

AMERICAN VOLKSSPORT ASSOCIATION COMMITTEE REPORT

FOR THE Awards Committee COMMITTEE

FOR THE January 20, 21,22 2017 EXECUTIVE COUNCIL MEETING

FROM (Name): Linda Neu Awards Committee Chair

ACCOMPLISHMENTS:

The Awards Committee composed of Virginia Drumm, Lorele Cruze, Nancy Stenger Wayne Holloway and Linda Neu Chairman, have completed their task. All award recommendations have been read and voted on.

ACTIVITIES:

CONCERNS:

1. From the policy Manual

Commendable Service Award

The AVA may bestow an AVA Certificate of Commendable Service Award upon individuals who have given significant service to the AVA. The award can be given regardless of the amount of time, before an individual is again eligible. Commendable Service Award criteria has been modified to eliminate time periods for performing significant service. The award will be recognized by a certificate, a pin, and a rocker patch.

The question that I have received is, Do we want to give a pin, patch and rocker every time a person gets this award, or do we want to give just a rocker after the first time. If we give a pin, patch and rocker each time it could be expensive. There should be a definite guide in the policy manual.

2. There have been several members contacting me saying that they feel there should be another award, between Meritorious service and Distinguished service. Their thoughts are, if a person gets several Meritorious Awards, but does not do National service. What can be done for that person, there should be something else to give.

RECOMMENDATIONS:

Please attach any additional material that is part of your report.

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Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

American Volkssport Association

Agenda Item Form

Proposed Motion –

Change the minimum distance for Bike Events to 10 km vice 25 km.

We move that:

1. Make these changes to Paragraph 4.02 II.B.1 on pages 21 of the AVA Policy Manual:

- As reads: A minimum 25 km trail is required. Along with the short distance ride, a minor distance ride (minimum of 13 km) may be offered. Clubs may offer longer distances. A 13 km trail may be offered in conjunction with a 25 km trail. A checkpoint must be located on the 13 km trail. Permitting a 13 km trail to be biked twice in lieu of a 25 km trail is not allowed...

- Proposed: A minimum 10 km trail is required. Clubs are encouraged to offer longer distances (recommended distance is 25 km). A shorter trail should be offered in conjunction with a longer distance trail...

2. Make these changes to Paragraph 4.02 II.B.2.a on pages 21 of the AVA Policy Manual

See attached sheet

ATTACHMENT
#21

As Reads:

a. Bike Events of Extended Distances allows a club to sanction completed rail trail, canal towpath, or similar off-road bike path as an Extended Distance Bike Event. If the trail length is 25K or longer (so and out and back 25K bike ride can be done from each end, assuming there is a trail head at each end). If the rails is even longer, participants may be able to do multiple out and back bike rides by starting at trail heads in the "middle". If there is a network of trails, with different names, originating from a single place (i.e. the train station in Xenia, OH), the event qualifies. If there is a network of connecting trails in an area that allows for a loop(s), the event qualifies, if reviewed and approved by the Regional Director. The club only has to identify at least one recommended start point which is where the start box is or driving directions provided from the start box to the start point. Directions for at least a 13K+ minor distance and a 25K+ bike ride must be approved. In the promotional literature, the club can provide a website for the trail that identifies available trail heads and provides driving directions to them. Participants may take event credit for each day they ride, but each must pay the \$3 fee for each day he/she rides.

Proposed:

a. Bike Events of Extended Distances allow a club to sanction completed rail trail, canal towpath, or similar off-road bike path as an Extended Distance Bike Event. If the trail length is 10 km or longer (so an out and back 10 km bike ride can be done from each end, assuming there is a trail head at each end). If the trail is even longer, participants may be able to do multiple out and back bike rides by starting at trail heads in the "middle". If there is a network of trails, with different names, originating from a single place (i.e. the train station in Xenia, OH), the event qualifies. If there is a network of connecting trails in an area that allows for a loop(s), the event qualifies, if reviewed and approved by the Regional Director. The club only has to identify at least one recommended start point which is where the start box is or driving directions provided from the start box to the start point. Directions for at least a 10 km bike ride must be provided. In the promotional literature, the club can provide a website for the trail that identifies available trail heads and provides driving directions to them. Participants may take event credit for each day they ride, but each must pay the \$3 fee for each day he/she rides.

Note: minor grammatical changes are also identified.

“Guided Bike” Events

1. Three clubs are sponsoring “Guided Bike” Events: Greater Des Moines Volkssport Assn. (Iowa), Whatever of Texas Sporting Club (Texas), York White Rose Wanders (Pennsylvania).

a. Greater Des Moines sponsored four “Guided Bike” events in 2016 in Iowa and Minnesota.

b. Whatever of Texas Sporting Club sponsored six “Guided Bike” events in 2016 in Texas.

c. York White Rose Wanderers sponsored seven “Guided Bike” events in 2016 in Pennsylvania, Virginia, Delaware, New Jersey, and Maryland.

2. The intent of “Guided Bikes” was to increase the number of bicycling opportunities; therefore, increasing the number of volksbikers. There is “Catch 22” situation. Clubs do not sanction volksbike events because they do not get enough volksbikers to cover sanctioning costs; there are no volksbikers because there are no volksbike events.

3. The York White Rose Wanderers sponsored seven “Guided Bike” events in 2015:

April 19 - Shippensburg, PA (Cumberland Valley Rail Trail): 7 participants

July 18 – Sterling, VA (W&OD Trail): 12 participants

August 8 – Leesburg, VA (W&OD Trail): 11 participants

September 24 – Damascus, VA (Virginia Creeper Trail): 13 participants

October 10 – Rehoboth Beach, DE (Junction & Breakwater Trail): 9 participants

October 15 – Titusville, NJ (NJ/PA Delaware River Loop): 6 participants

October 31 – Rockville - Rock Creek Trail, MD: 2 Participants

Note: None of these events had enough participants to cover the regular \$20 sanctioning cost.

4. This is what those 2015 participants did in the following years:

a. Four group rides of Year Round Bike events were organized in 2016 (two on the Leesburg- W&OD Trail, VA; one on the Severna Park – B&A Trail (MD), and one on the C&O Canal (MD).

b. One participant (a Club President) added a Seasonal Extended Distance Bike Event on the Leesburg, VA – W&OD Trail in 2016 and as a year round in 2017. Club is US Freedom Walk Festival Club.

c. One participant (a Club President) added a Traditional Bike event in Easton, PA in 2016 and added a Year Round bike event of the Easton- Delaware River Canals in 2017 and is organizing club trips to do bike events. Club is Liberty Bell Wanderers.

d. One participant (a Club vice President) added Year Round Bike events in Bird-in-Hand, PA and Mount Joy, PA in 2017. Club is Penn Dutch Pacers.

American Volkssport Association

Agenda Item Form

Proposed Motion –

Fully approve the Extended Distance Bike Events and "Guided Bike" Events and end the 2-year pilot program.

We move that:

Make these changes to Paragraph 4.02 II.B.2 on pages 21 and 22 of the AVA Policy Manual:

- Eliminate the sentence "For a two-year period starting April 1, 2015, AVA will conduct two pilot biking programs:"
- Renumber paragraph 2.a as paragraph 2.
- Renumber paragraph 2.b as paragraph 3.
- Renumber paragraphs 2.b.1 thru 2.b.8 as paragraphs 3.a thru 3.h.
- Eliminate Paragraph 4.02 II.b.3 on page 22. The paragraph currently reads "At the end of the 2-year pilot program, the NEC will assess the impact on our biking colleagues and AVA to determine if the program should be continued."

CONCERNS:

The pilot programs for Extended Distance Bike Events and "Guided Bike" Events end in April 2017.

RECOMMENDATIONS:

Fully approve the Extended Distance Bike Events and "Guided Bike" Events and terminate the 2-year pilot program. Required changes to the AVA Policy Manual will be provided separately.

Fully approve Pay Per Participant Sanctioning (PPPS) and terminate the 2-year pilot program. A lot of non-walking events use PPPS.

Please attach any additional material that is part of your report.

[Print Form](#)[Reset Form](#)[Submit AVA Committee Report to AVA Headquarters by Email](#)



American Volkssport Association
Agenda Item Form

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AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

FOR THE AVA Bike COMMITTEE

FOR THE January 20-22, 2016 EXECUTIVE COUNCIL MEETING

FROM (Name): Tom Jackson

ACCOMPLISHMENTS:

A report on the number of Non-Walking Year Round Events that were sanctioned for 2017 will be distributed at the NEC Meeting.

A report on participation at Non-Walking Events will be sent out by email in February.

ACTIVITIES:

Three clubs sponsored "Guided Bike" Events in 2016:

- Greater Des Moines Volkssport Association (Events were held in 2016 in IA and MN)
- Whatever of Texas Sporting Club (Events were held in 2016 in Texas).
- York White Rose Wanderers (Events were held in 2016 in PA, MD, VA, NJ, and DC).

Submitted article about Snowshoeing for the February/March 2017 edition of the TAW.

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8(g)
cont'd

Summary of Proposed Action:

The Extended Distance Bike Events and "Guided" Bike Events will not longer be in a pilot program status.

Submitted by:

Tom Jackson, Chairman, AVA Bike Committee

Seconded by:

Reset Form					Print Form
Atlantic	Pacific	Mid-America	North Central	Northeast	
Northwest	Rocky Mountain	South Central	Southeast	Southwest	

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Extended Distance Bike Events – 2017

18 Extended Distance Bike Events in 10 States

Arizona – 1

Tucson – John Kostelny Memorial Bike Tour

California – 1

Sacramento – American River Tour

Kansas – 1

Overland Park – Indian Creek Trail

Maryland – 2

C&O Canal

Ashland – NCR Trail

Missouri – 1

Hermann – Katy Trail

Nevada – 1

Boulder City – River Mountain Loop

Pennsylvania – 3

Easton – Delaware River Canals

Waterville – Pine Creek Trail

Valley Forge – Schuylkill River Trail

Texas – 1

Uvalde – Tree City Bike

Virginia – 1

Leesburg – W&OD Trail

Washington – 6

Iron Horse State Park

Lacey – Southeast Lacey

Orting – Foothills Trail and Puyallup Riverwalk Trail

Sequim – Olympic Discovery Trail

Spokane – Centennial Trail

Tukwila – Green River Trail

Inventory of AVA Year Round Bike Events

Region	St.	Location	Stamp #	2012	2013	2014	2015	2016	2017
Atlantic	MD	C+O Canal Towpath	699	Y	Y	Y	Y	Y	Y
Atlantic	MD	Chesterstown	1353	Y	Y	Y	Y	Y	Y
Atlantic	MD	College Park	1044	Y	Y	Y	Y	Y	Y
Atlantic	MD	Indian Head	1690	Y	Y	Y	Y	Y	Y
Atlantic	MD	Ashland-NCR	996	Y	Y	Y	Y	Y	Y
Atlantic	MD	Severna Park	883	Y	Y	Y	Y	Y	Y
Atlantic	MD	Stevensville	1867	Y	Y	Y	Y	Y	Y
Atlantic	NJ	Long Branch	944	Y	Y	Y	cancel		
Atlantic	PA	Bird in Hand	343						new
Atlantic	PA	Easton	306						new
Atlantic	PA	Gettysburg Battlefield	1095	Y	Y	Y	Y	Y	Y
Atlantic	PA	Mount Joy	522						new
Atlantic	PA	Punxsutawney	497						new
Atlantic	PA	Sigel-Cook Forest State Park	587						new
Atlantic	PA	Waterville - Tiadaghton State Forest	162						new
Atlantic	PA	York Heritage B1	1768	Y	Y	Y	Y	Y	Y
Atlantic	PA	York Heritage B2	1773	Y	Y	Y	Y	Y	Y
Atlantic	PA	Ansonia - Tioga State Forest	1803				New	Y	cancel
Atlantic	PA	Valley Forge - Schuylkill River Trl	2081				New	Y	Y
Atlantic	VA	Arlington	1912	Y	Y	Y	Y	Y	Y
Atlantic	VA	Chesapeake Dismal Swamp	556	Y	Y	Y	Y	Y	cancel
Atlantic	VA	Leesburg W&OD Trail	1456					new	Y
Atlantic	VA	Virginia Beach Boardwalk	1163	Y	Y	Y	cancel		
Atlantic	VA	Virginia Beach Farmers Market	1164	Y	Y	Y	Y	Y	cancel
Atlantic	VA	Dumfries	1173				New	Y	cancel
Mid Am.	IL	Belleville	1517	Y	Y	Y	Y	Y	Y
Mid Am.	IL	Maryville	1898	Y	Y	Y	Y	Y	Y
Mid Am.	IN	Carmel - Monon Greenway	1647	Y	Y	Y	Y	Y	Y
Mid Am.	IN	Chesterston - Prairie Duneland	842				New	Y	Y
Mid Am.	IN	Middlebury - Pumpkinville Trail	801					new	Y
Mid Am.	IN	Rochester - Nickel Plate Trail					New	cancel	

Inventory of AVA Year Round Bike Events

Mid Am.	OH	Xenia Little Miami	280	Y	Y	Y	Y	Y	Y
Mid Am.	OH	West Carrollton	4	Y	Y	Y	Y	cancel	
N. Cent.	NE	Lincoln MoPac trail	306	Y	Y	Y	cancel		
N. Cent.	IA	Des Moines (Madrid) High Trestle	1885		New	Y	Y	cancel	
N. Cent.	IA	Des Moines - GDMVA 30th Ann	2014				New	cancel	
N. Cent.	MIN	Albany Lake Wobegon	1243	Y	cancel		New	cancel	
N. Cent.	MIN	Coon Rapids seasonal	272	Y	Y	cancel			
N. Cent.	MIN	Coon Rapids	2068				New	cancel	
N. Cent.	MIN	Duluth seasonal	114	Y	Y	cancel			
N. Cent.	MIN	Maplewood	1494					new	cancel
N. Cent.	MIN	Minneapolis Chain of Lakes	24	Y	Y	Y	Y	cancel	
N. Cent.	MIN	N. St. Paul seasonal	1930	Y	Y	cancel			
N. Cent.	MIN	Hills - Three Borders	1838				New	cancel	
N. Cent.	MIN	Isanti	1474				New	cancel	
N. Cent.	SD	Hill City - Mickelson Trail	890			New	Y	Y	cancel
N. Cent.	SD	Rapid City	1780	Y	Y	Y	Y	Y	Y
N. Cent.	SD	Spearfish Canyon	1053	Y	Y	Y	Y	Y	Y
N. Cent.	SD	Sturgis - Ft Meade	1610	Y	Y	Y	Y	Y	Y
N. Cent.	SD	Deadwood - Mickelson Tr	1514	Y	cancel				
N. Cent.	WI	Madison	835	Y	cancel				
N. East	CT	Simsbury	1231					new	Y
N. East	MA	Bedford	2020		New	Y	Y	Y	Y
N. East	MA	Sandwich	1442	Y	Y	Y	Y	Y	Y
N. East	RI	Cumberland	794	Y	Y	Y	Y	cancel	
N. West	AK	Anchorage	502	Y	cancel				
N. West	ID	Post Falls	2046	Y	Y	Y	cancel		
N. West	OR	Albany	1721					new	Y
N. West	OR	Gresham Springwater	803	Y	Y	Y	Y	Y	cancel
N. West	OR	Cottage Grove - Row River Trail	804			New	Y	cancel	
N. West	OR	Portland Interstate Bridge	806	Y	Y	Y	Y	cancel	
N. West	OR	Sun River	1797	Y	Y	Y	Y	cancel	
N. West	OR	Troutdale Airport	723	Y	Y	Y	Y	Y	cancel
N. West	WA	Chelan - Lake Chelan	510	Y	cancel				
N. West	WA	Iron Horse State Park	955						new

Inventory of AVA Year Round Bike Events

N. West	WA	Southern Lacey	1931	Y	Y	Y	Y	Y	Y
N. West	WA	Orting	1802	Y	Y	Y	Y	Y	Y
N. West	WA	Port Orchard Waterfront	289	Y	Y	Y	cancel		
N. West	WA	Port Townsend - Larry Scott Trail	1971				New	Y	Y
N. West	WA	Renton Cedar River	828	Y	Y	Y	Y	cancel	
N. West	WA	Sequim	1054	Y	Y	Y	Y	Y	Y
N. West	WA	Spokane - Centennial Trail	2074					new	Y
N. West	WA	Tukwila	66		New	Y	Y	Y	Y
N. West	WA	Vancouver - Burnt Bridge Trail	732					new	Y
Pacific	AZ	Tucson John Kostelny Mem	459	Y	Y	Y	Y	Y	Y
Pacific	CA	Avila Beach - Bob Jones Trail	426	Y	Y	Y	Y	Y	Y
Pacific	CA	Corona Santa Ana River	1097	Y	Y	cancel			
Pacific	CA	Davis	7	Y	Y	Y	Y	Y	Y
Pacific	CA	Folsom Humbug Willow Creek	884	Y	Y	Y	Y	Y	Y
Pacific	CA	Lincoln	402					new	Y
Pacific	CA	Rancho Cordova-Lake Natoma	36	Y	Y	Y	Y	Y	Y
Pacific	CA	Roseville	1239			New	Y	Y	Y
Pacific	CA	Sacramento American River	6	Y	Y	Y	Y	Y	Y
Pacific	CA	Sacramento Margaret Thornburg Mem	607	Y	Y	Y	Y	Y	Y
Pacific	CA	Sacramento Natomas Flood Plain	767	Y	Y	Y	Y	Y	Y
Pacific	CA	Sacramento Pocket Area Tour	1313	Y	Y	Y	Y	Y	Y
Pacific	CA	Sacramento Riverfront	959	Y	Y	Y	Y	Y	Y
Pacific	CA	Tahoe City Truckee River Tahoe	1749	Y	Y	cancel			
Pacific	CA	Vacaville South Rec Trail	1573	Y	Y	Y	Y	Y	Y
Pacific	NV	Boulder City - River Mountain Loop	1398					new	Y
Pacific	NV	Reno - Truckee River Tour	697	Y	Y	cancel			
Rocky Mtn	CO	Aurora Cherry Creek	2054	Y	Y	Y	Y	Y	Y
Rocky Mtn	CO	Colorado Springs	1795	Y	Y	Y	Y	cancel	
Rocky Mtn	CO	Littleton Carson Nature Center	1323	Y	Y	Y	cancel		
Rocky Mtn	WY	Sundance seasonal	910			New	Y	Y	Y
S. Cent.	KS	Olathe	1065						new
S. Cent.	KS	Overland Park Indian Creek	826		New	Y	Y	Y	Y
S. Cent.	KS	Wichita Downtown	86	Y	Y	Y	cancel		
S. Cent.	KS	Merriam	56		New	Y	Y	Y	cancel

Inventory of AVA Year Round Bike Events

S. Cent.	MO	Carthage	1120			New	Y	Y
S. Cent.	MO	Hermann - Katy Trail	521				new	Y
S. Cent.	OK	Oklahoma City Lake Hefner	1581	Y	Y			
S. Cent.	OK	Tulsa	655	Y	cancel	cancel		
S. East	FL	Palm Coast	1874					new
S. East	FL	Port Orange	1133	Y	Y	cancel		
S. East	FL	Port Orange	1853				new	Y
S. East	SC	Hilton Head	1233		New	Y	Y	cancel
S. East	SC	Pickens - Doodle Bike Trail	41			Y		new
S. East	SC	Travellers Rest	1680	Y	Y	Y	Y	Y
S. East	TN	Alcoa Greenway	1991	Y	Y	Y	Y	Y
S. West	TX	Cedar Park - Brushy Creek Trail	1541				New	Y
S. West	TX	San Antonio	923					new
S. West	TX	San Antonio Leon Creek	1147		New	Y	Y	cancel
S. West	TX	San Antonio Missions	463	Y	Y	Y	Y	cancel
S. West	TX	Uvalde Tree City	1198	Y	Y	Y	Y	Y
# Events			70	71	67	71	69	68
		Atlantic	15	15	15	16	17	19
		Mid Am.	5	5	5	7	6	6
		N. Cent.	11	9	7	10	5	3
		N. East	2	3	3	3	3	3
		N. West	12	11	12	11	10	9
		Pacific	14	14	12	12	14	14
		Rocky Mtn	3	3	4	3	2	2
		S. Cent.	3	4	3	3	4	4
		S. East	3	4	3	3	4	5
		S. West	2	3	3	3	4	3
			70	71	67	71	69	68

Note: 2016 numbers were updated to reflect seasonals added during the year.

Inventory of AVA Year Round Bike Events

Clusters of year round and seasonal bike events:

Maryland/Northern Virginia
Pennsylvania
Indiana
South Dakota/Eastern Wyoming (Black Hills)
Eastern Washington
California (Greater Sacramento)

There are Year Round/Seasonal Volksbike events in 22 states (same as 2016).

Inventory of AVA Year-Round Swim Events

Region	St.	Location	Stamp #	2015	2016	2017
Atlantic	MD	Greenbelt	1453		new	Y
Atlantic	PA	Gettysburg	1095		new	Y
Atlantic	PA	Fayetteville - Caledonia SP	1741	new	Y	Y
N. Cent	IA	West Des Moines	1560			new
N. West	WA	Vancouver	1789	new	Y	cancel
Pacific	NV	Boulder City	1959			new
S. Cent	OK	Tulsa - Collette Cobbins Memorial	1959			new
S. Cent	OK	Tulsa - Year Round Swim #1	1749			new
S. East	FL	Port Orange	1351		new	Y
S. West	TX	Rockport	1243	Y	Y	cancel
Total:				3	6	8

Inventory of AVA Year Round Bike Events

Inventory of AVA Seasonal Snowshoe Events

Region	St.	Location	Stamp #	2015	2016	2017
Atlantic	PA	Biglerville - Michaux State Forest	1418		new	Y
Atlantic	PA	Fayetteville - Michaux State Forest	1419		new	Y
Mid Am.	IL	Oak Brook	305			new
Rocky Mtn	MT	Seeley Lake	1990		new	Y
Total:				3		4

Inventory of AVA Seasonal XC Ski Events

Region	St.	Location	Stamp #	2015	2016	2017
Pacific	CA	Tahoe City	564	Y	Cancel	
Total:				1	0	0

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Membership Report for January 2017 NEC Meeting

Registration Forms, Associate Member Costs and Benefits

We want to re-design the registration form. In order to keep design and printing costs down, we want it to be the same in all formats: print, online or downloadable. We would also like for memberships to be purchased online or for the form to be downloadable for completion and mailing in. We have asked if this is possible now or if this must wait until the new website is completed, but we have not received a response. The layout of the form depends on that response.

The current registration form includes information on becoming a Lifetime members. We do not have information available to discuss the financial pros/cons of keeping that level of enrollment.

The current registration form includes benefits, including convention discounts. We do not have information available to discuss the financial pros/cons of keeping that benefit.

We feel that all benefits, including convention discounts (if any) be solely represented on a separate page or sheet of paper, so as to make that page or sheet of paper a living and flexible document. As benefits are added, changed or deleted, the registration form itself will not change, allowing for preprinting forms and deriving discounts thereby.

Opportunities for memberships should appear in *The American Wanderer* (so that non-members seeing a copy at a club event can join), prominently displayed on the website, in packets when record books are returned and in materials sent to clubs.

Annual membership renewals should be sent electronically if possible, with a link to pay online. Those who do not renew on a timely basis should be reminded that their membership has lapsed and offer a chance to renew at that contact.

Action items:

- 1) Direct the IT committee to change the current website layout to make the membership form more prominent
- 2) Direct the IT committee to investigate an online payment system for memberships, by credit card and PayPal
- 3) Direct the IT committee to work with the Membership committee to design the layout for a revised membership form that will work in both online and print formats
- 4) Direct the Finance Director to work with the Membership committee to map costs to revenue for Lifetime Associate members, to identify level of benefits that can be offered

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5) Direct the Finance Director to work with the Membership committee to fully quantify costs of processing and serving annual Associate members, to identify level of benefits that can be offered

Timeline:

- 1) Immediately
- 2) By June 2017
- 3) By March 2017
- 4) Immediately
- 5) Immediately

Monthly Marketing Newsletter, member interaction with website

This committee has recommended limiting access to Event Details on the website solely to those who have Associate membership, either on an annual or Lifetime membership. The annual cost should be lower than the current member-discounted price on Starting Point books, in order to encourage a transition away from printed materials that are quickly out-of-date.

Printing of Starting Point books could be moved to a print-on-demand format, such as is currently available on Amazon and similar sites. Further discussion is needed – should a print-on-demand version be the most current version as reflected in Event Details, or only updated annually? If a member cannot access Amazon or other online sources, would the AVA still assist members in placing orders? If so, what would be the “convenience fee” added on to do so and to cover the AVA’s costs of shipping and handling?

Anyone who has visited a website lately has probably seen a pop-up asking for the visitor’s email address, in order for the site to provide future marketing or offers to the visitor. With the upcoming re-design of the website, this is an opportunity for the AVA to capture email addresses of visitors and market to them.

Email addresses should be collected wherever possible from those submitting record books, from annual Associate members and a letter sent to Lifetime Associate members asking for email addresses.

A monthly marketing newsletter would be sent to the collected email addresses. Storage of those email addresses should be integrated into the Associate membership database.

Handling of email marketing communications should be conducted by a third party email system, e.g. Mail Chimp, Emma, Constant Contact, etc. This frees up staff time and allows for automation of email updates, forwarding and unsubscribe functions. Third party email systems can differentiate between classes of email addresses, so that emails can be filtered and

directed to the correct class of subscriber. For example, a coupon available only to Associate members could be sent to them, while an invitation to join a local club could be sent to non-Associate member subscribers.

Susan Ives has volunteered to create a monthly marketing newsletter for its initial 6 issues and conduct the training necessary to hand off that function to AVA staff, so that operations are kept in-house.

The monthly marketing newsletter can be started earlier than the rollout of the new website, if clubs are willing to share email addresses of their members who have agreed to the sharing. Members of clubs are our first and best prospects to become Associate members.

Those who took the survey in Fall 2015 mentioned access to a discussion forum and to trail ratings. While this capability is somewhat available on the American Volkssport Association Group Facebook page, not everyone has or wants access to Facebook. A "Member's Corner" on the website may add value to Associate membership.

Action Items:

- 1) Direct the IT committee to exploring limiting access to online Event Details to a member sign-in.
- 2) Direct the AVA staff to actively solicit email addresses from participant, Associate member and Member contacts.
- 3) Direct the AVA staff to investigate print-on-demand Starting Point books.
- 4) Direct the AVA staff to work with the IT committee to determine if up-to-date Event Details can be integrated into print-on-demand Starting Point books.
- 5) Research costs for competing third-party email handlers and compare functionality of each to determine an optimal handler for email communications.
- 6) Accept Susan Ives' offer to develop a monthly marketing newsletter, to be launched as directed (prior to or concurrent with website rollout).
- 7) Get a legal opinion whether the AVA can ask for club's members' email addresses and the appropriate legal framework in which to do so.

Timeline:

- 1) By June 2017
- 2) Immediately
- 3) Immediately
- 4) Immediately
- 5) By March 2017
- 6) Between now and June 2017
- 7) By March 2017

Discussion of all members as AVA members

Periodically, the topic of all AVA Volkssporters being automatically considered to be AVA Associate members comes up. Organizations such as the Sierra Club are held up as examples, where an individual is a member of the Sierra Club, but may be affiliated with a local chapter. Many other organizations are similar structured. Why not the American Volkssport Association?

Currently, the Bylaws and Policies are fairly quiet on the topic of Associate membership. The Bylaws state "In order to obtain certain benefits while participating in Volkssports, however, individuals may become AVA Associate Members, either Lifetime, Individual or Friends/Family." (Article 15.6) The Policies manual states that "Associate members shall be entitled to a copy of the electronic TAW and to continue to receive the paper copy. " (1.06.II.F.2)

This requirement comes at a substantial cost per Associate member and cannot be extended to every Volkssporter. The benefit codified into the Policies manual is the main obstacle to extending Associate member status to every Volkssporter.

Action item:

1) Change the Policies Manual to remove the requirement that every Associate member receive a printed copy of TAW.

Timeline:

1) As soon as is allowed

"America's Walking Club"

Encourage our clubs and Volkssporters to share their love of Volkssporting by providing them with the tools to do so. One easy way to do this is to print up colorful business cards with this or a similar statement on the back (taken from the Upstate Pathfinders):

America's Walking Club organizes walks through scenic &/or historic areas over pre-marked routes. Events are non-competitive and the participants travel at their own pace, offering an excellent opportunity for the whole family. Completing an event entitles one to participate in the AVA Achievement Program. Walks generally cover a distance of 5-10 k (appx. 3-6 mi.), on a loop route. The walks are designed for people of all ages & fitness levels and provide a great way to relieve stress, enjoy the scenery & fresh air. The events can also be educational, allowing you to learn about the area in which it is held.

The front of the card can have the AVA banner and contact information. Clubs could personalize the front, if they wish.

Supply clubs with the generic or personalized cards for distribution to their members. These could serve as a sort of "membership card", making the holders of the cards feel more strongly attached to their club, the AVA and Volkssporting in general.

Action item:

- 1) Update the business cards currently available on the website for use by individuals to promote "America's Walking Club"

Timeline:

- 1) Immediately

Membership Recognition

Members of all organizations want recognition of their membership and status within that organization. Recognition promotes loyalty, encourages word-of-mouth advertising and increases giving back to the organization (time, talent and treasure).

The extent of recognition (and cost to do so) is dependent on available funds. If funds are found, we encourage that these forms of recognition be implemented:

I. Lifetime Associate members

- A. Annual to quarterly letter (more frequent communications may take the form of an email) from the Executive Director or AVA President and/or other AVA Officers in rotation with a brief newsy letter, thanking them for their support and asking for ideas on any discussion topics. If the Monthly Marketing Newsletter is implemented, Lifetime Associate members could have their own version of the newsletter, with added news. Such letters need to be updated regularly.
- B. One or more coupons to be redeemed for a Volkssporting Event or for an Achievement Book.
- C. An "America's Walking Club" name badge
- D. "Honor Roll" of Lifetime members printed annually in *TAW* or available on the website. Don't wait until they're dead to honor them.
- E. New Lifetime members (as long as that category of membership is available) to be welcomed in the next edition of *TAW* or on the website, along with primary club name
- F. Spotlight in *TAW* or on the website for our oldest Lifetime member or longest held Lifetime membership or some such feature.

II. Annual Associate Members

- A. Tracking of longevity of such memberships.
- B. Annual letter from the Executive Director or AVA President thanking the member for renewing his/her membership and for the length of time that he/she has been an Annual Associate Member. Such letters need to be updated regularly.
- C. One or more coupons to be redeemed for a Volkssporting Event

- D. At some point in longevity, an "America's Walking Club" name badge (e.g. 3 years, 5 years, 7 years, etc.)
- E. "Honor Roll" of Annual members printed annually in *TAW* or available on the website at defined points of longevity (e.g. 3 years, 5 years, 7 years, etc.)
- F. New Annual members to be welcomed in *TAW* or on the website along with primary club name. (May have to fine tune to eliminate those that add/drop in association with convention years.)

Action Items:

The first two items are a repeat from the section titled "Registration Forms, Associate Member Costs and Benefits"

- 1) Direct the Finance Director to work with the Membership committee to map costs to revenue for Lifetime Associate members, to identify level of benefits that can be offered
- 2) Direct the Finance Director to work with the Membership committee to fully quantify costs of processing and serving annual Associate members, to identify level of benefits that can be offered
- 3) Approach the Fund Development Committee to integrate outreach efforts to Lifetime and Annual Associate members. For example, the annual letters could be timed to coincide with end-of-the-year fundraising or the coupons could be returned to the AVA to be donated to better fund the New Walker Program.

Timeline for implementation:

Those items that have no or little added cost should be implemented immediately. For example, the letter to Lifetime members should go out on an annual basis as soon as a letter and mailing can be organized.

Other items, such as tracking of longevity, must wait until implementation of the new database and website. (June 2017?)

Still other items, such as coupons and name badges, must wait until funds are found to offer such Associate membership premiums

Submitted by: Jeanne Miller
Date: December 14, 2016

8(i)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ **FUND DEVELOPMENT** _____ **COMMITTEE**

FOR THE _____ January, 2017 _____ **EXECUTIVE COUNCIL MEETING**

FROM (Name): _____ Nancy Wittenberg, Fund Development Chair

ACCOMPLISHMENTS:

1. Developed a Job Description for the Fund Development Committee and advertised in the Checkpoint for members. (Job Description attached)
2. Formed a Fund Development Committee which meets by conference call.
3. Amplified the Strategic Plan Goal 2: Financial Sustainability (attached)
4. Discussed the NEC's role in fund development.
 - a. Reviewed the National Executive Council Handbook relating to the NEC's role in fundraising and recommended minor changes to the cover for consistency with the contents. (attached)
 - b. Created a document "National Executive Council Fund Development Responsibilities", denoting how each NEC member will support the AVA's national fundraising activities. (attached)
5. Reviewed and approved sponsorship levels, benefits and forms for the 2017 convention.
6. Developed requirements for Donor Management Software and assigned a sub-committee to do a web search of appropriate software for further evaluation.
7. Researched and created a list of vendors who provide state solicitation registration services for non-profits. Gave to Henry for implementation.
8. Big Give Committee formed. Solicited for and added members.

ACTIVITIES:

See Accomplishments

ATTACHMENT
#23

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CONCERNS:

1. Coordination between the various strategic plan committees is not happening. We need a formal means of addressing common areas of concern. For example the Fund Development Committee needs a means of communication with individuals, which may include associate members, club members, record book participants, etc. We may find this through Donor Management Software. We expect that other committees have this same need.
2. The AVA is not in compliance with all of our states' solicitation requirements. As we solicit for funds, for instance through the Big Give or sustained giving from members and participants, we need to comply. We were under the radar prior to the Big Give, but no longer. Vendors who are not very expensive can help us register as a charity to comply with all the various states requirements. Henry has a list of vendors.
3. We need more committee members. Please give me names of people I can contact who might be able to work on fund development issues. Asking people for money not required.

RECOMMENDATIONS:

1. A "Fund Development Moment" must be part of the agenda of each NEC meeting to provide continuous education for the NEC in fundraising. (See Strategic Plan 2.C Board Fund Development Training.)
2. Minor changes to the cover of the National Executive Council Handbook must be made to be consistent with the contents. (attached)
3. The document "National Executive Council Fund Development Responsibilities" created by this committee must be signed by each member of the next NEC, summer 2017, denoting how they will support the AVA's national fundraising activities (attached.)
4. The AVA president, in conjunction with the ED, should hold regular meetings of all committee chairs to address areas of common interest and concern.

Please attach any additional material that is part of your report.

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Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

American Volkssport Association
FUND DEVELOPMENT COMMITTEE
CHARTER

8(1)-1

Purpose of the Committee: As a committee of the National Executive Council (NEC), helps the NEC assure the fiscal health of the AVA through philanthropy and fund development.

Reports to: NEC and takes direction from the AVA's strategic plan.

Staff to the Committee: The Executive Director of the AVA.

Committee membership and operations: Eight to ten members include both NEC and non-NEC Volkssporters and includes up to 50% outside the organization. Members come from many regions of the country. All committee work is done in partnership and through the leadership and enabling of the Executive Director. The committee does not usurp the authority of the NEC, and neither directs or oversees any staff.

Frequency of meetings: As needed, estimated at 6 to 10 times per year, generally through conference calls. In person meetings, if needed, will be scheduled at meetings of the NEC or AVA conventions.

Scope of work for the Fund Development Committee:

1. Work with the Executive Director through the fund development planning process: establish charitable contribution goals for the annual budget; devise the annual fund development plan for action by the NEC; and, recommend results and key performance indicators to assess progress towards meeting those goals.
2. Establish fund raising policies.
3. Develop an expectation for financial contributions from all members of the NEC and provide leadership by making their own gifts.
4. Assure that the NEC and individual NEC members are adequately educated about the basic principles and best practices in fund development.
5. Help the NEC articulate the case for philanthropic support directed at specific audiences.
6. Involve and cultivate major gift prospects.
7. Help nurture a culture of philanthropy throughout the AVA, and assure that all donors of time and money are respected and honored.
8. Identify grant opportunities and assist in grant writing.
9. Identify potential sponsor organizations and contacts within the AVA;
10. Establish task forces to carry out specific fund development activities. Monitor task force performance.

STRATEGIC GOAL 2: FINANCIAL SUSTAINABILITY – Ensure Financial Integrity and long-term sustainability

<p>8-2-18</p> <p>2.A Develop Loyal Donors & Sponsors</p>	<ul style="list-style-type: none"> 25% increase in number of Club Donors for BG 20% increase in overall number of individual donors BG and other 75% increase in number of Corporate Donors for BG Develop donor recognition program 	<ul style="list-style-type: none"> 83 club donors in 2016 585 number of individual donors in 2016 6 corporate donors in 2016 Ad hoc thank you notes to major donors; letters of acknowledgment to donors 	<ul style="list-style-type: none"> 104 club donors in 2017 702 individual donors in 2017 11 corporate donors in 2017 Donor Management software purchased early 2017 Formal donor recognition program developed by June 2017 Sustained giving program implementation Fall 2017 Communication plan regarding funding AVA in place by Dec. 2017 President's reception for sponsors, major donors at 2017 convention 	<p>Big Give Committee, Fund Development Committee, Henry, Nancy</p>
<p>2.B Increase Grants & Sponsorships</p>	<ul style="list-style-type: none"> 73% increase in Grant Funding in 2017 100% increase in number of Sponsorships Secured for the Convention Create a Planned Giving Program for launch by Dec 2017 Create a convincing case statement to prepare for fundraising & grant writing Collect stories from volunteers related to our mission 	<ul style="list-style-type: none"> 1 grant secured in 2015/\$240 0 Paid Convention sponsorships in 2015 \$3,195 raised in advertising in 2016 \$45,000 in 3 legacy gifts received in 2015-16 No current case statement Betty Green has collected one story to date. 	<ul style="list-style-type: none"> \$40,000 in grants in 2017 \$8000 convention/corporate sponsorships in 2017 \$6000 in advertising in 2017 \$15,000 in Convention/Corporate sponsorships in 2019 Planned Giving Prospectus completed Dec. 2017 Implementation of Planned Giving Program in 2018 Case Statement for grant writing & fundraising created by April, 2017 	<p>Henry, Samanta, Consultants, All Fund Development Committee Members</p>
<p>2.C Board Fund Development Training</p>	<ul style="list-style-type: none"> 100% signed fundraising agreements by NEC 100% NEC participation in Board Development/Fundraising training 	<ul style="list-style-type: none"> New Measure 93% of NEC contributed to AVA through Big Give 	<ul style="list-style-type: none"> Create NEC Fundraising Policies by Jan 2017 100% NEC giving by Sept, 2017. Fund Development training for NEC in Summer 2017 Engage all NEC members in fundraising by 2018 	<p>Nancy, Consultants, All Fund Development Committee Members</p>

STRATEGIC GOAL 2: FINANCIAL SUSTAINABILITY – Ensure Financial Integrity and long-term sustainability

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			<ul style="list-style-type: none"> Continuous learning for NEC in fund development at each meeting 	
2.D Resource the Strategic Implementation	<ul style="list-style-type: none"> X allocated to priority initiatives in 2017 Quarterly progress reports New Donor Software 	<ul style="list-style-type: none"> New Measure 	<ul style="list-style-type: none"> Fund 1/3 of plan by 2017 <ul style="list-style-type: none"> purchase Donor Management Software early 2017 Obtain vendor for state registration services Project management software implementation Jan 2017 Fund 1/3 of plan by 2018 Fund 1/3 of plan by 2019 	Nancy, Henry, Fund Development Committee, NEC
2.E Meet Standard Nonprofit Financial Ratios	<ul style="list-style-type: none"> 80% of ratios meet or exceed standard 	<ul style="list-style-type: none"> New measure 		Not Fund Development

National Executive Council Handbook

My role:

I acknowledge that my primary roles as a council member are to contribute to defining the organization's mission and governing the fulfillment of that mission, and to carry out the functions of the office of NEC Member and/or Officer as stated in the bylaws.

My roles as a council member will focus on the development of policies that govern the implementation of institutional plans and purposes. These plans should be coordinated with the Executive Director at Headquarters for their implementation.

My commitment:

I will exercise the duties and responsibilities of this office with integrity, collegiality and care.

I pledge:

To establish as a high priority my attendance at all meetings of the board and committees on which I serve;

To be prepared to discuss the issues and business addressed at scheduled meetings, having read the agenda and all background material relevant to the topics at hand;

To work with and respect the opinions of my peers who serve this council and to leave my personal prejudices out of all council discussions;

To always act for the good of the volkssporting community;

To participate in the national organization's fundraising activities.

To engage in activities that ensure financial viability;

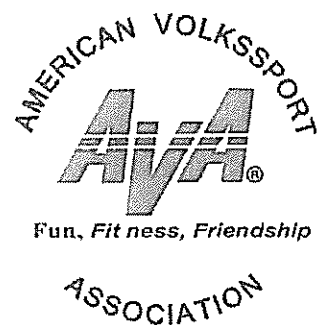
To represent this organization in a positive and supportive manner at all times and in all places;

To observe parliamentary procedures and display courteous conduct in all board and committee meetings.

1001 Pat Booker Road, Suite 101
Universal City, Texas 78148

Phone: 210.659.2112
Fax: 210.659.1212
Email: AVAHQ@ava.org

Revised 9/4/2015



American Volkssport Association
NATIONAL EXECUTIVE COUNCIL FUND DEVELOPMENT RESPONSIBILITIES

861-1

Leadership for fund development efforts must be clearly demonstrated by members of the National Executive Council. Council Member Expectations clearly state that NEC members "participate in national fundraising activities"; and, "engage in activities that ensure financial responsibility." The following list provides ways in which individual NEC members can support the AVA's fund development efforts.

I, _____ will assist the AVA's fund raising by:

- Making a personally significant annual monetary donation to the AVA
 - This can be accomplished through direct donations, designated gifts to AVA via workplace giving including United Way, the CFD (Combined Fund Drive), or the CFC (Combined Federal Campaign); employee matching fund programs, stock donations. It does not include in kind gifts of time or personal non-reimbursed expense.
- Becoming or continuing to be an Associate Member of the AVA.
- Supporting the AVA's annual Big Give S.A. campaign with a contribution.

In addition I will also support the AVA's fund raising by: (select at least two)

- ☐ Writing thank you notes or sign thank you letters or cards to donors.
- ☐ Calling donors to thank them for their gifts.
- ☐ Securing a contribution from at least one new donor.
- ☐ Introducing the Executive Director to one person or one organization's contacts and if appropriate assist the ED in his request for a contribution or sponsorship.
- ☐ Serving on the Fund Development Committee or a subcommittee involved with an aspect of fund development.
- ☐ Arranging for a speaker or speaking about volkssporting to a community organization.
- ☐ Designating a planned gift to AVA in your will or trust and informing AVA's legacy giving program.
- ☐ Securing a legacy giving donor for AVA's legacy giving program.

Signature: _____ Date: _____

November 1, 2016

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Fun, Fitness, Friendship

Memorandum

9(a)

TO: AVA National Executive Council
From: Henry Rosales, AVA Executive Director
DATE: October 6, 2016
Subject: Interpretation of New Resolution Regarding IVV Award for Events and Kilometers with Recommendations from the AVA National Office
CC: Karen Winkle

The IVV passed the following two resolutions to be implemented by January 1, 2018:

1. A resolution that allows individuals participating in IVV credit for events to turn in record books in increments of 50 events or 100 events after 600 events have been completed.
2. A resolution that allows individuals participating in IVV credit for Kilometers to turn in record books in increments of 1,000 km or 5,000 km after completion of 10,000 km have been completed.

The IVV further *recommends*:

1. We use certificates for all IVV awards and if individuals want pins and patches they should be available for purchase by the walkers.
2. Use the following books:
 - a. Continue to use the 10 events green book preferably free of charge.
(Note: We currently give the 10 events green book as part of the new walker packets.)
 - b. Use the purple book to record events in increments of 20 or 25 events up to 600 events.
(Note: The current purple book holds up to 25 events and is used through 600 events.)
 - c. Use the red (we call it rose) book to record events above 600 in increments of 50 or 100.
(Note: The rose book records 50 events only. We use a gold book to record 100 events.)
 - d. Use the blue book to record in increments of 500km up to 10,000km
(Note: The blue book is currently used up to 8,000km)
 - e. Use the yellow book to record over 10,000km in increments of 1,000km or 5,000km
(Note: This would eliminate the Orange book which records 8,001-22,000km.)

Challenges for AVA with new resolutions:

1. If we allow for new incremental changes in events and kilometers and participants turn in books at new incremental levels will we also give an award for the new incremental levels and if so what will it be? (certificate, patch, pin, all?)
2. Incremental changes will result in more books being turned which will require additional staff time for processing and additional costs for postage, supplies and awards.

ATTACHMENT
#24 128

3. If a participant turns in a gold book (100 events) instead of a rose book (50 events) after having completed only 50 events would the participant need to buy a new book after the 50 events have been redeemed or can they reuse the same book up to 100 events? (use same book twice = lost revenues)
4. If a participant turns in a yellow book (5,000km) instead of an orange book (1,000km) after having completed only 1,000km would the participant need to buy a new book after 1,000km's have been redeemed or can they reuse the same book up to 5,000km? (use same book 5 times = lost revenues)
5. All distance books will need to be reworded and reprinted and the 50 and 100 event books will also need to be reworded and reprinted to reflect incremental changes.
6. The IVV Record of Achievement Book will need to be reprinted to reflect incremental changes.

Recommendations from the AVA National Office

- Issue certificates only for books redeemed according to the new incremental changes.
- Continue using all distance books. Require the orange book be used to redeem kilometers in increments of 1,000km only and the yellow book be used to redeem kilometers in increments of 5,000km only.
- Continue using the rose book to redeem events at increments of 50 only and the gold book to redeem events at increments of 100 only.
- Once a book has been redeemed/processed, at any level, it cannot be reused. A new book must be purchased for each incremental level redeemed.
- Continue awarding pins, patches and certificates at the current levels.
- Award certificates only (or something of the equivalent) for new incremental levels.
- Reprint the IVV Record of Achievement book to reflect incremental levels.
- Reprint all books as needed to reflect changes.
- Do not give away the first 10 events green book but continue to include it as part of the New Walker Packets.



Fun, Fitness, Friendship

NOTICE OF AVA's NEW PRIVACY POLICY ON THE COLLECTION OF PERSONAL INFORMATION

9(b)

Last June the NEC approved the creation of a Privacy Policy so that certain personal data collected by AVA could be shared with club presidents, state associations and Regional Directors and used for dissemination of information related to AVA services and activities. It is important to note that at any time anyone can opt out of the sharing their information.

American Volkssport Association Privacy Policy

This privacy policy discloses the privacy practices for the American Volkssport Association ("AVA"). AVA maintains its website at www.ava.org and a physical address at 1001 Pat Booker Road, Suite 101, Universal City, TX 78148. AVA can also be reached at the following numbers: Fax (210) 659-1212; Office (210) 659-2112.

This privacy policy applies to information collected by the AVA web site or any membership application or other material completed by you and provided to AVA or its authorized representatives electronically or otherwise. AVA will notify you of the following:

- What personally identifiable information is collected from you through our relationship with you, and how we may use or disclose that information.
- What choices are available to you regarding the use of your information.
- The security procedures in place to protect the misuse of your information.
- How you can correct any inaccuracies in the information.

Information Collection, Use, and Sharing

You may share certain information with us, including your name, address, telephone number, email address, credit card number or other personally identifiable information. Sharing that information will enable you to obtain membership, join email or newsletter subscriptions, share stories with us, make donations, pay membership fees or dues or purchase merchandise.

We are the sole owners of the information collected on our website or by email, fax, mail, applications or that you may otherwise provide to us or our authorized representatives. We only have access to and collect information that you voluntarily give us via our website or by email, fax, mail, your written application or other direct contact from you.

We may use your information to provide you with information related to AVA activities and services, including newsletters, solicitations for volunteers, donations, requests for your personal stories for us to share or to request your feedback. We may also use your information to fulfill orders or complete transactions.

We may share your information to local or regional AVA clubs. Such information may include your name, address, telephone number or email. We will not share your information with any third party outside of the organization.

ATTACHMENT
#25

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Security

We take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline and collected via secure server. When you submit sensitive information via email, mail or any other method, your information is protected offline. The computers/servers in which we store personally identifiable information are kept in a secure environment.

Cookies

AVA uses cookies on its website to improve its performance, to remember user preferences and settings and to collect analytic data. A cookie is a string of information that a website stores on your computer, and that your browser provides to the website each time you return.

Links

This web site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

Your Access to and Control Over Information / Opting Out of Sharing

You may opt out of any future contacts from us or do any the following at any time by contacting us via the email address, optout@ava.org or contacting Membership Services at (210) 659-2112 between 8-5 CST Monday through Friday:

- See what information we have about you, if any.
- Change/correct any information we have about you.
- Have us delete any information we have about you.
- Express any concern you have about our use of your information.
- Designate any individual or club with which you do not want your information shared.
- Opt Out of having any of your information shared.

Updates

Our Privacy Policy may change from time to time and all updates will be posted on our website at www.ava.org.

AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

9(c)

FOR THE AVA Mascot Contest COMMITTEE

FOR THE January 2017 EXECUTIVE COUNCIL MEETING

FROM (Name): Susan A. Medlin, SWRD

ACCOMPLISHMENTS:

1. Five entries (attached) were received. Thanks to all who entered.
2. I designed a score card (attached), which we will use at the Jan NEC meeting to pick the winning entry.
3. The Contest rules are attached.

ACTIVITIES:

None

ATTACHMENT
#26

CONCERNS:

1. The Blue Walker is covered with blue fur and was designed to be gender neutral.
2. If Weldon Walker is selected, the artist has agreed to provide a female version (perhaps Heidi the Hiker?)

RECOMMENDATIONS:

NEC members send these nominations at the beginning of December to their clubs and request feedback. Be prepared to vote and decide on the winning AVA Mascot at the Jan 2017 NEC Meeting.

Please attach any additional material that is part of your report.

Print Form

Reset Form

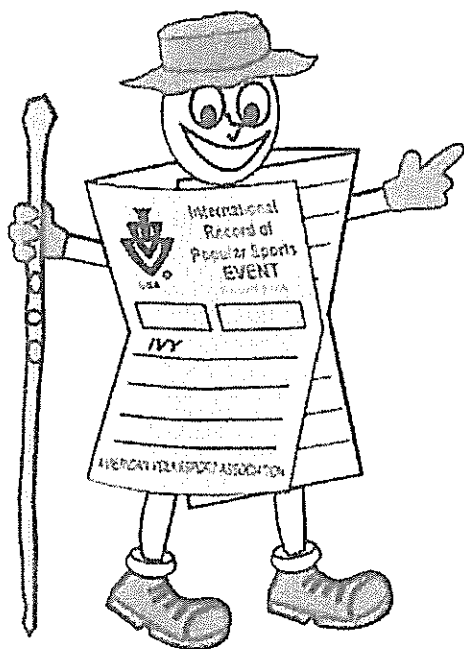
Submit AVA Committee Report to AVA Headquarters by Email

9(c)-1



AVA Millie: the millipede

Q(c)-1a

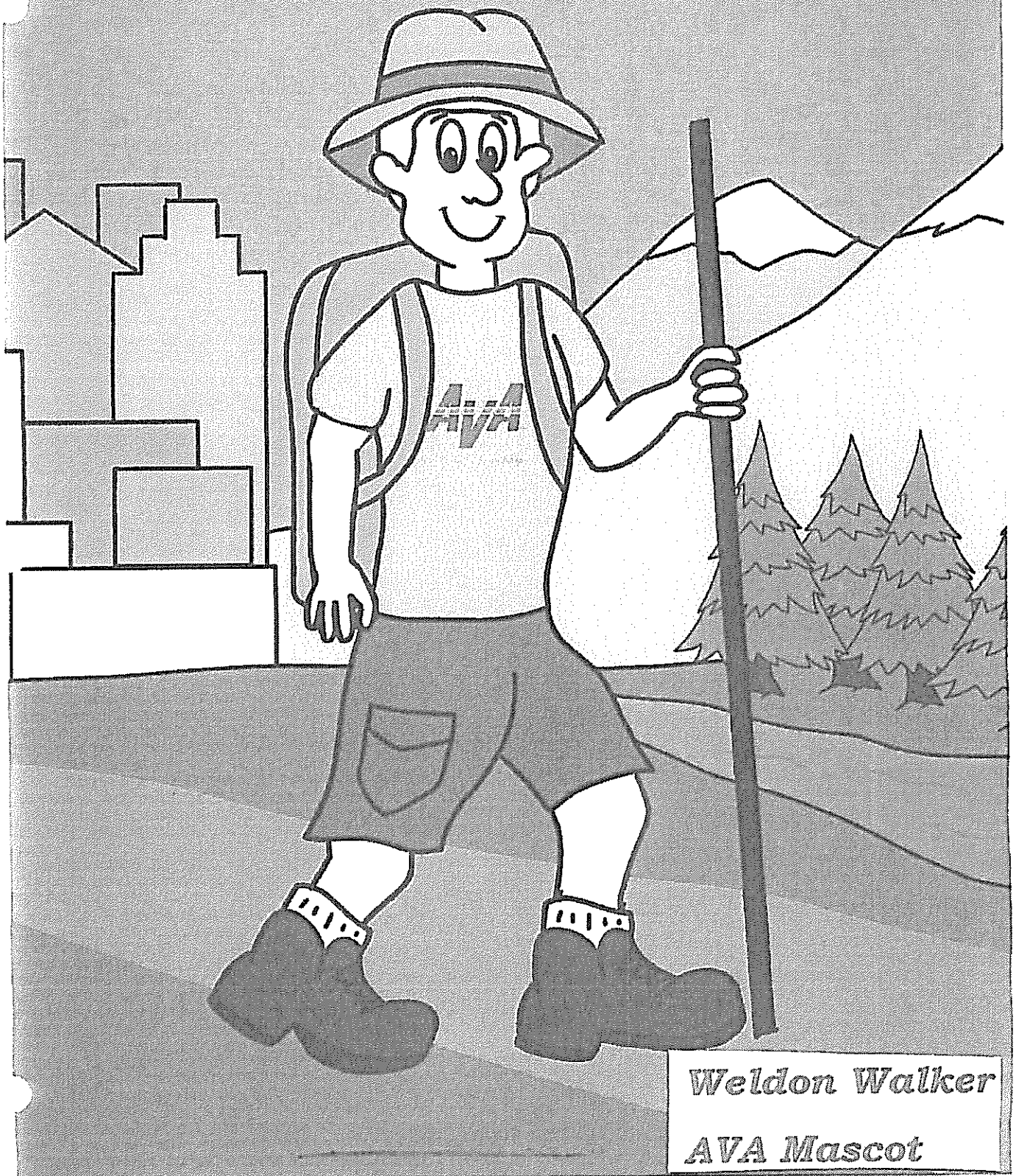


AVA IVY

Blue Walker



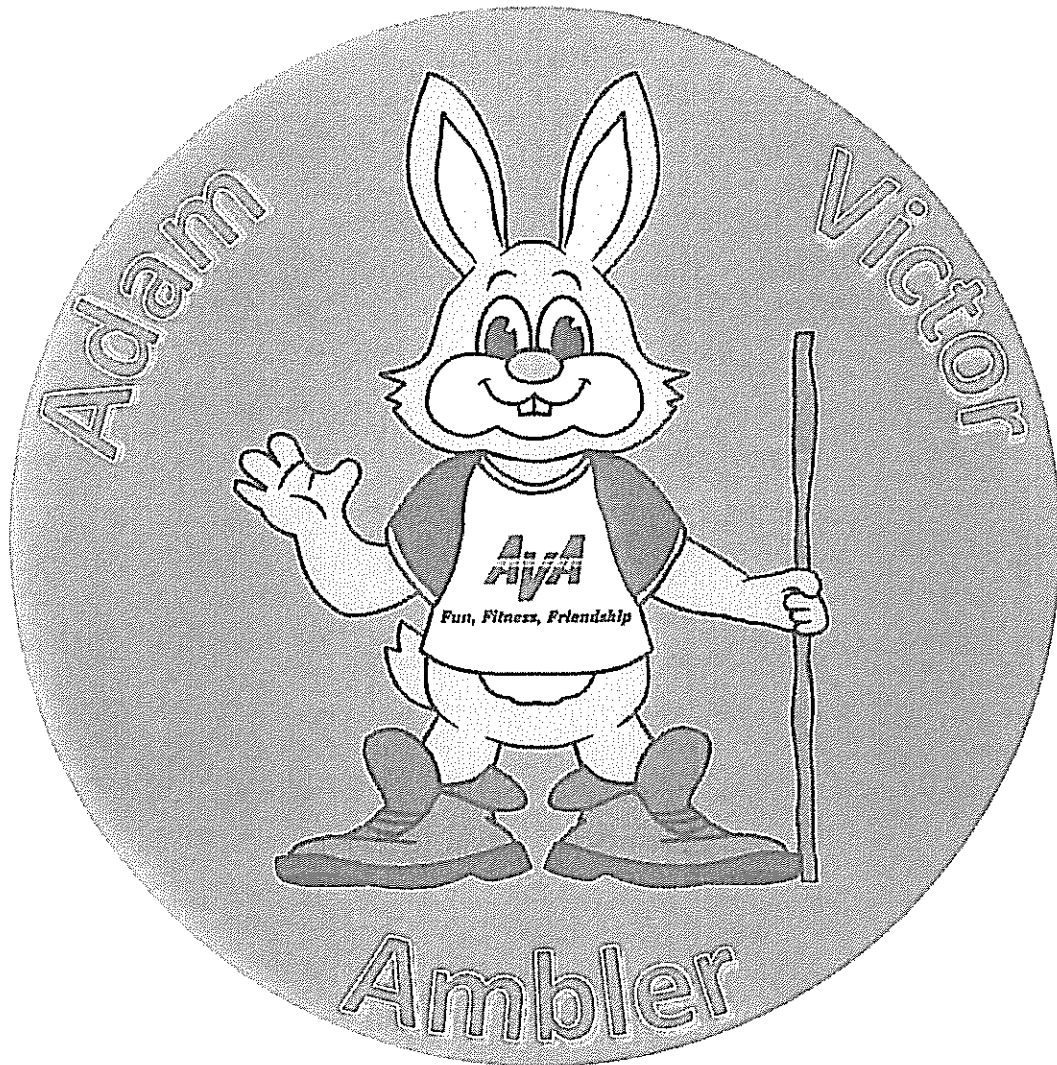
9(c)-1c



Weldon Walker
AVA Mascot

9(c)-1d





140

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9(c)-3

AVA Mascot Contest Score Card

Judging Criteria	AVA Millie	AVA Ivy	Blue Walker	Weldon Walker*	Adam & Alice Ambler
1. Projects a positive image of AVA (25 points possible)					
2. Alignment with AVA Values & Mission (25 points possible)					
3. Overall appearance and design (25 points possible)					
4. Creativity (25 points possible)					
Total Points					

* = Female version (Heidi the Hiker?) will be provided if this entry is selected.

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

CORE VALUES

1. **Health & 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 & 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. **Non-Competitive and Inclusion** - 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 & 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 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 & 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.

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AVA Mascot Contest

9(c)-4

ABOUT AVA

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 & 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 & 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. **Non-Competitive and Inclusion** - 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 & 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 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 & 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.

WHAT

As the NEC begins initial work on a publicity and marketing campaign, we took a suggestion from the 2015 Survey and are launching a national contest for an AVA Mascot.

WHY

To raise public awareness of AVA and promote its conventions, clubs, programs, and events.

WHEN

All entries must be received by November 30, 2016.

The NEC will select the winning entry at the January 2017 NEC meeting. Each entry will be judged and scored by the NEC based on the following criteria:

- Projects a positive image of AVA (25%)
- Alignment with AVA Values & Mission (25%)
- Overall appearance and design (25%)
- Creativity (25%)

AVA reserves the right to cancel the contest if inadequate or insufficient entries are received. AVA's new Mascot will be announced at the AVA Convention in Billings, Montana in June 2017.

HOW

By 11/30/2016, please submit your suggestions and a color image of the mascot to: sueammed@aol.com
Susan Medlin, National Program Director
12527 Fern Creek, San Antonio, TX 78253

CONTEST RULES

By entering, the entrant warrants that:

- 1) The picture and/or drawing is of his/her mascot concept.
- 2) He/she owns the picture submitted.
- 3) The picture and mascot concept does not violate the rights of any third parties.
- 4) No lewd or offensive pictures or drawings (as determined by the NEC in its sole and absolute discretion) will be accepted.
- 5) The NEC reserves the right in its sole and absolute discretion to disqualify any entry.

PRIZE

- The winner will receive two (2) paid registrations to the 2017 AVA Convention in Billings, Montana.
- The winner will also be credited as the official creator of the AVA mascot on the AVA website.
- The winner must confer all right of ownership of his or her mascot concept submitted in the contest to the AVA.

LEGAL STUFF

- AVA reserves the right, in its sole and absolute discretion, to choose when and where to use the winning mascot.
- AVA reserves the right to alter/change the winning mascot concept.
- The winner warrants that the AVA and its successors and assigns will have the unfettered right to copyright the AVA mascot and exclusive rights to make copies, sell, exploit, rent, lease, license, distribute, broadcast, exhibit or otherwise use or dispose of the AVA mascot throughout the world in any and all media, known or unknown, for no royalty fee or license fee to the winner or any other person or organization whatsoever.

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American Volkssport Association

Agenda Item Form

10(1)

Proposed Motion –

The proposed motion upgrades the look of the AVA stamps while saving AVA and the clubs a considerable amount of money.

At the Fredericksburg NEC meeting, it was moved that clubs be given the ability to purchase stamp handles from AVA to avoid mailing costs and fees associated with late returns of stamps and handles. This motion was tabled to give us the ability to provide statistics on this new idea regarding stamps.

As a side result of the development of the Online Start Box, it was discovered that the code used to create the virtual IVV stamp could also render an upgraded, uniform and event-specific look to the AVA stamps. This was piloted during the California Coastal Adventure in August 2016 and very well received.

The new stamps are much cheaper to produce and mail, saving AVA and the clubs considerable money. The change will produce an immediate savings to the clubs and a 1 year neutral cost to AVA. In the second year AVA will save at least 50% from its current cost of producing and mailing stamps and handles.

2016 USA GOLDEN GATE BRIDGE Y 1564

We move that:

AVA headquarters change stamp production and distribution to the proposed new event stamps.

AGENDA ITEM
#1

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Summary of Proposed Action:

Jan to June • continue to experiment with limited use. Acquire an appropriate laser cutter/engraver.

May • new stamps created for the AVA convention events

AVA Convention • debut the new stamps

July to Dec • Traditional events may get the new stamps. Limited production.

Dec • mail out new YRE stamps for 2018

FINANCIAL JUSTIFICATION:

The current cost of the two digit '16' slug for the stamps is \$1.80 (\$3 for '2016'). AVA purchases about 3000 of these per year. AVA mails about 500 traditional event stamp mailings and 220 club YRE mailings per year at \$3 each including the padded envelope. There are other expenditures, but these basic ones amount to \$7560.00. New stamp handles cost 10 Euros each and must be ordered from Germany.

The clubs have to mail the traditional event stamps back at a cost of \$2.60 each.

The new stamp handles are a simple block of hardwood and should cost 80 cents to \$1 each. The first year, clubs are sent and will keep the new handles. Subsequent years, only the rubber strip and adhesive is mailed.

The rubber materials for a laser cutter are \$12 for 60 complete stamps (as shown on the previous page), or 20 cents each.

A laser cutter can be purchased for \$1500 to \$4500 depending on its features and speed. There are many other uses for a laser engraver other than rubber stamps. Some thought should go into choosing the machine.

Conclusion: AVA can save about \$5000 per year by making the change.

Submitted by:

Chris Zegelin (President of the South Bay Striders - AVA0338)

Seconded by:

Holly Pelking (AVA Vice President)

Reset Form

Print Form

Atlantic	Pacific	Mid-America	North Central	Northeast
Northwest	Rocky Mountain	South Central	Southeast	Southwest

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American Volkssport Association
Agenda Item for NEC Discussion and Approval

10(2)

Title: Renewal of Year Round and Seasonal Events

Proposed Motion: I move that effective with the 2018 Calendar year, Year Round and Seasonal Events for approved clubs be allowed to be automatically renewed for the next year.

Proposed Wording: Policy Manual:

4.03 II. F. To reduce the workload associated with renewal of Year Round and Seasonal events, a club may specify by checking a box on their Manage YRE's page that all their Year Round and Seasonal events be renewed for the next year with the exception of those they mark as "not being renewed". The Regional Director can deny the request. If approved, the renewed Year Round and Seasonal events would then be automatically approved.

Rationale for Proposed Change: Renewal of Year Round and Seasonal Events is a work load issue for a lot of clubs and Regional Directors. Allowing automatic renewal of these events can eliminate some of that work and potential errors. Changes will still need to be made where appropriate, but changes are made all the time to start locations, POCs or other details without the knowledge or review of the Regional Director.

If the Regional Director does not trust the club for whatever reason, the Regional Director can refuse the request to automatically renew.

Submitted By: Nancy Wittenberg, Northwest Regional Director

Seconded By:

Date: November 26, 2016

NEC Use Only:

Approved

Rejected

AGENDA ITEM
#2

145

10(3)

Title: Special Programs Renewal for Year Round and Seasonal Events

Proposed Motion: I move that effective with the 2018 Calendar year, when any Year Round or Seasonal event is renewed, the Special Programs assigned to that event that are still valid for the new year are carried forward to the renewed event. This includes Special Programs that are no longer being sold, but whose books can still be officially turned in.

In addition a box will be provided in the renewal ESR that can be checked if there are no special programs appropriate for this event.

Although there is a link within the ESR now to see which special programs are assigned to the event and delete individual special programs once they are in place, there is no link to add special programs to a specific event within the ESR. This needs to be provided.

Proposed Wording: Policy Manual: None required. This is a programmatic change.

Rationale for Proposed Change: The renewal of Special Programs has been an issue for clubs. Because these are not automatically renewed, and because the method of adding them is difficult, many Special Programs do not get updated for the next year.

While it is true that some events' routes change and that this affects which special programs are valid, clubs can manage this with appropriate tools that are easy to use.

Having a box to check will let people know special programs have been reviewed and none found for this event, rather than ignored.

Submitted By: Nancy Wittenberg, Northwest Regional Director

Seconded By: Tom Jackson, Atlantic Regional Director

Date: November 18, 2016

NEC Use Only:

Approved

Rejected

AGENDA ITEM
#3
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Fun, Fitness, Friendship

American Volkssport Association Agenda Item for NEC Discussion and Approval

10(4)

Title: Making the Per Participant Sanction Fee Permanent

Motion: I move that AVA Policy and procedures be permanently changed to support the Per Participant Sanction Fee (PPSF) method.

Proposed Wording: The policy changes necessary to implement this proposal follow.

Rationale for the Proposed Change: At the January, 2015 NEC meeting the NEC passed the proposal to have a two year test of the Per Participant Sanction Fee method. At the June, 2015 NEC meeting the NEC approved the proposed fee of \$1 (one dollar) per participant as the sanction fee for the PPSF method and AVA headquarters produced a form for RDs to use to send to Theresa to avoid the normal sanction fee.

This type of sanction has been useful for YREs or Seasonals in remote areas such as county walks supporting state county challenges; for good walks with low participation that are not close to clubs or in low population areas; and, for non-walk events such as bike, skiing or snow shoeing that typically have low numbers of participants.

In 2016 a total of 46 events were sanctioned using this method. The fee was not publicized until July, 2015 midway through the YRE renewal season. Nevertheless 31 walk events and 15 non walk events were sanctioned as PPSF events. In 2017 to date 78 walk events and 9 non-walk events have been sanctioned. More walks were sanctioned for 2017 using this method because the method was known ahead of YRE renewal. A report of events by region will be supplied at the NEC meeting.

Policy Changes to Support Per Participant Sanction Fees

Proposed Policy Additions:

4.07 II. B. 4. **Per Participant Sanction Fee:** If the PPSF method has been entered in the ESR the usual sanction fee is not invoiced ahead of time. The Per Participant Sanction Fee (PPSF), based on the total number of event participants entered on the event participation report, is invoiced by AVA along with any credit or non-IVV fees.

ESR entry must be updated to include a check box or other means to indicate the PPSF method. The interface between invoicing, ESR entry and participation reporting must take the PPSF method into account as well.

Submitted By: Nancy Wittenberg, Northwest Region Director

Seconded By:

Date: November 30, 2016

NEC Use Only:

Approved

Rejected

AGENDA ITEM
#4
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Title: Traveling IVV Stamp for Guided Walk Events

Proposed Motion: I move that "For a two year period starting April 1, 2017¹ AVA will conduct a pilot program for a "Traveling Guided Walk" event with a unique IVV Stamp that can be used for multiple guided walk events. At the end of the test period, the NEC will assess the impact on AVA and determine if the program should be continued."

Proposed Wording: Policy Manual:

4.02 II. A. 3. "Traveling Guided Walk" events allow a club to hold multiple guided walks on different routes in their area when there aren't sufficient year round or seasonal events close by and they do not expect enough participation to cover the sanctioning costs of normal guided walks. Events may be offered with the following conditions:

- a. The club requests that their first event be sanctioned by going to the ESR system and selecting "Traveling Guided Walk" instead of "Guided Walk". The rest of the data is entered the same as it is for any other guided walk.
- b. There is a \$75 fee charged after sanctioning the first event; there is no sanctioning fee for subsequent events during that calendar year. The club will receive an IVV stamp that they may use for the rest of the year at multiple guided walks. The participation fee will be the same as usually paid for IVV credit. Each event must be sanctioned.
- c. The IVV stamp for Traveling Guided Walk (TGW) events may be renewed for subsequent years by sanctioning a Traveling Guided Walk for the next year and paying the current fee.
- c. The details of Traveling Guided Walks must be publicized at least 6 weeks in advance in the same manner as other traditional events including electronic forums such as Facebook or Meetup.com.
- d. Traveling guided walks may not be sanctioned when other traditional walks are sanctioned within a 75 mile radius.
- e. Traveling guided walk events must not be held on currently sanctioned year round or seasonal year round walk routes and clubs must not eliminate current year round or seasonal walk routes.
- f. The sponsoring club using the TGW IVV stamp must also sanction a traditional walk event that does not use the TGW IVV stamp.
- g. All requirements for Guided Walks must be followed.

Renumber #3 as #4.

Agenda Item
#5
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Rationale for Proposed Change:

The intent for this change is to help clubs attract local walkers and volkssporters who wish to walk frequently, but can't or do not want to travel the time it would take to walk in areas far from their home. Frequent walking provides a means to fulfill our vision, mission and purpose to encourage and increasingly engage people in noncompetitive physical fitness activities. Similar to the rationale of the traveling bike stamp, many walkers do not want to walk the same route over and over. The proposed change would also allow those who participate in AVA special programs to be able to complete their books in a timely fashion. It would also encourage clubs to develop new routes locally as well as in remote areas.

It is designed especially for remote clubs without sufficient year round or seasonal sanctioned walks within an hour or less to provide frequent walking opportunities. Walking opportunities exist of course, but not for Volkssport credit.

The ESR should have "TGW" added as an event type to accommodate this type of walk.

This stamp would eliminate the need for AVA to create a separate event stamp, mail it and monitor its return except at end of year. If at the end of the calendar year the club decides they will not be sanctioning future Traveling Guided Walk events, the stamp must be returned, just as is done for year rounds or seasonals that are not renewed. If they do decide to continue the next year, the club will sanction a TGW event for the next year. AVA will bill them the current sanction fee for the TGW IVV stamp for the next year and issue a year number as is done for year round events.

The Traveling Guided Walk stamp will work similarly to the Guided Bike stamp currently being tested.

Submitted By: Nancy Wittenberg, Northwest Regional Director

Seconded By: Lilac City Volkssport Association

Date: October 25, 2016

NEC Use Only:

Approved

Rejected