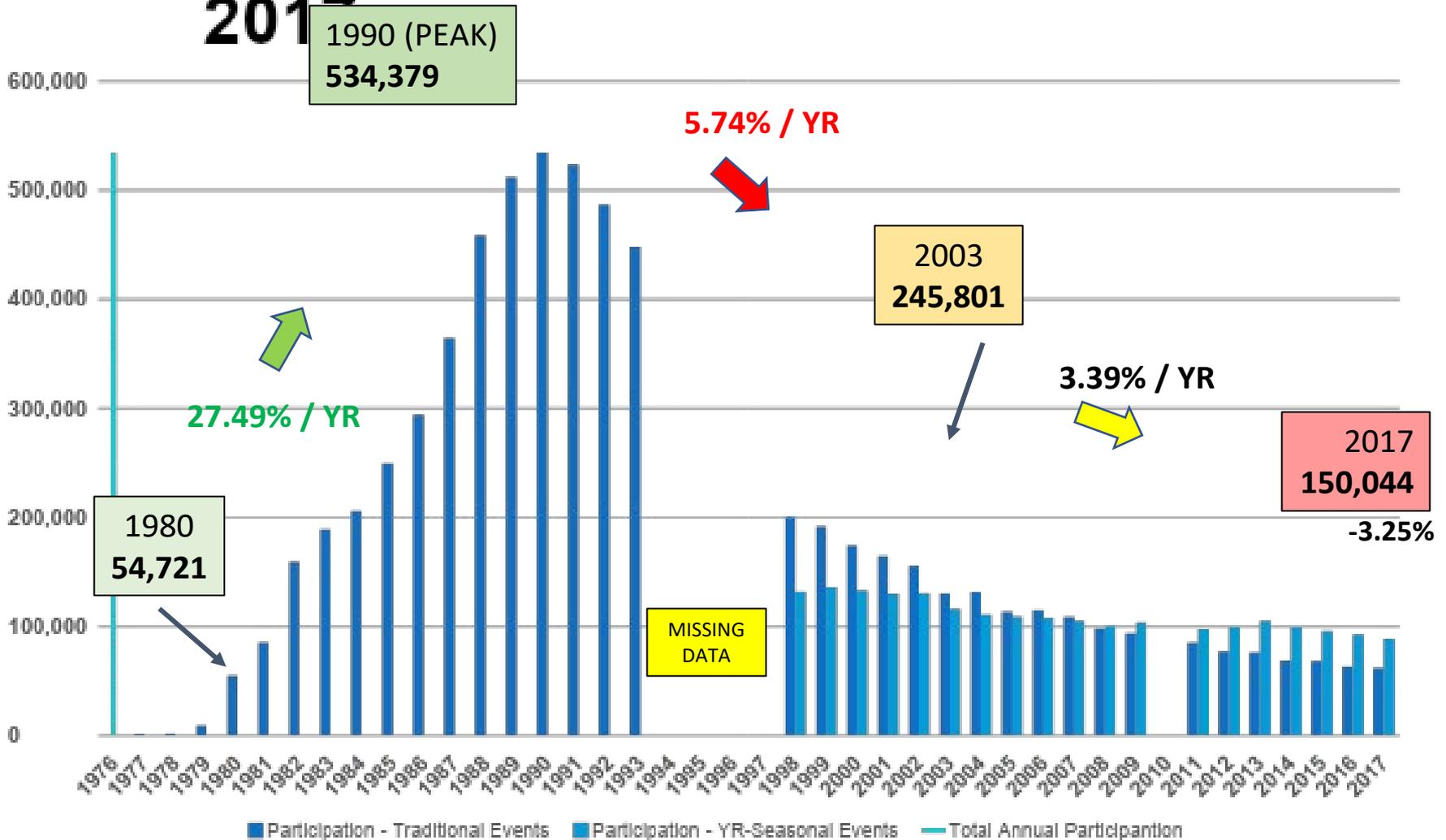
AVA Basic Club Data

CLUB LOCATIONS:

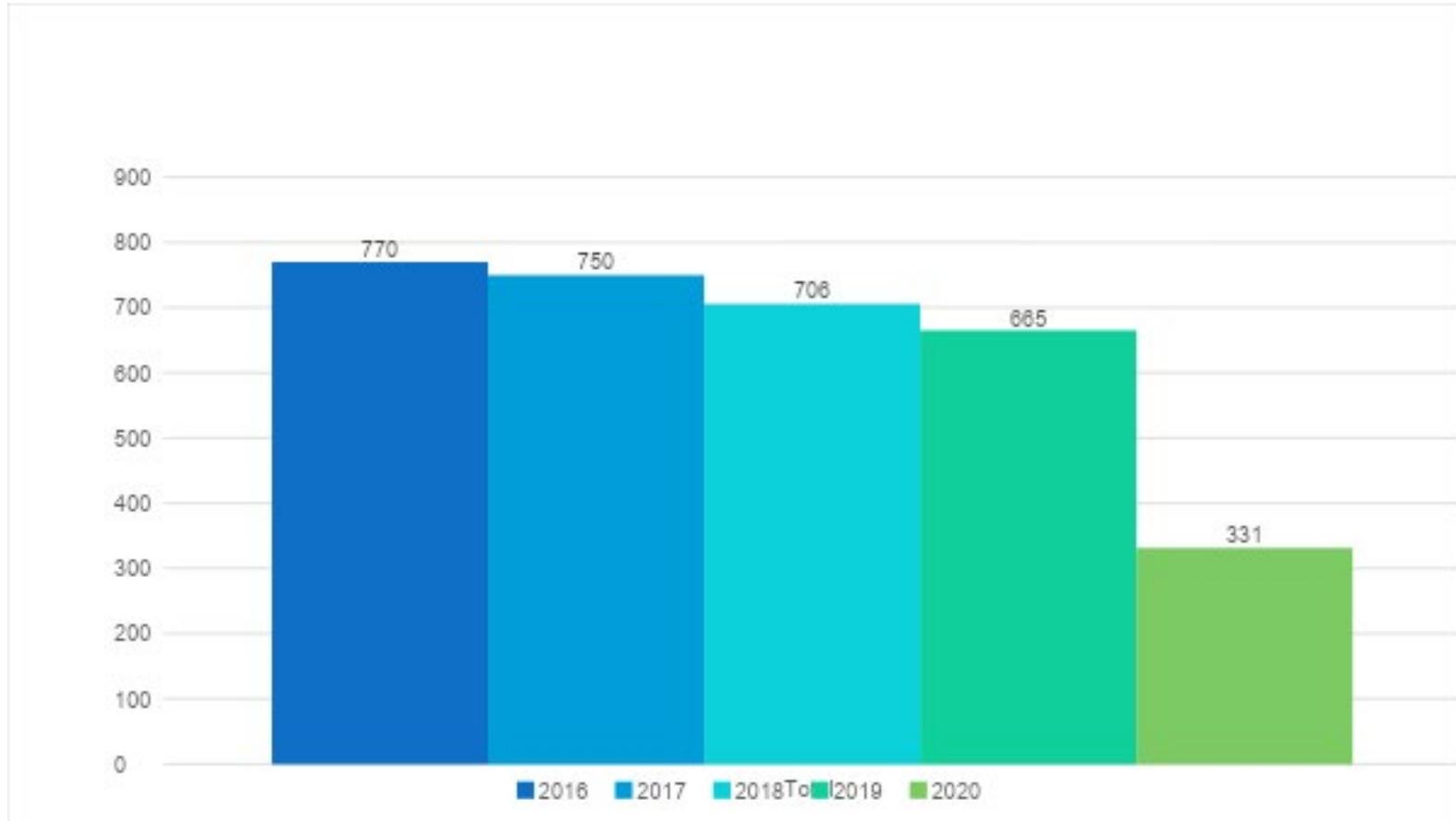
- **States with NO CLUB: (6)** LA, MS, RI, MT, NH, WV
- **States with 1 Club: (16)** AL, AK, CT, DE, GA, HI, ID, IA, KY, ME, NE, NV, SC, VT, WI, WY
- **States with 2 Clubs: (8)** AR, KS, MA, MI, NJ, SD, TN, UT
- **States with 3 or more Clubs: (20)** AZ, CA, CO, FL, IL, IN, MD, MN, MO, NM, NY, NC, ND, OH, OK, OR, PA, TX, VA, WA

TRENDS - PARTICIPATION

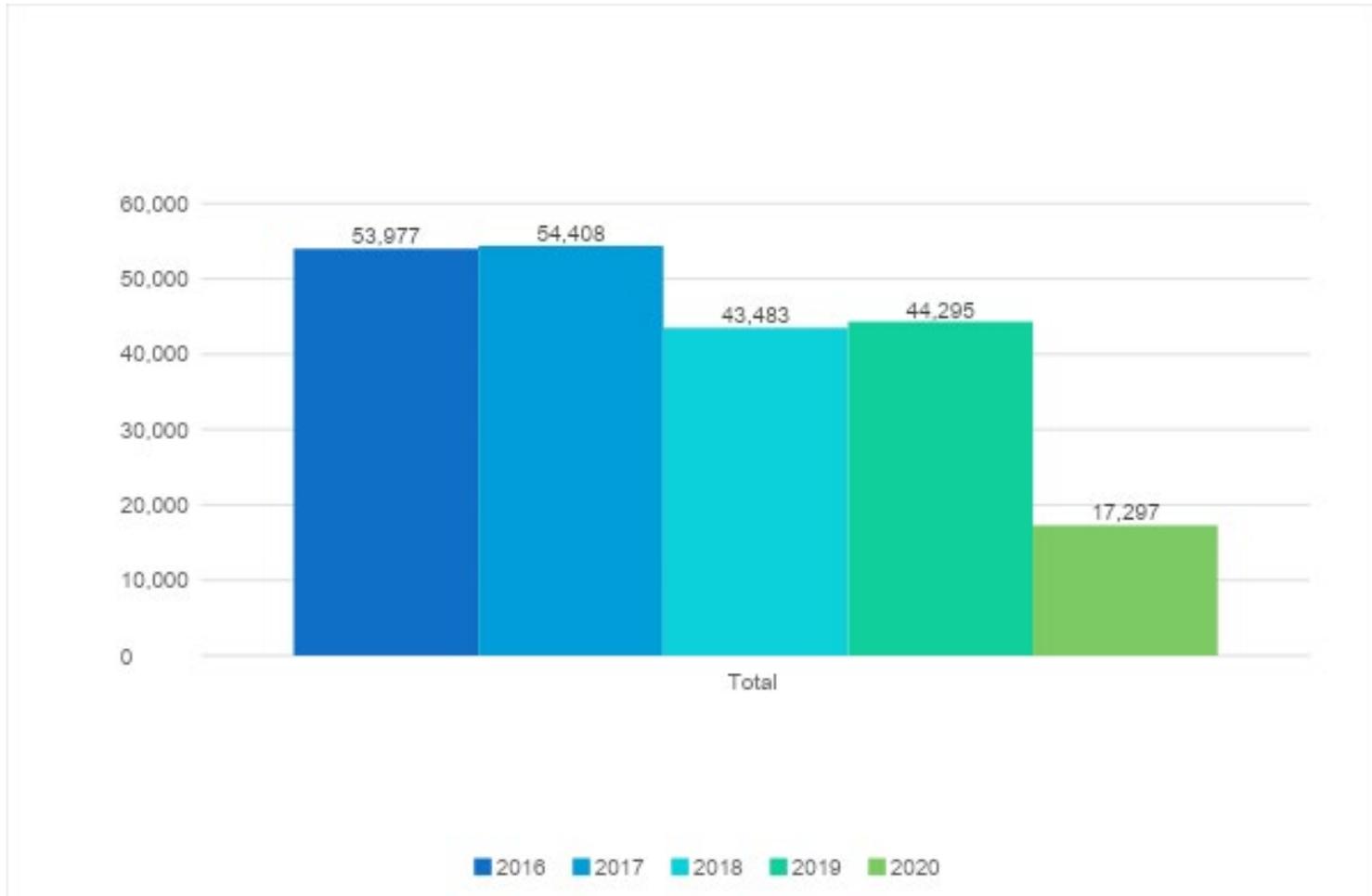
AVA TOTAL EVENT PARTICIPATION FROM 1976 -- 2017



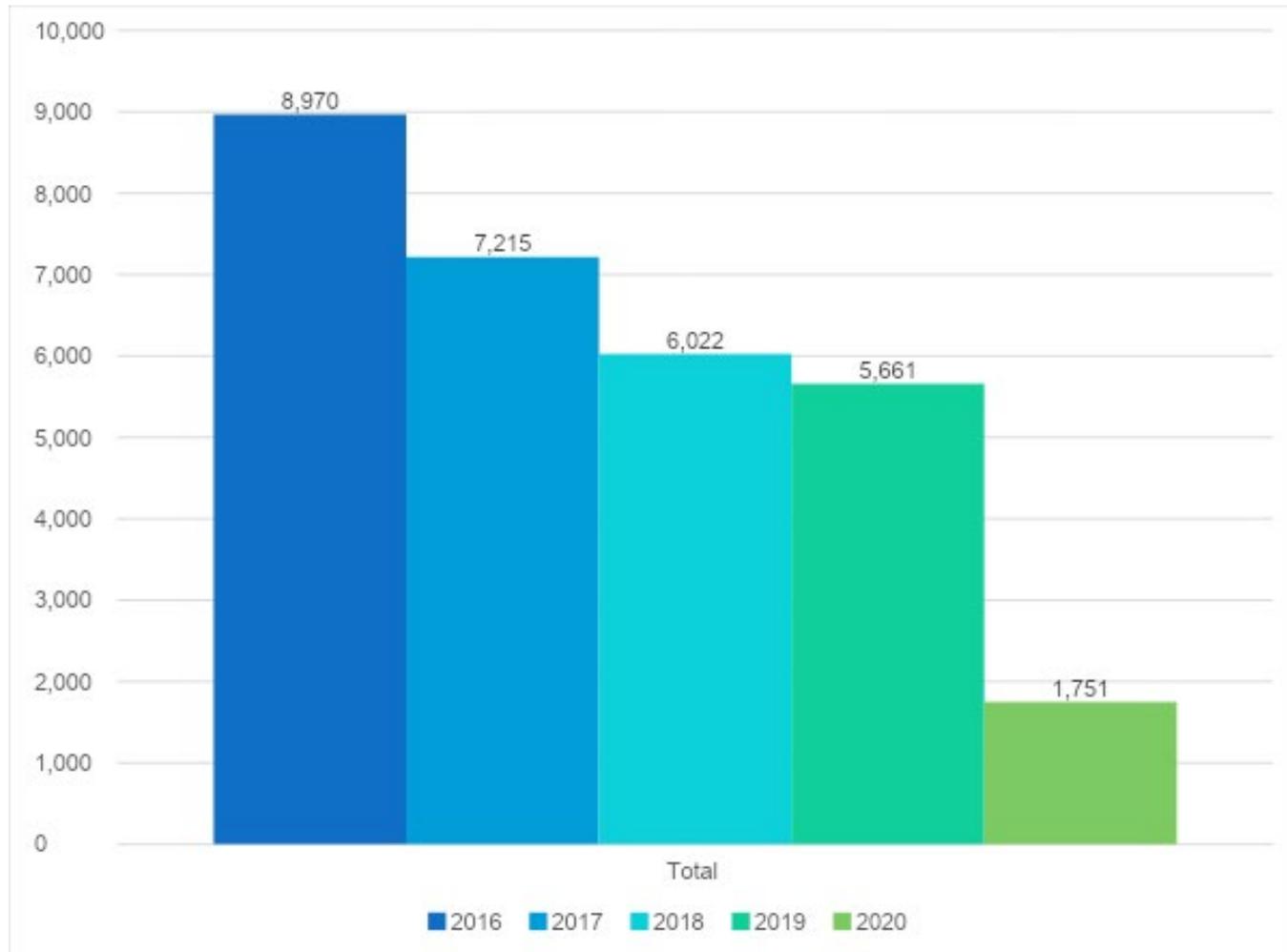
Traditional Events 2016-2020



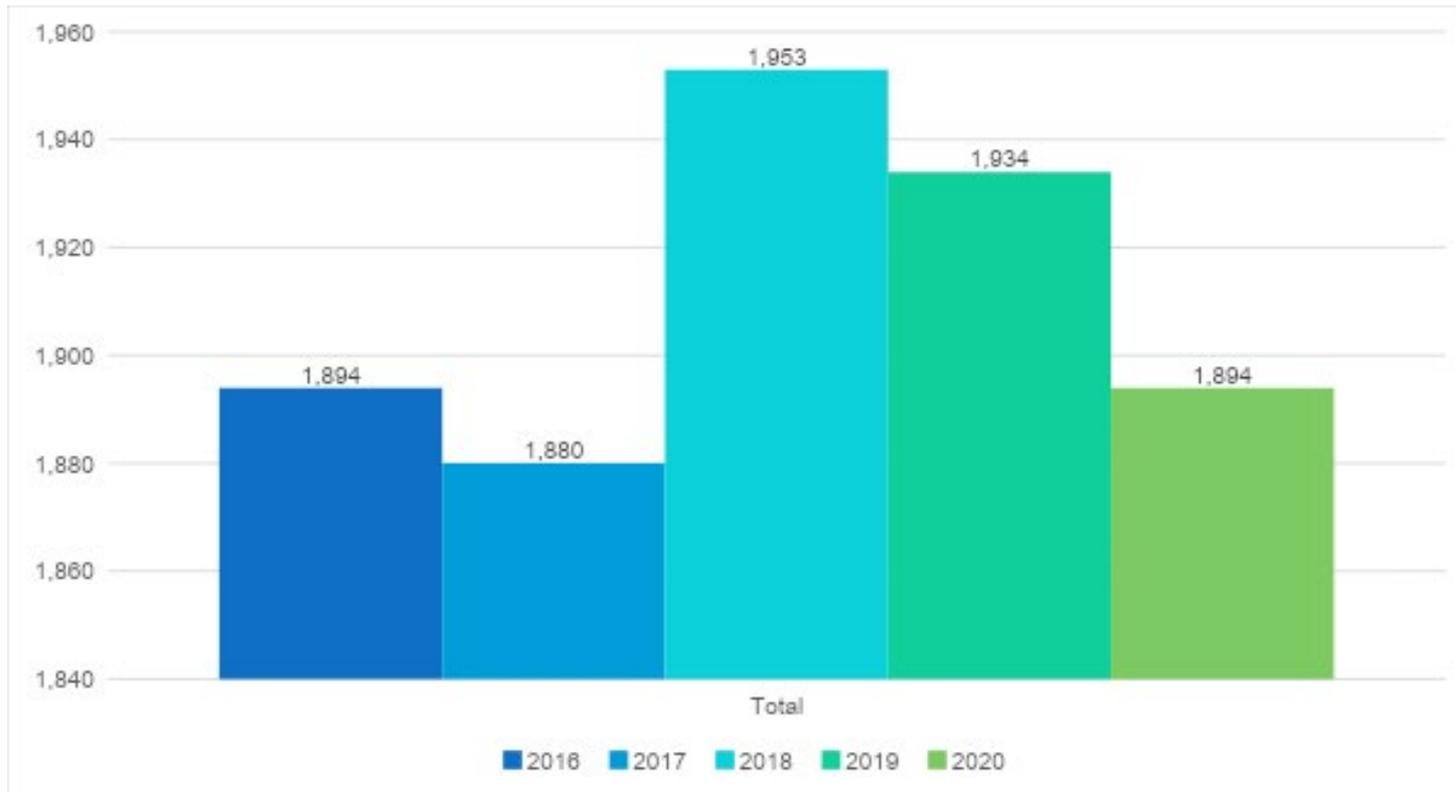
Traditional Participation 2016 - 2020



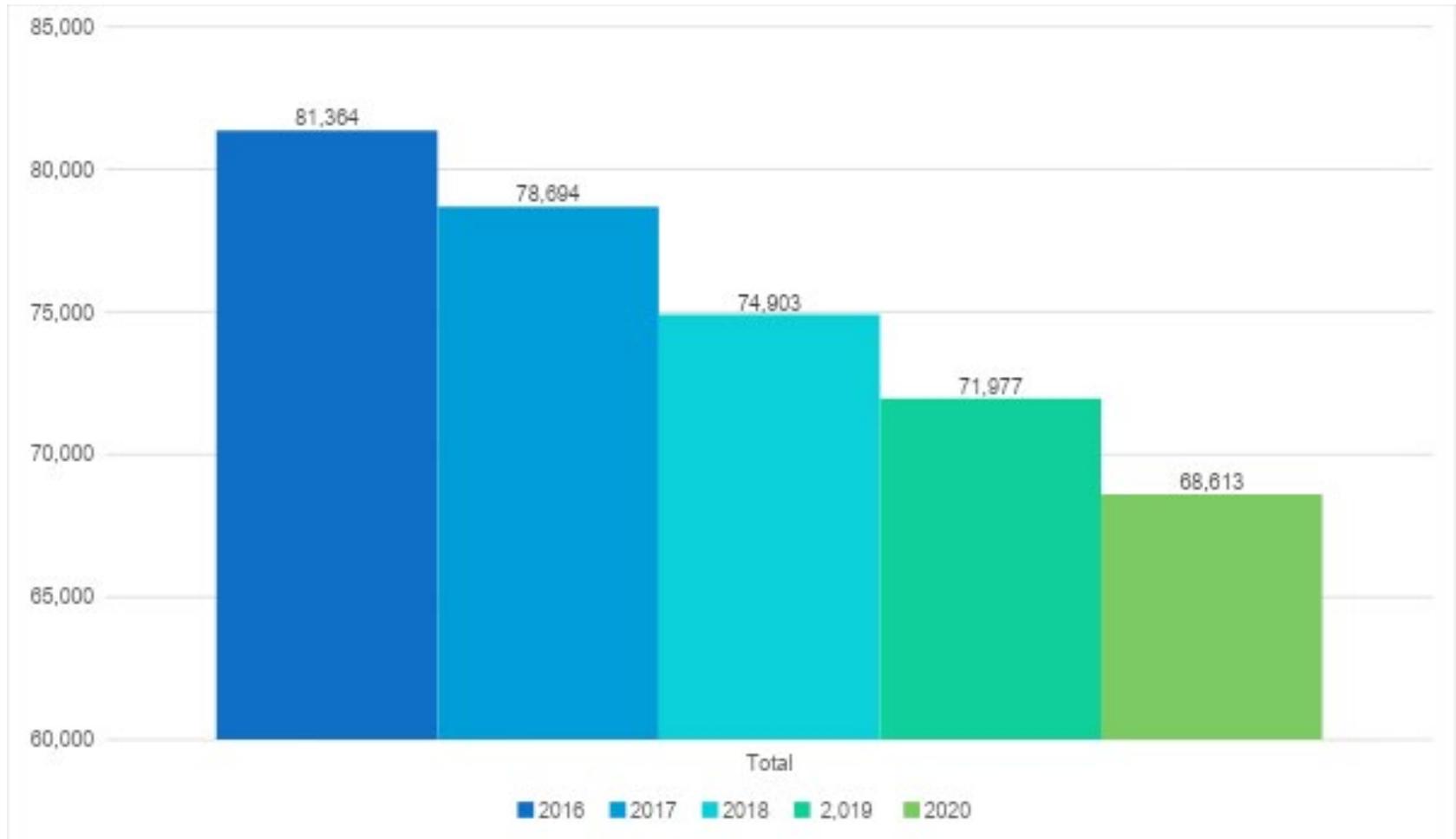
Free Walker Participation 2016-2020



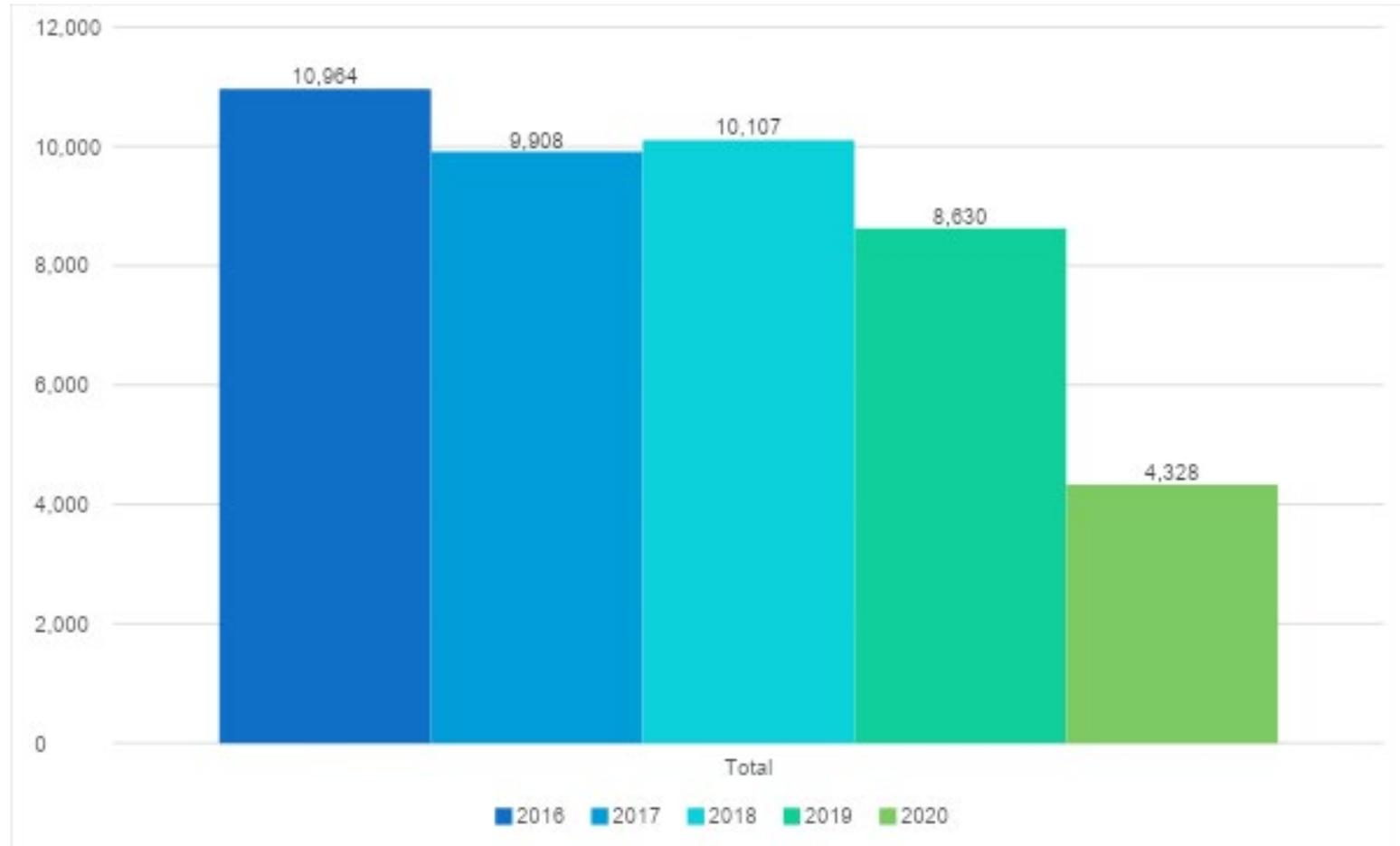
YRE/Seasonal Events 2016-2020



YRE/Seasonal Participants 2016-2020



YRE/Seasonal Free Walker Participation



**SO WHAT DO WE DO
NOW?**

SOLVE THE PROBLEM

“The first step in solving a problem is to recognize that it does exist.”

- Zig Ziglar

FINANCES ISN'T THE PROBLEM

- Finances is a symptom
- Our budget been cut down to muscle and bone – i.e., further cuts will result in cutting back on programs and program support
- While we will always attempt to reduce expenses, falling income is the real symptom of our problem
- **The real problem that we must face is the downward trajectory of clubs and participation.**

CHANGE TO SURVIVE

For 15 years we did the same things and expected a different result.

Four years ago, we began to embrace change

That starting point of change was the Strategic Plan

THE STRATEGIC PLAN

STRATEGIC PLAN – SOME ACCOMPLISHMENTS – REPORTED IN ALBANY

- Key Focus Area 1: Mission Impact
 - National Trails Program
 - Expansion of the Online Start Box
 - Implementation of a Virtual Online Program
 - Creation of new stamps
 - Establish a Club Development and Support Committee
 - Partnership with Red Roof hotels for member discounts

STRATEGIC PLAN – MORE ACCOMPLISHMENTS

- Key Focus Area 1: Mission Impact
 - Event participant referral program with Element3 Health
 - Marketing platform provide by GroupWork & E3H
 - Initiated National Walking Week program
 - Rewrote Special Programs criteria to promote collaborations
 - Initiated monthly informational & training webinars
 - Enhanced online startbox and began MyAVA
 - New virtual online programs and ACE events
 - COVID-19 emergency response plan

STRATEGIC PLAN – SOME ACCOMPLISHMENTS – REPORTED IN ALBANY

- Key Focus Area 2: Financial Stability
 - Create a Fund Development Committee
 - Implement an Individual Donor Campaign
 - Diversify funding over past 3 years
 - Donations – over \$225,299 raised
 - Sponsorship and advertisement revenues - \$11,650 raised
 - Grant Solicitations – 22 completed
 - Development of online retail store
 - Establish national partnerships with America Walks, Navigators USA, and GirlTrek

STRATEGIC PLAN – MORE ACCOMPLISHMENTS

- Key Focus Area 2: Financial Stability
 - Individual Donor Campaign raised \$440,745
 - Initiated a Sustained Giving Program
 - Initiated the AVA Angels Legacy Giving Program
 - Secured Grants from Foundation
 - Secured Sponsorships from Corporations
 - Secured \$101,400 in forgivable loans to offset COVID-19
 - Renegotiated all major contracts (\$89,199 savings)
 - Established national partnerships with Element3 Health, America Walks, Austin Peay University, National Pediatric Cancer Foundation, WellMed, Family Services Association

STRATEGIC PLAN – SOME ACCOMPLISHMENTS – REPORTED IN ALBANY

- Key Focus Area 3: Internal Operations
 - AVA database upgrade
 - New AVA website (rolls out July 1)
 - Creation of new Publicity Committee
 - Hire Public Relations firm (MassMedia)
 - Procurement of stamp machine
 - Promotion of club events on social media and AVA website

STRATEGIC PLAN – MORE ACCOMPLISHMENTS

- Key Focus Area 3: Internal Operations
 - Created new event marketing flyers and training videos
 - Created free AVA/Club banners
 - Risk Management Manual for Clubs and Employees
 - QuickBooks Transition and electronic invoicing/reporting
 - Electronic voting at General Membership Meetings
 - Customized convention registration platform
 - In-house production of stamps (saving over \$5,000 per yr)
 - Relocated the National Office and initiated a walking program in an underserved San Antonio community

STRATEGIC PLAN – SOME ACCOMPLISHMENTS – REPORTED IN ALBANY

- Key Focus Area 4: Governance and Leadership
 - Begin monthly Electronic Board Meetings
 - Develop committee charters for all committees
 - Create AVA Privacy Policy
 - Revise employee job descriptions to align with strategic plan goals
 - Board orientation and training
 - Propose Bylaws changes to move Board from operational to strategic focus

STRATEGIC PLAN – MORE ACCOMPLISHMENTS

- Key Focus Area 4: Governance and Leadership
 - Updated Bylaws and Articles of Incorporation
 - Deputy RDs to address governance capacity
 - Created At-Large Board positions
 - Continued monthly electronic board meeting
 - Continue on-going Board orientation and training
 - Created Board and Operational Committee Charters



NEXT STEPS

NEXT STEPS

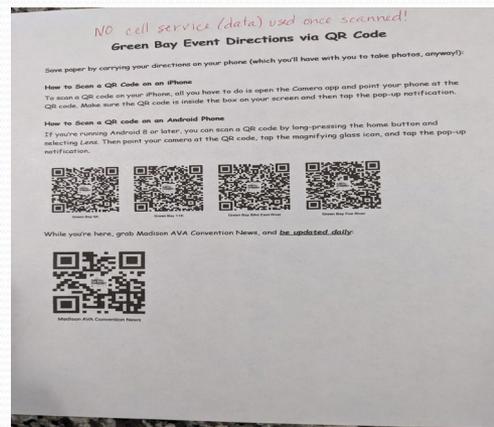
- The Board continues to face our challenges head on, but those you elected are up for the challenge.
- The Strategic Plan will need to be updated bringing it in line with what we have accomplished and the realities around us
- Potentially we need to change our business model which also means we may need to change our club model
- **We MUST develop a Walking App**



NEXT STEPS – A WALKING APP

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- First, development of the Online Start Box (OSB)
- Expansion in use of the OSB
- OSB walk directions as PDFs directly to your phone
- QR Codes to bring directions/maps directly into your phone



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[Concept Video](#)

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- The Strategic Plan will need to be updated bringing it in line with what we have accomplished and the realities around us
- Potentially we need to change our business model which means we may need to change our club model
- We **MUST** develop a Walking App
- **Olympiad in San Antonio in February 2023**

NEXT STEPS – OLYMPIAD 2023

- Initially pitched at IVV Congress in 2018
- Successfully awarded the 2023 Olympiad at 2020 virtual IVV Congress
- **A first for the Americas – the most prestigious walking event in the world**
- To be held in conjunction with the 2023 IML TTR in San Antonio for a full week of walking events

NEXT STEPS – OLYMPIAD 2023

- Impact on 2023 Convention/General Membership Meeting
- Board determined that AVA could not support both a “standard” Convention and Olympiad in 2023
- Olympiad will become our Convention
- General Membership Meeting
 - One in-person session of our General Membership Meeting to be held during the week
 - Business to be concluded with an online session of the General Membership Meeting in June

NEXT STEPS – OLYMPIAD 2023

- **A first for the Americas – the most prestigious walking event in the world**
- **Your support and participation are an essential part of a successful Olympiad for AVA**

NEXT STEPS

- You and your clubs are the heartbeat of AVA.
- The Board may speak but the clubs make it happen
- Be a part of the team that turns things around
 - Volunteer to serve on an AVA Committee
 - Volunteer to serve as a DRD or an RD or run for National Office when the time comes
- Most critically when you get home energize your club



The President's Challenge

Hold more Traditional Events

Recruit new club members

Increase the number of club members who become
AVA Association Members



The President's Challenge

The Real Challenge:

SURVIVE COVID-19

You met the Challenge and came
out of 2020 on your feet.

CONGRATULATIONS!



CONCLUSION

CONCLUSION

- The challenge remains before us.
- AVA can have a bright future, but only if we are willing to accept change and make AVA a bright spot in our home communities
- AVA is worth the effort
- Together we can ensure a bright future for AVA



American Volkssport Association

Agenda Item Form

Proposed Motion – That the terms of office be increased to four years for National Officers, Regional Directors and Deputy Regional Directors to allow sufficient time for such members of the National Leadership Team to effect the changes necessary for the orderly and efficient operation of the American Volkssport Association and its growth & survival.

We move that: the AVA Bylaws be amended as follows:

Change the term of office from two to four years for AVA National Officers (President, Vice President, Treasurer and Secretary) contained in Article V, paragraph 5-7

Change term of office from two to four years for Regional Directors contained in Article VI, paragraph 6-7

Change term of office from two to four years for Deputy Regional Directors contained in Article VI, paragraph 6-8

Summary of Proposed Action: The current Bylaws of the American Volkssport Association provide the National Leadership Team with terms of only two year's duration. During the past twenty years there have been many changes in the national leadership of the American Volkssport Association, as it attempts to maintain an orderly and efficient operation during a time of stalled growth and increasing challenges. Each change in leadership has resulted in inconsistent and constantly changing efforts to maintain an orderly during this period of stalled growth and increasing challenges. By increasing the term of office the National Leadership Team will be better able to direct and effect the necessary changes to maintain an orderly and efficient operation and reverse the effect of stalled growth and other existential challenges.

Submitted by: Cliff Terry, President, Indiana Volkssport Association, Mid-America Region

Seconded by:



18th IVV Olympiad

San Antonio, Texas USA



19 – 23 February 2023



AVA BIENNIAL – JUNE 2021

Attachment 6

JOHN MCCLELLAN & HOLLY PELKING



Bienvenidos a san antonio, Texas!

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www.visitsanantonio.com



America's Walking Club

Why Should I Attend?



Why Should I Attend?





Concept & Vision

5

- ❖ A **week-long festival** with the IVV Olympiad and IML executed back-to back
- ❖ Planning for attendance of **2,500+**
- ❖ A *uniquely American*, but multi-cultural experience
- ❖ Conducted safely and professionally
- ❖ Keep prices reasonable!





Our Events

6

WALKS

- All 4 days
- Different trails every day!
- 5, 10, 20 & 42
- Special events



BIKE

2 days

SWIM





The Rodeo...

The award-winning San Antonio Stock Show & Rodeo has grown to become one of the largest events in the city of San Antonio, with approximately 1.5 million visitors and attracting the world's best rodeo athletes, world-class entertainment, and family-friendly educational activities and exhibits.





Partnerships and Support





We Need *YOUR* Help!

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If you are willing to commit to the success of this effort – starting now and continuing through February 2023, please contact us at:

olympiad2023@ava.org

Committee Assignments:

- ✓ Budget & Finance
- ✓ Ceremonies (opening, closing)
- ✓ Event (Walk, Bike Swim) Planning
- ✓ Information Technology
- ✓ Marketing & Publicity
- ✓ Merchandising
- ✓ Logistics / Transportation
- ✓ Registration / Administration
- ✓ Social Events & Activities
- ✓ Seoul Delegation 2022

Attributes & Experiences -- we need people who:

- Can meet regularly by *MS Teams* or *Zoom*; Comfortable working with *word, ppt, excel* products; and *dropbox.com*
- Experience planning large sports events or similar big functions – like: (*Crazy Horse; past Conventions; multi-event weekends*)
- Have specifically attended international walking events of IVV or IML in the past; or who lived and worked overseas
- Have language skills, and specifically German, French (official IVV languages) and *Korean* (potentially) for the 2022 Seoul delegation
- Have specific expertise in:
 - IT and website design
 - Publicity; graphic design
 - Trailmaster skills



JOIN US!

10





JOIN US!

11

Fitness!



Fun!



Friendship!



Come Walk With Us!