

Attachment 11

7(d)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE ___ Audit _____ **COMMITTEE**

FOR THE ___ January, 2018 _____ **EXECUTIVE COUNCIL MEETING**

FROM (Name): ___ Bob Morrison, Chairperson _____

ACCOMPLISHMENTS:

- 1) Engaged auditors for the fiscal year 2016/17

ACTIVITIES:

- 1) Reviewed qualifications of the CPA firm being used by AVA and found them to be acceptable
- 2) Reviewed, approved and signed the audit engagement letter for Armstrong, Vaughan & Associates, PC, Certified Public Accountants to perform an audit of AVA's financial statements for the fiscal year beginning July 1, 2016 and ending June 30, 2017

CONCERNS: None

RECOMMENDATIONS: None

Please attach any additional material that is part of your report. No attachments

HELLO NEC:

I received a copy, reviewed and signed off on the fiscal year 2017 audit report. I believe this is a very positive report. Allow me give you my brief impressions of the report and financial results for 2017.

The audit report contains four parts:

- **THE AUDITORS' OPINION**

AVA received what is referred to as a "clean" or "unmodified" opinion. This is the very most desirable opinion because it means that our staff has done a good job of recording and summarizing financial transactions for the year and that the report is in compliance with generally accepted accounting principles (the gold standard for audited reports). AVA has always enjoyed clean opinions and this year is no exception.

- **REPORT TO THE GOVERNING BODY**

This letter is required of the auditor and is intended to make sure that the Board of Directors (NEC) is aware of any difficulties experienced during the audit or any concerns the auditors have. Their very satisfactory comments in the 2017 letter were as follows:

- "We encountered no difficulties in dealing with management relating to the performance of the audit."
- "We are pleased to report that no such disagreements [with staff] arose during the course of our audit."

- **MANAGEMENT RECOMMENDATIONS**

Auditors have a distinct advantage in assessing business processes because they see what works and what doesn't work in the various organizations they audit. Consequently, this letter gives them the opportunity to share their experience as to the best ways for an organization to organize its business processes. They had one comment which is:

"Membership Database Reports: The Association's membership and events database was not properly completed by the vendor and does not have the proper capabilities to efficiently generate reports. Consequently, this hinders certain audit procedures from being performed. The Association should consult with their IT services to add the option for management to print these reports on a monthly basis so that the data is available for any future audits or operational use."

Computer systems exist to serve staff needs. If essential reports are not available, in my opinion, we need to make every effort to see that the appropriate reports become available this year.

- FINANCIAL STATEMENTS

We made good progress to bring down the net operating loss for 2017. This line is referred to as "Change in Net Assets" in the "Statement of Activities". At first look, the numbers reported are similar; however, when adjusted to make the operating numbers comparable between the two years, there is a better story to tell.

	2017	2016
Revenue, Gains & Support	\$508,654	\$455,013
Add back: Loss on obsolete inventory	\$ 41,262	\$ 0
Less: 2017 convention income	<u>(\$ 90,028)</u>	<u>\$ 0</u>
Adjusted Total Revenue & Support	<u>\$459,888</u>	<u>\$455,013</u>
Expenses	\$580,393	\$533,663
Less: 2017 convention expenses	<u>(\$ 76,949)</u>	<u>\$ 0</u>
Adjusted Total Expenses	<u>\$503,444</u>	<u>\$533,663</u>
Adjusted Change in Net Assets	<u>\$ 43,556</u>	<u>\$ 78,650</u>

In 2016 our net operating loss was \$78k. In 2017, our net operating loss was \$43k, without the convention revenue and expense and special one-time adjustments for the old inventory that has been sitting on our books forever and should have been adjusted out of the records long ago.

Comparing the two years, event revenue is up 10%, donations were higher by 3%, and overall expenses were down 6%. Looking just at the operating results (Adjusted change in net assets), the 2017 net loss (\$43,556) is 45% lower than 2016 (\$78,650). Of course, the target is zero and there is still considerable work to do, but comparing 2017 with 2016, we appear to be making progress.

One of the ratios that potential funders look at is the percentage of total expenses used for programs versus management and general expenses. The expectation in small organizations such as AVA is that M&G expenses will be kept below 20%. In 2016 we reported M&G expenses of 38% of total expenses. In 2017 we are reporting M&G expenses of 19% of total expenses. The way we account for various expenses has improved significantly.

Kudos to Henry and Erin,

Bob Morrison

Attachment 12

AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

FOR THE _____ Special Programs _____ COMMITTEE
FOR THE _____ January 19-20, 2018 _____ EXECUTIVE COUNCIL MEETING
FROM (Name): _____ Bonnie Johnson, Committee Chair

8(4)

ACCOMPLISHMENTS:

Four new Special Program proposals have been received and reviewed by the Regional Director of the proposal region and the Special Programs Committee Chair. All were received by the November 1, 2017 deadline. Each submission if approved, would begin January 1, 2019 with sale of books ending December 31, 2021 and completed books redeemed by December 31, 2022. Voting sheets will be handed out at the NEC meeting for individual voting on each proposal in accordance with AVA Policy Manual 4.05 - Special Programs. The proposals are listed in alphabetical order:

Carousels Across America
Flowers and Feathers
Little Free Library
Mayflower 400th Anniversary Walks

Attachment: Proposed Special Program Proposals

ACTIVITIES:

Articles have been forthcoming in TAW and the Checkpoint promoting new Special Program. The deadline submission date was designated as November 1, 2017 for the purpose of review and corrections prior to presentation. Each recipient was guided to the AVA Policy Manual 4.05 for the rules and regulations regarding Special Programs

CONCERNS:

None

RECOMMENDATIONS:

I recommend three of the top scoring Special Programs proposed be considered and approved to start in 2019.

(Per policy, we were to add only two programs per year so the number of total Special Programs will decrease by the numbers added and also by attrition and since only one Special Program was proposed and approved to start in 2018 this would bring it back to where it should be),

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

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Special Programs

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Printer Crossings												
x 211 sold end of 2016												

Book sales ended 12/31/2017												
Amphitheaters				xxxx				91 sold - 81 redeemed				
Animal Safari				xxxx				202 sold - 140 redeemed				
Boardwalks				xxxx				162 sold - 104 redeemed				
Doin the Louisiana Purchase					xxxx			145 sold. Book sales end 12/31/2018				
Food for Thought				xxxx				161 sold - 104 redeemed				
Volcanoes				xxxx				168 sold - 101 redeemed + 27 Big Kahuna finishers (walked on lava)				

Sold #'s are from end of 2016. Book sales end 12/31/2018

Bridges Spanning the USA	xxxx	263 sold
Lady Liberty	xxxx	54 sold
Make a Wish-Water Fountains	xxxx	152 sold
National Parks Centennial	xxxx	212 sold
Points of Reference	xxxx	153 sold
State Street Sashay	xxxx	104 sold
Take A Walk in a City Park	xxxx	172 sold
Treasure Hunt	xxxx	100 sold
Vice Presidential Walks	xxxx	65 sold
United States Post Offices	xxxx	189 sold
Walking America's Ports of Ca	xxxx	98 sold
Walking the Path of Inventions	xxxx	82 sold
Walk the USA-Street by Street	xxxx	151 sold

Sold #'s from end of 2016. Sales end 12/31/19

Ice Cream Parlors	xxxx	123 sold
Underground Railroad	xxxx	61 sold

Book sales end 12/31/2020

Walk Like an Olympian	xxxx
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xxxx Book Sales End. Completed books may be redeemed for the award for one year following the end of book sales.

Program Name	POC	Start	Stop	End	2018	2019	2020	2021	2022
Border Crossings	Tom Martin	1/1/2014	12/31/2023	12/13/2024	1	1	1	1	1
Alternate Capitals	Lois Head	1/1/2015	12/31/2017	12/31/2018	2				
Volcanoes	Ric Catron	1/1/2015	12/31/2017	12/31/2018	3				
Animal Safari	Lois Head	1/1/2015	12/31/2017	12/31/2018	4				
Food for Thought	Lois Head	1/1/2015	12/31/2017	12/31/2018	5				
Amphitheaters	Art Whuttaker	1/1/2015	12/31/2017	12/31/2018	6				
Boardwalks	Art Whuttaker	1/1/2015	12/31/2017	12/31/2018	7				
Louisiana Purchase	Butch Spaulding	1/1/2015	12/31/2018	12/31/2019	8	2			
Water Fountains	Sharon Snyder	1/1/2016	12/31/2018	12/31/2019	9	3			
Bridges	Millie Haupt	1/1/2016	12/31/2018	12/31/2019	10	4			
Lady Liberty	Teresa Arnold	1/1/2016	12/31/2018	12/31/2019	11	5			
National Parks	Diane Hildebrand	1/1/2016	12/31/2018	12/31/2019	12	6			
Reference Points	Lois Head	1/1/2016	12/31/2018	12/31/2019	13	7			
State Street	Lois Head	1/1/2016	12/31/2018	12/31/2019	14	8			
City Parks	Sharon Snyder	1/1/2016	12/31/2018	12/31/2019	15	9			
Treasure Hunt	Lois Head	1/1/2016	12/31/2018	12/31/2019	16	10			
Vice President	Pat Stark	1/1/2016	12/31/2018	12/31/2019	17	11			
US Post Offices	Sharon Snyder	1/1/2016	12/31/2018	12/31/2019	18	12			
Ports of Call	Sharon Streiti	1/1/2016	12/31/2018	12/31/2019	19	13			
Inventions	Sue Connelly	1/1/2016	12/31/2018	12/31/2019	20	14			
Walk the US	Teresa Arnold	1/1/2016	12/31/2018	12/31/2019	21	15			
Ice Cream Parlors	Mary Frink	1/1/2017	12/31/2019	12/31/2020	22	16	2		
Underground RR	Frances Taylor	1/1/2017	12/31/2019	12/31/2020	23	17	3		
OlympianWalk	Suzi Glass	1/1/2018	12/31/2020	12/31/2021	24	18	4	2	
Appalachian Trail	Susan Medlin	1/1/2018	12/31/2028	12/31/2029	25	19	5	3	2
Jan 2018 SP 1		1/1/2019	12/31/2021	12/31/2022		20	6	4	3
Jan 2018 SP 2		1/1/2019	12/31/2021	12/31/2022		21	7	5	4
Jan 2019 SP 1		1/1/2020	12/31/2022	12/31/2023			8	6	5
Jan 2019 SP 2		1/1/2020	12/31/2022	12/31/2023			9	7	6
Jan 2019 SP 3		1/1/2020	12/31/2022	12/31/2023			10	8	7
Jan 2020 SP 1		1/1/2021	12/31/2023	12/31/2024				9	8
Jan 2020 SP 2		1/1/2021	12/31/2023	12/31/2024				10	9
Jan 2020 SP 3		1/1/2021	12/31/2023	12/31/2024				11	10
Jan 2021 SP 1		1/1/2022	12/31/2024	12/31/2025					11
# of Programs					25	21	10	11	13
Year					2018	2019	2020	2021	2022

Evaluating AVA Special Programs

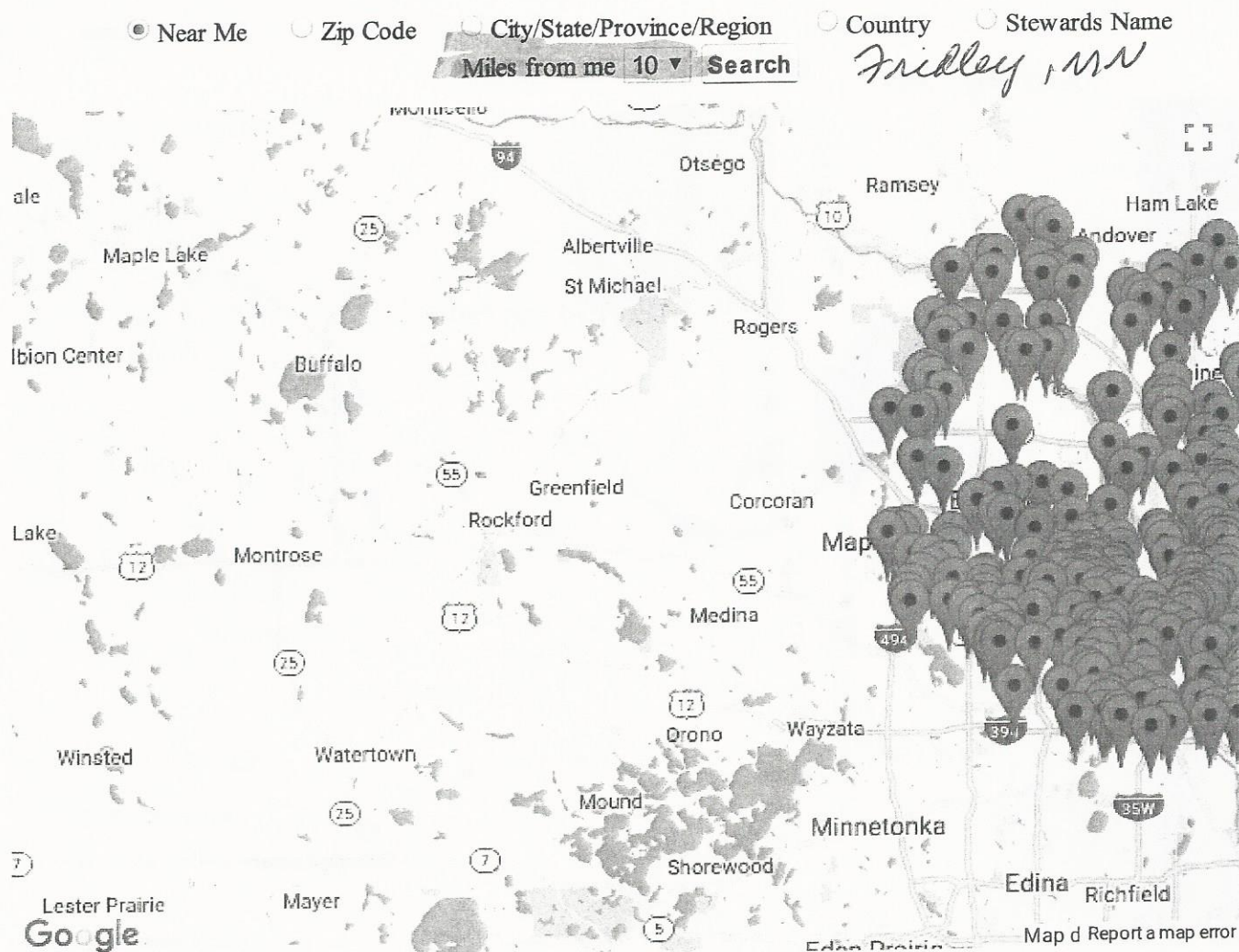
SP Title: Little Free Library

POC: Greater Des Moines Volkssport Association, Deb Gaskins

The scoring range is from 5 to 1; with 5 best, 3 average, and 1 worst. Only the 2 highest scoring Special Programs may be adopted.

1. Historical Significance: Will the Volkssporter learn about events of historical significance or cultural interest? Score: ____
2. Scenic Interest: Will the volkssporter visit sites of scenic interest or significant natural beauty? Score: ____
3. Geographic Area: Will the Special Program be relevant in all or most of the United States? Score: ____
4. Qualifying Events: Are the qualifiers clearly described and easily understandable? Will it be easy to determine which walks qualify? Score: ____
5. Award Appearance: Is the Award attractive? Score: ____
6. Entertainment Value: Will the Special program be fun? Score: ____

Total: ____



[Click here to open the map in a larger window.](#)

Little Free Library World Map FAQs

For a comprehensive list of FAQs, please visit the FAQs page. Click on the + symbol next to each question below to reveal the answer.

Why are some book exchanges in my area missing from this map?



New Special Program Proposal for 2019:

Carousels Across America

The program is proposed by the Albany Fitwalkers / POC: Bev Haven, Jefferson, OR

Carousels are a part of American history and are a thing of significant beauty, most of them usually set in a place of enjoyment such as amusement parks, city parks or along waterways and coastal area's across the country. Example: There is the carousel located in Central Park, New York City (1909) or in Castle Park, Riverside, CA (1907). There are many historical carousels such as the classic wooden style at Knott's Berry Farm built by the famed Dentzel company in 1902, Another one is in Albany, OR, yet another of Dentzel's creations with the platform being built in 1909 and now with all of the animals newly hand carved by volunteers. There is at least one carousel in all 50 states and Washington DC. However, some have many more. Arizona, for example, has 6 listed. California has 38 listed, and Florida has 7.

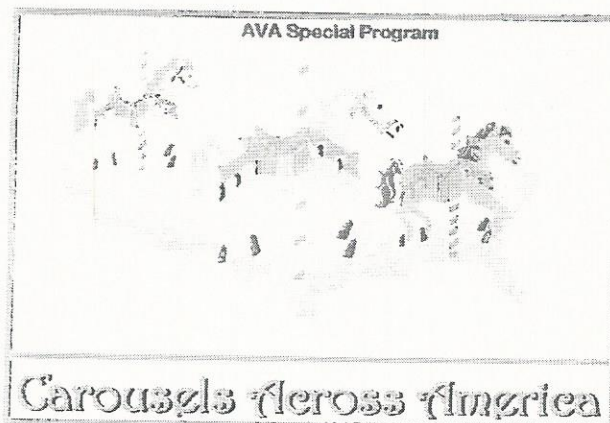
Qualifier for 15 sanctioned events. Any walk passing a carousel qualifies. The number of entries per event is unlimited but only one stamp each time event is walked. Retroactive entries not allowed. Program would run from January 1, 2019- December 31, 2021. Books must be redeemed no later than December 31, 2022

Cost of book: \$10

Patch: 3" X 4" multicolored embroidered patch

Estimated expense budget: 100 booklets, 100 awards, postage & envelopes, \$300 AVA fee = \$831.00

Alternate contact: Don Reed, Albany OR



Recommendation: Bonnie Johnson, Committee Chair of Special Programs, moves the Albany Fitwalkers proposed Special Program, "Carousels Across America", be approved.

8(a)-2

New Special Program Proposal for 2019:

Flowers and Feathers

Proposed by Germanna Volkssport Association / POC: Kay Shoemaker, Fredericksburg, VA

This program will be a little different from past programs in that the walker must identify flowers and birds that are seen along walks and would write the name of the flower and bird in their Special Program book. This would not only be a fun program but educational as a walker would have to have passed by and identified a flower, flowering plant or flowering tree, and /or identified a bird seen along the route. Example: A walker may see flowering dogwood and tulips, and a bluebird and wren along a walk route. The walker could enter one of each into their book. If the walk is a YRE or seasonal, a walker could walk that event several times and count one flower and one bird each time but with no repeat entries.

Qualifier: Walkers would have to identify 20 different flowers and 10 different birds to complete a book and get the 4" patch. One flower and one bird allowed per walk. No repeat flowers or birds-all entries must be different. Program would run from January 1, 2019-December 31, 2021. Redeeming of books ends December 31, 2022.

Cost of book: \$10

Patch: 4" X 4" embroidered

Estimated expense budget: printing of 100 booklets, 100 awards, postage & envelopes, \$300 AVA fee = \$810.00

Alternate contact: Sharon Vines, Fredericksburg, VA



Recommendation: Bonnie Johnson, Committee Chair of Special Programs, moves the Germanna Volkssport Assoc proposed Special Program, "Flowers and Feathers", be approved.

New Special Program Proposal for 2019:

Little Free Library

Proposed by the Greater Des Moines Volkssport Assoc / POC: Deb Gaskins, Des Moines, IA

The Little Free Library (LFL) movement began in Hudson, WI by Todd H Bol in 2009. He erected a LFL in the shape of a one room schoolhouse in his front yard that was a tribute to his mother, a teacher who loved to read. The LFL's promote the love of reading, builds community and sparks creativity by fostering neighborhood book exchanges. Each LFL that is registered has a plaque with a registration number on it. Little Free Library Take a Book – Return a Book is a 501(c) (3) non-profit organization. (Authorization and permission has been received by the POC for use of title) LFL's are located in all 50 states

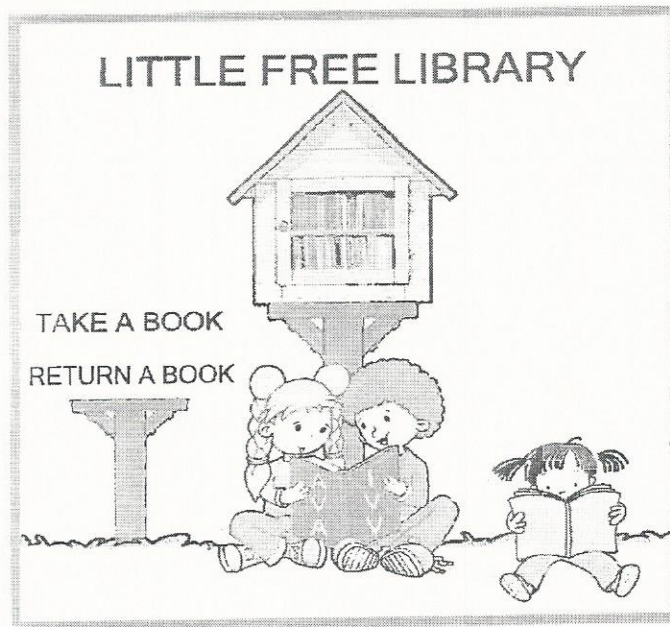
Qualifier: 20 qualifiers. Any sanctioned AVA event including YRE, seasonal and Traditional events that includes a registered Little Free Library. A registered LFL must have an Official Charter sign and Charter Number which will be the Qualifier. Unregistered libraries will not count. Program runs from January 1, 2019 to December 31, 2021 with redemption of completed books by December 31, 2022.

Cost of book : \$10

Patch: 4 " x 4" embroidered

Estimated expense budget: printing 100 booklets, 100 award patches, postage & envelopes, \$300 AVA fee = \$853.00

Alternate contact: Susan Pinneke, West Des Moines, IA



Recommendation: Bonnie Johnson, Committee Chair of Special Programs, moves that the Greater Des Moines Volkssport Assoc proposed Special Program "Little Free Libraries" be approved.

New Special Program Proposal for 2019:

Mayflower 400th Anniversary Walks

Proposed by Twin State Volkssport Association / POC: Carolyn Adams, South Rygate, VT

Plymouth, MA, with its iconic Mayflower, will be the site of a large 400th anniversary in 2020, with events leading up to it and celebrated throughout the country. This program is a tie in to that, but also a celebration of the pilgrim story, with its rich history that all Americans share. A large part of the pilgrim story has to do with how the English were able to get along with the Native Americans, who in fact approached them in friendship speaking English and helped them learn to survive on Cape Cod. If there is an Indian museum or statue on route, even if it is another tribe, it will count. A full list of surnames (Mayflower Passengers) will be sent out with the purchase of the booklet. Examples: Mayflower, Cape Cod, Thanksgiving; Surnames: Brewster, Rogers.

Qualifier: 12 qualifiers. Qualifying events must pass a site with a connection to the Mayflower and pilgrims. This is intended to be easy to find. While walkers are encouraged to walk in Plymouth or by a Mayflower Hotel, or street, monument or sign with some connection will qualify. Qualifiers include the dozens of surnames of the Mayflower passengers, and those important in the pilgrim story, including Native Americans; EX., any Bradford St on a sanctioned walk will qualify, White Street, and so on. Any event walked on Thanksgiving Day would qualify. Passing a Mayflower moving truck or a Plymouth car do not qualify but a building with Mayflower or Plymouth on it will qualify. Program runs from January 1, 2019 to December 31, 2021 with redemption of completed books by December 31, 2021.

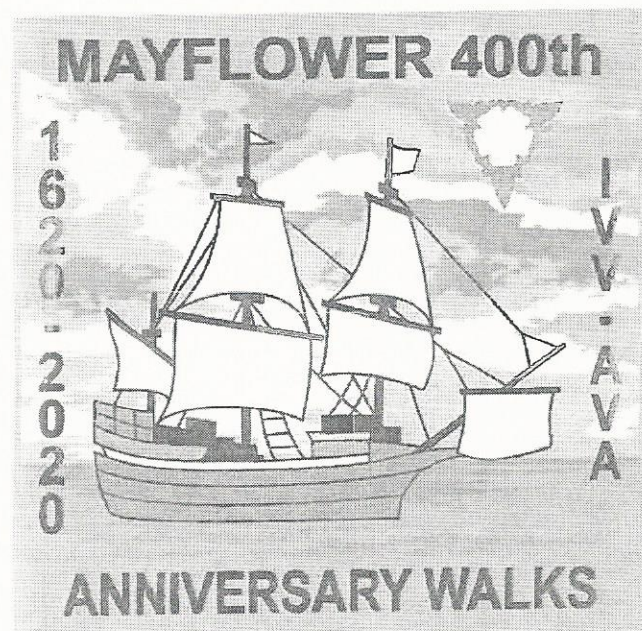
Cost of Book: \$10

Patch: 4" X 4" Embroidered colors based on a photograph of the Mayflower in Plymouth Harbor, MA.

Estimated expense budget: Printing, postage, envelopes, patches, misc. \$300 AVA fee = \$703.00

Alternate contact: Cynthia Gray, Waterbury, VT

Recommendation: Bonnie Johnson, Committee Chair of Special Programs, moves that the Twin States Volkssport Assoc proposed Special Program, "Mayflower 400th Anniversary Walks" be approved.



Attachment 13

8(b)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE National Programs and IML Committee **COMMITTEE**

FOR THE January 2018 **EXECUTIVE COUNCIL MEETING**

FROM (Name): Susan Medlin, SWRD

ACCOMPLISHMENTS:

1. The Appalachian Trail Special Program opened on January 1, 2018. As of December 29, 2017, we sold 97 of the first 100 books. An additional 100 books were ordered and received. Tom Jackson has done an outstanding job getting the program set up and selling books. Instead of making this a "true" National Program without an end date, we decided to sell books for 10 years. This lessens the burden on the clubs who are sanctioning the events.
2. Wisconsin's Ice Age Trail Special Program will open April 1, 2018. If it is successful, we will look at regional programs in Missouri and Ohio.
3. The Pacific Crest Trail Special Program is pushed back to 2019 or later; due to the devastating fires along the West Coast that have damaged the trails.
4. National Programs are designed to make money for AVA, support local clubs, raise the profile of Volkssporting, and bring in new participants. We support success, not reinforce failure. Accordingly, we are ending the SNOB Special Program on December 31, 2018.

ACTIVITIES:

1. Continue support for the new IML we are creating in San Antonio. Please join us in San Antonio February 23 - 25.
2. Travel to Boras, Sweden in April 2018 and present our briefing to the IML General Meeting 2018 on Friday, April 27.
3. Continue promoting and selling the Appalachian Trail Program.

CONCERNS:

I have \$1,500.00 currently budgeted. The money will be used to pay the 250 Euro IML application fee in April and a portion of the AVA President's airfare to travel to Sweden. I plan to ask for additional funding in 2019 to cover the cost of two IML Inspectors at our San Antonio event and the subsequent US Delegation traveling to Belgium in May 2019. I would like the AVA budget beginning in 2020 to cover the annual 350 Euro fee for hosting each of the two American IML events, Arlington VA and San Antonio, TX.

RECOMMENDATIONS:

Approve the budget recommendations.

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

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Informational Update on Appalachian Trail Program

Appalachian Trail Program

As of January 9, 2018, this program has 98 participants.

Revenues from books sold	\$1050.00 (105 books sold at \$10.00 ea)
Revenues from sponsorships	\$ 438.00 (cash donation for books)
Total Program Revenues	\$1,488.00

Expenses for patches	\$174.00 (Approximately 3.48 ea)
Expense for books	\$438.00 (Cash donation)
Total Program Expenses	\$612.00

Net Loss/Gain through 1.12.2018	\$876.00
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Note: Expenses do not include volunteer program administration time, staff time, and postage.

Attachment 14

8(c)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE Awards & Recognition Special **COMMITTEE**

FOR THE January, 2018 **EXECUTIVE COUNCIL MEETING**

FROM (Name): Suzi Glass, Committee Chair

ACCOMPLISHMENTS:

One committee member recruited.

Committee charter DRAFT written and submitted to committee member for consideration.

ACTIVITIES:

See above.

Developing committee member recruitment plan.

Creating timelines and methods of advertising for awards nominees.

CONCERNS:

National award nominations completed after deadlines may not be included in the Convention booklet or honored as planned.

RECOMMENDATIONS:

Recruitment: ask previous committee members to re-enlist, ask previous award recipients to volunteer as committee members, ask NEC members to recommend possible members, advertise in the Checkpoint, on the AVA website, and use other means.

Advertise early and often in the Checkpoint and The American Wanderer for National award nominations.

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

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Attachment 15

8(c)

AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

FOR THE Training Development COMMITTEE

FOR THE January 2018 EXECUTIVE COUNCIL MEETING

FROM (Name): Tom Baltes

ACCOMPLISHMENTS:

- Drafted committee charter
- Worked with national staff to make the Club Training Guide available online
- Recruited three committee members with one or two more to follow
 - Carolyn Adams Deputy RD from NE Region provides a great liaison in preparation for the 2019 convention in Albany, NY
 - Sharon Moats, ESVA President and Joe Blazek, ESVA VP
 - Two members are from WA State Association with extensive club level experience
- Coached new club president from PA on where to find guides and forwarded training materials
- Began reviewing existing publications for updates

ACTIVITIES:

- Completed the transfer of Training Committee materials from the previous chair in August 2017
- Solicited help from the northwest region and received two volunteers to help review existing training documents for Trailmasters and Club Operations
- Looking for one to two additional committee members to provide input from other parts of the country
- Wrote an article for TAW Oct/Nov issue on ways to gain publicity for our sport
- In the October 2017 Checkpoint we requested feedback from the AVA community on training needs, with two responses. Both responses were addressed by forwarding the links to the Club Operations Guides on the AVA website
- Committee member Joe Blazek published an article in the Aug/Sep TAW presenting the Evergreen State Volkssport Association walk review program for others to use and we'll put some info forward for the next Checkpoints

CONCERNS:

- Limited feedback so far from clubs and individuals to suggest what the perceived needs are. Most needs should be satisfied by the Club Operations Guide and other resources online. May rely on the BOD and other committees to give more focus to our efforts.
- Getting volunteers remains a major challenge. Only one volunteer received from David's pitch for volunteers. Direct contact is working better.

RECOMMENDATIONS:

- Expedite the website updates to make it a better tool with more current information
 - Extend ability to update the website to one or two reps per region, especially with region-specific inputs, such as conference and event information

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

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

Attachment 16

8(F)

AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

FOR THE _____ Membership _____ COMMITTEE

FOR THE _____ January 2018 _____ EXECUTIVE COUNCIL MEETING

FROM (Name): _____ Holly Pelking, Chair _____

ACCOMPLISHMENTS:

Established the committee initially with members from the SPC membership committee willing to continue working with membership effort.

Reviewed previous activities and recommendations from the SPC committee

Identified initial project that was recommended by SPC committee to completed

In the process of designing an IT Project Request Form-a type of communication trail with IT Committee similar to opening an IT ticket in the corporate world. This will be effective for all committees upon its final approval, so that all projects that impact IT can be prioritized, tracked and effectively implemented.

ACTIVITIES:

Established committee charter (attached)

Designing IT Committee Project Request Form described above

Endorsed previous SPC committee's previous request to change the Membership Benefits page on the AVA website become a live document that can be updated regularly with benefit changes.

Reviewed numerous incoming white papers, club motions and emails from various clubs, state associations and individuals. Established a line of communication in order to process all the incoming information and identify any duplicate efforts as members were receiving requests and ideas directly without the committee chair's perusal.

Establishing 2018 goals and objectives

CONCERNS:

Concerns voiced from the previous SPC members arise with regards to access to reports or data that is necessary for measurement of our impact on membership. Executive Director, Henry Rosales has assured me that our committee shall be able to access reports generated from our national database as needed.

The other major concern is communication and priority setting. We have been bombarded from all angles with ideas and it has been difficult to stay focused. This will continue to be a challenge as it is obvious the topic of membership provokes quite a myriad of passionate responses. Therefore, we are establishing a system of communication-both incoming and outgoing-that will be soon be shared with the volkssmarching community through all media outlets.

RECOMMENDATIONS:

None at this time.

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

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

Attachment 17

8(g)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

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

FOR THE January, 2018 **National Executive Council Meeting**

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

ACCOMPLISHMENTS:

1. Provided training on the responsibilities of a board in funding AVA for the members of the NEC and for Deputy Regional Directors at the Orientation and Training meeting near San Antonio in August
2. Revised the Charter of the Fund Development Ad Hoc Committee and sent to the President for review and discussion at the September NEC Teams Meeting.
3. Restarted the Big Give subcommittee and held three call-in meetings to plan and discuss strategies for the 2018 Big Give fund development effort.
4. Wrote two articles for the TAW to support the Big Give.
5. A member attended a grant development meeting in conjunction with another organization.

ACTIVITIES:

1. Provide on-going support for the fund development efforts of the National Office and Executive Director.
2. Provide training for the NEC at the January meeting on Peer-to-Peer fund raising for the Big Give and arrange to set up such websites for NEC members at that meeting.
3. Continue to provide training at each NEC meeting on fund raising.

CONCERNS:

1. The AVA is not in compliance with all of our states' solicitation requirements. Henry needs to get an opinion from our attorney regarding our exposure and decide if and how we will proceed. It might require hiring a firm to do this for us on an on-going basis.
2. Because the Big Give is so much earlier than last year, we have not restarted our main fund development committee actions. This will have to wait until after Big Give efforts.
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:

None at this time.

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Attachment 18

8(d)

AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT

FOR THE _____ Program _____ COMMITTEE
FOR THE _____ January 2018 _____ EXECUTIVE COUNCIL MEETING
FROM (Name): _____ Debbie Kruep _____

ACCOMPLISHMENTS:

From August 2017-- November 2017

1. Conducted online conference meetings August, September, October and November.
2. Acquired Walker Tracker Contract for Executive Director to examine with lawyer.
3. Finished working with Walker Tracker to develop 401K: Invest in Your Health Program. Handed reins to ED to analyze and work with Walker Tracker Representative to finalize details and parameters.
4. Worked with ED to add PayPal to AVA website for 401K: Invest in your Health payment.
5. With the help of a professional, designed a logo for 401K t-shirts and PayPal button.
6. With the aid of some of the board members raised \$5000.00 to support the 401K: Invest in Your Health Program.
7. Acquired email account for Virtual Online Programs, VOP@ava.org.
8. Gave 401K: Invest in Your Health presentations at Mid Florida Milers yearly meeting in Florida and Mid America Conference.
9. Emailed all Officers and Regional Directors FAQ for 401K: Invest in Your Health and asked to spread the word to clubs.

continued on page 2

ACTIVITIES:

1. Design 401K: Invest in Your Health t-shirts.
2. Collect bids for 401K t-shirts.
3. Continue to respond to any inquiries about the 401K program through VOP@ava.org.
4. Send out the 401K registration link to all those registered.
5. Support 401K program by adding photos, comments, and answering questions in the 401K Walker Tracker Program.
6. Continue posting and sharing #OptOutside events on the AVA FB page through November 24.
7. Collect data from all #OptOutside events and compile into a report for the ED and President to share with the NEC.
8. Researching the placement of Peace Poles in the U.S. Hope to have info for review by Regional Directors before the NEC meeting.

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE _____ Program _____ COMMITTEE
FOR THE _____ January 2018 _____ EXECUTIVE COUNCIL MEETING
FROM (Name): _____ Debbie Kruep _____

ACCOMPLISHMENTS:

From August 2017-- November 2017

- 10. Solicited and collected club events for #OptOutside.
- 11. Fielded calls and emails regarding #OptOutside.
- 12. Categorized and formatted all #OptOutside events into one unit and worked with Hector at HQ to place on the AVA website.
- 13. Posted and advertised all #OptOutside events on the AVA FB page.
- 14. Wrote #OptOutside and 401K articles with FAQ for TAW.
- 15. Entered all AVA #OptOutside Events to REI through <http://bitly2hdEkzX>.
- 16. Started Footloose Fridays after school walking program at one Grade School in Colorado.
- 17. Submitted mini grant request to America Walks for Navigator USA/AVA event in Montclair, NJ.
- 18. Contacted 2019 Convention Committee to discuss possible 2019: The Year of the Peace Walk.
- 19. Created a mission statement for the Program Committee.
- 20. Submitted a motion to declare 2019: The Year of the Peace Walk.

ACTIVITIES:

- 9. Conducting Navigator USA patch contest 10/1-11/30.
- 10. Working with Liz Brady and the New Jersey Walk and Bike Coalition to bring to fruition the Navigator USA and AVA event in Montclair, NJ.
- 11. Discussing and researching what virtual program to add mid-year 2018 in Walker Tracker.
- 12. Investigating the idea of a National Peace Pole Program Book for one year, 2019. This would be implemented and run by the Program Committee.
- 13. Investigating Peace Pole prices and possible collaboration with the Peace Pole Project.

CONCERNS:

Our only concern is the overwhelming of the HQ staff by the creation of new programs. We are trying to alleviate that as much as possible by doing as much of the clerical work we can at the committee level until at which time headquarters has enough staff.

RECOMMENDATIONS:

The Program Committee recommends declaring 2019: The Year of the Peace Walk.

Asking each AVA club to declare one walk in 2019 as a Peace Walk. This would ideally have a Peace Pole planted at the start or finish. The other option would have the walk pass a Peace Pole already planted.

The Convention Committee has agreed if motion is passed to have the AVA President plant a Peace Pole during a walk at the convention to make "History." If that is physically impossible they will have one walk pass a Peace Pole.

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

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

#OptOutside Mission

Unite AVA clubs by having each club host an event on Black Friday focusing on #OptOutside while increasing the visibility of AVA as an organization.

#OptOutside: The Overview

All clubs sent their information to Missy at the program committee instead of AVA headquarters. This was done for several reasons:

- AVA HQ is overwhelmed with all the new equipment and programs. They did not have the time to devote to this campaign.
- We thought it would be easier to communicate information with someone who is knowledgeable about events and the operations of a club from the club perspective.
- To improve upon the process from last year and be able to document progress.
- To be able to use the information to publicize as much as possible for clubs on Facebook.
- To be able to encourage clubs. We thought coming from the program committee made up of club members, clubs would realize the program committee is here to help them and thus diminish the: them vs. us stigma.

#OptOutside: The Bad

The committee worked at being upbeat and positive while encouraging club participation. Never did we admonish anyone for not participating. We received feedback from a few clubs about how AVA was pushing something else new on clubs. The concept was as simple we could make it, so that even a "one" man club with no outside help could be a part of the campaign. We still got, "It is too much work." We asked RD's to help pass on the information and encourage club participation. We had two RD's who actively passed on the information and went so far as to send Missy event information for several clubs. That was wonderful. If you look at the regional map, you can tell the regions where RD's took an invested interest. We had clubs who said their RD never brought up the campaign and didn't know much about it. RD's are an important part of the communication process. They should be the catalyst for their region.

Hector did a fantastic job on the website, but communication could be better. Questions were not answered about updates, thus we had to go in and look at the webpage to find out if updates were completed or not, which sometimes created more questions. A simple, it will be done by Wednesday would have helped and kept the program committee informed, then we

would not have had to send more than one email on the same action item. Also, HQ needs to implement an "away from the office" response when an employee is out. This would be a terrific asset for all and alleviate worries or duplicate emails from those outside the office wondering if the email was received.

Henry was our liaison with REI. He was responsible for all communication with REI, the committee felt that this would give AVA a single point of contact with the REI #OptOutside people, he started the process. REI pushed him off early on this year because they were overwhelmed with the response to the campaign. At one point we hadn't heard anything from REI. We were getting worried and thought we had lost all contact. We put pressure on Henry to open the conversation again. We found out in November the publicity information had been sent in October and AVA was missed on the communication. Needless to say, Henry, along with the entire Program Committee was very disappointed. I think Henry learned from that experience the importance of persistence and perseverance.

Even though club participation is up from last year, total AVA club participation is still less than 25% (if the club number is 231). We have a long way to go if we want to be taken seriously as a contender for national partnerships.

A prime example: United Health Care. I have received at least 10 emails with the suggestion we partner with United Health Care in their Rally Program. Employers register with United Health Care and their employees can reduce their health insurance premiums by participating in healthy activities. AVA: America's Walking Club should be a perfect fit. Here is the problem, how can we partner with a national organization when we have less than 30% participation from our organization? In order to partner we need to be able to guarantee more than 30% of our product. AVA would not survive the backlash of employees complaining to United Health Care that they found a club but it has no events. Even worse if they go to an event and the club did not hear about the program or just said it's too much work and they do not wish to participate.

#OptOutside: The Good

Fifty-three clubs hosted an #OptOutside event. These events were for the most part group walks of an existing YRE. There were 5 traditional events, the traditional multi-event weekend in Hershey (4 events), PA and one #OptOutside Traditional in Seattle. This is an increase of over 30% of club participation from 2016. Total number of participation to date is 1156 with approximately 24 new walkers, one club did not send participation numbers. There are no

participation numbers from 2016 for comparison. The Program Committee does consider the #OptOutside Campaign a huge success. Fifty-three AVA clubs working together is a big accomplishment for AVA. The response we got from the FB sharing and posting was very positive. It really created a good buzz.

Facebook posts were used as a catalyst for clubs to springboard their own publicity. Clubs who cooperated and sent photos received an additional email letting them know when their event would be posted and encouraged them to like and share with other FB pages, groups and friends. For those who followed our instructions, their event posts averaged 600 views. One went as high as 1000. These posts were not limited to the AVA page, they went beyond to the general public. These events are the ones that benefited the most. Those clubs who did not take advantage of sharing information or pictures with the committee did not get the extra exposure. The participation response was directly related to the amount of exposure. Those clubs who used the tools we gave them and also did some of their own local publicity had a more favorable response. Clubs who depended solely on the Program Committee listing their club event on the AVA Website did not fare as well.

We know not everyone in AVA is FB savvy, so those club contacts who expressed to Missy that they were lost got wonderful personal service and training on how to find the post on the AVA FB page, share, comment and repost.

The #OptOutside Campaign took many man hours but the Program Committee is a great group of club members from across the country that believe they can encourage clubs to come together and work towards a goal to benefit all of AVA. We believe that there are more opportunities for AVA clubs to work together to strengthen our organization. That is our mission.

Attachment 19

8(h)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE Club Development & Support **COMMITTEE**

FOR THE January 2018 **EXECUTIVE COUNCIL MEETING**

FROM (Name): John McClellan, Chairman

ACCOMPLISHMENTS:

- (1) Creation of a (draft) format for RDs to assess/evaluate clubs across a Region
- (2) Proposed criteria describing "strong" or "struggling" clubs
- (3) Presentation to the first "online" monthly Board Meeting concerning (a) and (b)
- (4) Submitted new club packet from SE Region on "Paws & Effect" in North Carolina - also potential non-profit partner
- (5) Motions

ACTIVITIES:

- Drafting/revising a Charter for the new Committee
- Recruiting committee members

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CONCERNS:

1. Have yet to have a Committee meeting due to some circumstances in SE Region and RD workload
2. Closure of the only AVA club in Mississippi and the State Organization in Florida
3. Impending Closure of the Meandering Manatees club in Florida

RECOMMENDATIONS:

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

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

Attachment 20

8(i)

**AMERICAN VOLKSSPORT ASSOCIATION
COMMITTEE REPORT**

FOR THE Free Walkers Ad Hoc COMMITTEE
FOR THE January 2019 EXECUTIVE COUNCIL MEETING
FROM (Name): Sam Korff

ACCOMPLISHMENTS:

1. Committee charter has been prepared and is attached.
2. Brief history of the free walker issue is attached.
3. Some comments from committee members
4. Committee is established with the following members.
 - a. Susan Medlin - SW RD
 - b. Ruthi Worsham - DRD, SW
 - c. Joanne Forinash - Former SW RD
 - d. Mike Nagan - Former State Assn Pres - Washington
 - e. Ed Hainline - Trailmaster, 2015 Convention
 - f. Dick Koonce - Club leader, Columbia River Volkssport Assn
 - g. Sam Korff - Chairman, AVA Secretary

ACTIVITIES:

Solicited comments from all 6 general members. Some are yet to be received.
Prepared brief history of free walkers in AVA

64

CONCERNS:

Slow getting comments from committee members.

RECOMMENDATIONS:

Continue on the schedule shown on Committee Charter

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

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

HISTORY OF FREE WALKING IN
THE AMERICAN VOLKSSPORT ASSOCIATION

When volkssporting was established in the United States, it was mandated that there be Free Walkers. The purpose was to help spread the word of volkssporting and its benefits in the social, physical, and family settings. What was expected was that when someone who would walk for free, they would complete the Start Card with their name and contact information. Clubs/State Assns/RDs would contact these people to drum up interest for joining a club and paying in the future. As recent as 2000, free walkers were still mandated.

Some time after 2000, New Walker Packets were devised to help get people interested in paying to participate. This gave new walkers the opportunity to complete 3 events for no payment. It also gave them the first event book and the first distance book for a nominal price. I believe that when this happened, Policy changed to allow clubs to charge everyone who participated in events OR to continue to permit free walkers. The New Walker Packets have a coupon allowing the person to participate in 3 events to "try on" keeping record books. Each coupon has a space on the back to fill in contact information, allowing AVA hq to accumulate these coupons and distribute them to RDs who in turn should be distributing them to clubs to make a contact to get these people into the habit on keeping books.

Current policy allows clubs to decide whether or not to charge ALL participants. There is no statistical data to show whether clubs who charge everyone to participate do better or worse than clubs who continue to offer free walkers.

The issue at hand suggests that charging everyone will benefit to AVA financially, hinting that those who pay are the support for clubs and the national office. A side fact that must be mentioned here is the Donation Jar and the last time that AVA increased the fee to \$3. Many people stopped keeping record books, and supported the clubs by making a donation to the club rather than to AVA. The Donation Jar indeed helps support the club and often the club collects more in donations than it would be charging everyone. Thus, the Donation Jar is a consideration in the discussion.

COMMENTS FROM COMMITTEE MEMBERS:

Sam, Some thoughts on free walkers: but first some overall observations. A lot of credit walkers don't understand what services AVA provides other than stamps. In my 28 years of Volkswalking and 26 years as a member of CRVC I have not heard of one instance of suit being brought because of injury. As a result the need for insurance is questionable.

It is very difficult to "sell" paying for walking when one can do it for free. It might be easier to charge everyone.

That being said here are my thoughts, which have changed over time.

If the AVA increases the charge for walking they will, in my opinion, lose participation.

It would be easier to charge everyone \$3.00, a minimal charge if you compare it to the cost of the "disease of the month" walks which draw thousands.

Part of the problem with the reduction in participation is our walks are just walk around town events. There is nothing offered by the Clubs that can't be realized by walking on your own except for the comraderie. We need to make our walks more of an event.

I guess I am in favor of charging everyone. We do offer a service. We need to better educate our "free" participants that maps, directions, permits, gas, lodging and other costs are included and need to be paid for by participants.

Do we even know how many free walkers become credit walkers? I have for many years thought charging all Gorge event participants but then decided not to. The most free walkers we ever had was 23%. Most walks today have 40% - 50% and yet our participation keeps dropping, so apparently we are not capturing these participants and converting them to credit walkers.

If we charge everyone, as I now believe we should" we need to put together a professional flyer or brochure outlining the costs of providing walks and also just what the AVA provides. We should pass this out to all walkers.

We have walks all over the world. How many people know that. Walks are provided in safe, easy to access locations with maps and directions. We have group walks that provide fellowship and a social outlet. There is a value to our walks and we don't sell that.

In summary, I don't think we lose anything by charging everyone. If some people leave we haven't lost anything except, in rare cases, where Club members don't

walk for credit. Initially you will hear complaints but that will die down. If we advertise what we have to offer we can overcome any initial Resistance. Dick Koonce

Change AVA policy to discourage free walkers by listing what our \$3 pays for/supports. Still allow clubs the choice to have free walkers, but then the clubs must pay the AVA its cut for each walker. (This is the compromise we voted on in Fredericksburg and it was, I believe, a tie vote broken with Dennis voting no).

Rationale: AVA survives on the various walk fees. AVA is also operating in the red. If a club is wealthy enough to pay the AVA portion for each free walker, then I support them allowing free walkers. If the club is not financially able to pay the AVA portion, then they have no business allowing free walkers. Susan Medlin

RESPONSE AS A MEMBER OF THE "FREE WALKER AS HOC COMMITTEE":

There are a number of issues that need to be discussed regarding the subject of "Free Walkers".

The first and the one at the top of my list are; the financial impact to the National Organization and to the individual clubs. I have included here "Article II, Purpose" from the Bylaws of the American Volkssport Association, Inc. This explains the purpose of the AVA and why the AVA and its member clubs exist. Hopeful this will explain the purposes the AVA has to fulfill and with the follow-up information I will provide, the NEC, the clubs leadership and our walking family will understand the importance of everyone paying the small fee of \$3.00 to complete each of the AVA sponsored events.

This is a very important issue to the life and continence of the AVA and I hope each of you will read thoroughly and to the end.

ARTICLE II: PURPOSE

Purposes. The AVA is a nonprofit, voluntary membership corporation, organized under the laws of the State of Texas and organized exclusively for charitable and educational purposes under Section 501(c)(3) of the Internal Revenue Service Code of 1986, as amended (or the corresponding provisions of any future United States Internal Revenue Law), to promote the public health, physical fitness and well being of the people of the United States, its possessions, trusts, territories, dependencies and overseas military bases and diplomatic missions, by organizing, promoting and conducting scheduled programs of noncompetitive, family oriented, participatory lifetime sports including, but not limited to: walking (including jogging and running), bicycling, swimming, cross-country skiing and such other events as may be sanctioned by the IVV, and including the following specific purposes:

- (a) to act as the official representative of the IVV in the United States, its possessions, trusts, territories, dependencies and overseas military bases and diplomatic missions, and to be the official representative of the United States at all meetings of the IVV;
- (b) to administer the IVV Achievement Awards Program in the United States, its possessions, trusts, territories, dependencies and overseas military bases and diplomatic missions;
- (c) to develop and implement a program of public information and education to engender interest in scheduled programs of noncompetitive, family oriented, participatory lifetime sports;
- (d) to supervise the compilation of a national calendar of sanctioned events to be made available to its member organizations, their members and the general public;
- (e) to increase communication among members and Volkssport participants through publication of a newsletter and a newspaper, both circulated to its members and available by subscription to the general public;
- (f) to assist in the organization of new Volkssport clubs within the geographic jurisdiction of the AVA;
- (g) to provide understanding of the benefits of participation in organized programs of noncompetitive, family oriented, participatory, lifetime sports;
- (h) to foster a preventive maintenance concept of health care;
- (i) to stress the fun and exhilaration of walking, jogging, running, bicycling, swimming, cross-country skiing and such other events as may be sanctioned by the IVV;

(j) to sanction events in conjunction with or under the auspices of the IVV and to do all things necessary and incident thereto.

While a large part of the AVA programs and events are provided by volunteers, it takes money to provide each of the (a thru j) purposes listed above. Since these programs and events are to be sponsored all across the US and our overseas military bases, it takes member clubs throughout the US to sponsor and promote these events. These member clubs operate under the 501(c)(3) umbrella of the American Volkssport Association and are governed by the Bylaws and Policies of such. In order to administer the processing, govern the activities of this organization and assure the purposes listed above are provided as required, the AVA is required to maintain a National Headquarters with sufficient staff, equipment and supplies to perform these requirements.

I will list here some of the costs to maintain this organization as required:

1. In order to operate as a sports related non-profit the AVA is required to maintain general liability insurance that includes coverage for each entity that sponsors events under its non-profit status.

That insurance cost for the year ending June 30, 2017 was \$38,297 or \$166 for each of the 230 clubs.

2. To belong to the IVV the AVA is required to pay dues to the IVV for each club. For the year ending June 30, 2017 the dues were \$3,278 or \$14 for each club.

3. The AVA supplies each club with 1 copy of each of the 6 issues per year of the American Wanderer.

The approximate cost of the magazine plus postage is \$25.00 per club, per year.

To summarize the basic costs per club:

Insurance	\$38,297	\$167 Per club
IVV Dues	3,278	14 Per club
The TAW	5,750	25 Per club
Total Basic cost to AVA :	\$47,325	\$206 Per club

This does not include functional expenses like: rent, salaries, customer service, website maintenance, supplies, postage, publicity, equipment and etc, approximately \$535,000 per year. This cost is expected to be covered with revenue from our events, donations and grants.

This cost has not been covered for the past several years and the organization has operated at a loss. It is only reasonable to conclude that the organization cannot continue at this losing rate. It is difficult to get corporate sponsorship when an entity consistently operates in the red.

Some of the member clubs have consistently advertised our events as "FREE" unless you want IVV credit. As you can see from the above analysis this is not a true fact. It costs the club and AVA the same to sponsor an event if you get a little book stamped or not. Those that walk for credit and get their books stamped must buy two separate books which, for the most part, cover the cost of the awards they receive when each book is completed. When each book is completed, they must purchase an additional book to continue the program.

The annual percentage of "Free" walkers for YRES per region are: 4.37%, 2.37%, .68%, 7.05%, 24.52%, 18.96%, 6.46%, 2.07%, 8.67% and 4.99%, for a national average of almost 11%. (Numbers for the Traditional Events are not available to me at the current time, but have been consistent with the YRE numbers in the past.) It is extremely difficult for an organization or company to break even, or make any profit to stay above water or grow, when they give away 11% of their product.

None of the above costs cover the costs to the club to sponsor an event. They must pay a sanction fee to the AVA in order to have the event qualify to come under the AVA policies as a non-profit event. The club must publish a brochure to promote the event. They sometimes have to pay for a permit or rent for a facility to host the Start/Finish. They must provide water for the start/finish and each check point. They sometimes have to provide porta-potties if there are no bathroom facilities on the trails. They must provide directions and maps for each trail. All of these expenses come from the club's treasury. In order for the club to come under the umbrella of the AVA as a non-profit entity the club must pay annual dues to the AVA. As with the National Headquarters expenses, these expenses are not "Free".

It has been said that many of the "Free" walkers give a donation for the event. All of these donations remain with the club and no fees are paid to the AVA from these funds.

It is obvious that the "Free" walkers find "Fun, Fitness and Friendship" from completing our wonderful trails or they would not come back year after year to do them again. I have had people tell me they have walked for 17, 20 or 25 years for free and did not know what our programs are all about or had never been invited to join a club. It is not required that everyone participates in our "Achievement Awards Program" to walk with us, enjoy our "Fun, Fitness and Friendship" and our wonderful, well researched, planned walks or events. It does cost the AVA Headquarters and the clubs to provide these events and information about when and where they are happening all across the

nation. It costs to provide the website, the equipment to run the website and the staff to maintain the information regarding each event. Three dollars is the least expense for three to four hours of fitness and entertainment I have ever found.

I feel the AVA New Walker Packet is the best deal going and should be offered to every walker who think they should walk for free. I sell between 50 to 60 NWP's a year and personally donate between 10 to 20 a year. I have only had 2 people turn me down when I tell them they are getting a \$25.00 value for \$5.00. That they could pay \$3.00 for the walk and go home with their memories or they could pay me \$2.00 more and get three free walks, their first two books and a free issue of our national magazine. Most of our local clubs also include one year free membership to their club with the purchase of a NWP. This gets them on the clubs email list, so they get updated information as it is published. If they decided they were not interested in our programs, what had they lost? If they decided three months or three years from now that we offered a pretty good thing then they had two more free coupons, their first two books and were ready to join us regularly on the trail. If they wanted to just walk with us, they were free to do that as well and it only cost them \$3.00 per event. What better deal is there? Other similar athletic/sporting events, conducted all over the country, such as Marathons for runners or bikers and walking fund raising, all require payment of a participation fee. The AVA should do the same.

Advertising and promoting that the AVA events are free, unless you want IVV Credit, has a "trickle down" effect on our participation numbers and bottom line. People who are told they have an option to pay or participate for free, will always choose to participate for free. The club has very little to no opportunity to present our programs or what we are all about when the participants just walk up to the registration table and are asked "Are you walking for free or do you want credit?" That is why we have people walk week after week, year after year for free and never realize what they are missing. The Southwest Region has discovered that those people who used to walk for free, continue to walk with us now that most of our clubs have everyone pay for their event. Many of them have become IVV Credit walkers and are angry because we let them miss out in the past. Some of them still are not interested in keeping records or our "Achievement Awards Program", but they still walk with us, pay the \$3.00 and are considered "Non IVV Credit Walkers". People seem to like being considered part of a "family" and realize there is value to our programs.

For those who say they cannot collect fees on Federal property, there are several ways to handle that. You can have preregistration, registration off site and participants drive

to the start, or treat it as a YRE with the participant filling out a start card and mailing it along with payment when off the property. We have found, depending on the property, that at least one of these alternatives has worked.

I hope this epistle has convinced those in the position to make the decision that it is in the best interest of the AVA and its member clubs to change the policy to require all clubs to charge everyone the small \$3.00 fee to participate in any of our events.

Presented by: Joanne Forinash, SW Region
sjforinash@yahoo.com 210-872-2743

Re: Free Walker Count

From : korff.sam <korff.sam@wildblue.net>

Wed, Dec 20, 2017 08:53 AM

Subject : Re: Free Walker Count**To :** Celtic Arts Northwest <celticartsnw@hotmail.com>

19887 or \$24858.75

Sent via the Samsung Galaxy S7, an AT&T 4G LTE smartphone

19887 or \$24858.75

Sent via the Samsung Galaxy S7, an AT&T 4G LTE smartphone

----- Original message -----

From: Celtic Arts Northwest <celticartsnw@hotmail.com>

Date: 12/19/17 9:19 PM (GMT-08:00)

To: "korff. sam" <korff.sam@wildblue.net>

Subject: Free Walker Count

Hey Sam:

Do you know how many free walkers were reported to AVA in 2016?

Mike

Sent from my iPad

----- Original message -----From: Celtic Arts Northwest
<celticartsnw@hotmail.com> Date: 12/19/17 9:19 PM (GMT-08:00) To: "korff.
sam" <korff.sam@wildblue.net> Subject: Free Walker Count
Hey Sam:

Do you know how many free walkers were reported to AVA in 2016?

Mike

Sent from my iPad

I believe that AVA should not change its policy on free walkers. Clubs should be allowed to charge free walkers at their option in order to cover costs of hosting an event. But, no club should be required to charge free walkers a fee. And no club should be required to pay free walker fees to AVA.

These comments are not offered without considerable thought and experience. I have been an AVA walker for over 25 years. My experience includes service as president of both my club (Emerald City Wanderers) and the state association (Evergreen State Volkssport Association). I am a longtime associate member of AVA. I contribute to the Big Give. I subscribe to the Centurion program (but rarely meet the 100 walk threshold!). I have walked in all 50 states, and then went back around and walked in all 51 capitals. And, my practical experience includes management for many years of one of the largest traditional events in the Northwest. That is our annual New Years Eve and New Years Day walks, which will draw between 300 and 800 registrants over the two days, depending on weather.

On many occasions, I have discussed this issue with other avid volkssporters. Out of my experience, and these discussions, I offer the following reasons for urging continuation of the current policy on free walkers.

PRINCIPLE: The AVA has always worked to encourage participation in a variety of noncompetitive sports, most commonly walking. We should continue this policy, and not subvert or constrain it by encouraging walking but only if we get paid.

RECRUITING: Right now, one of the major recruiting tools available to clubs is inviting folks to participate without a fee. We state that in our publicity, and I believe it is an important incentive for new people to try our events. Not all of them become credit walkers, but some do. There are more people walking in the US today than ever. But there are less people participating in volkssport events. We get these non-volkssporters to join us by inviting them to events at no cost, offering them the special benefits of our program - the fun and friendship elements. And, hopefully, some of them decide to buy the books and continue to walk with us.

REVENUE: The argument for charging free walkers is based, in part, on the expectation of increased revenues for AVA. It no doubt will have some positive effect. There were approximately 20,000 free walkers reported to AVA in 2016, I believe. If AVA received a buck for each one, that would be \$20,000. If it was \$1.25, that would be \$25,000. But, there are serious problems with this projection.

- It is likely that the number of registered free walkers will drop if there is a fee, especially at YREs. Why bother filling out the paperwork if it means a person has to pay? They can just do the walk without the hassle of signing in, etc. This also will be true at large traditional events, where many free walkers already regard it as a nuisance to stand in line and sign the register when they could just follow the signed route. We know that this is a common practice at our most popular traditional events now - part of a group waits outside, or apart from the start area, while some members sign in. If the event is drawing a small number of folks, perhaps less than 50, it is possible to walk around and encourage all to sign in, and pay. But at a large event, which is common in the PNW, there is no practical way we can ensure that all sign in. From the walkers' standpoint, If they have to pay to fill out our paperwork, why bother?

- With the current practice, it is common for free walkers to drop a buck or two in our donations jar. And, this income is important to us. If the AVA decides that fees have to be paid for free walkers, we will lose that income. AVA benefits; clubs suffer.
- Even if half or more of our current free walkers continue to participate and pay the fee, the income to AVA is not large. If we assume that half of our free walkers will continue to sign in, and will pay the fee, the return to AVA is \$10,000 to \$12,500. That's almost insignificant in AVA's annual budget.

PRACTICAL ISSUES: I alluded to a major practical issue above. How will we ensure that free walkers register and pay? At large traditional events, will we police the parking lot and neighboring streets and make sure folks come to the registration table? Will we check walkers on our routes and make sure they have a start card? No. And what about YREs? How will we enforce the policy when we are not there?

And, a serious, potential issue lies with our venues. With the current policy, we can approach possible locations for our start/finish and point out that we are not only non-profit but that participation is free to anyone. Some venues don't care. Some venues find our proposal more attractive. And some venues likely will deny our request if we require all participants to pay. Since we have always been able to state that free participants are welcome, we have never had to raise this issue. It needs to be explored carefully. There may be facilities where requiring a fee will require some revenue-sharing with the owner - e.g., some public facilities. There may be facilities where the legal status of the business or operation is affected by a tenant (us) who is charging fees. And, there may be facilities where activities requiring fees are prohibited under tax law or facility rules.

A final observation: the clubs are the most important part of the volkssporting movement. They are the base of volkssporting. They do the work of organizing, promoting and hosting events. Their efforts are the only recruiting program the AVA has. Take away the free walker policy and you handicap the clubs in recruiting, and you curtail their revenue.

Mike Nagan

I feel AVA should not change the current policy of allowing "Free Walkers" to participate in AVA Sanctioned walking events. Also, I believe all clubs should be allowed to have Free Walkers participate, whether they are a large or small member club. No club should be required to pay for free walkers.

I have discussed this issue on numerous occasions with walkers who now walk for free, though some of them feel they can give a donation to the supporting club which is sponsoring the walking event, knowing the club has put a lot of time, effort and expense into the walking event.

Taking away free walkers from the walking system and requiring them to pay every time they participate in a walk will decrease the quantity of walkers who currently do walks.

Is this what we want, to deny them the chance to walk with their friends and relatives by requiring them to pay so they can walk with them? There will be a good share of walkers who will stop walking in organized activities and events, if this happens. Though there will be some who will remain and will pay a nominal fee to be able to walk since they have been making donations in the past.

Most of the clubs I have dealing with or I am a member of advertise their walking event that all walkers can participate for free. This has been a good tool to grow the membership of various clubs here in the Northwest. Taking this away I can see some of these folks dropping out of the club they belong to and no longer participating in a club sponsored walking event. These members are folks who at times help with a walking event by volunteering some of their free time to work at the club sponsored event, whether it be a walk, bike or whatever special event the club is putting on.

Allowing free walkers to continue will keep them in the "ranks" and allow more of them to continue walking with their family and friends at various walking event.

If we start charging free walkers a fee, will they continue to come to the event, some will, but some will say why should I go to this event and stand in line to register. Whether it be a Sanctioned Event or Year Round Event (with a group guided walk). They will just stay away from the registering area and walk following the markings of the walking event. Why should I pay when I can just follow the markers!

We have gone to our walk site location and asked for their permission to have a walking event or bike or ski event and informed them our event is free to anyone who participates. We are a non profit organization and allow for free participants. Take this away and how many of our walk site locations will tell us "no" when we tell them all of our participants have to pay a fee to participate in the event.

This issue has come up on many times in the past and seems to be still taking and trying to do away with the free walker. If AVA thinks this will increase their revenue, to a point it will, as some will stay and pay the nominal fee asked for walking an event. Though some will say – Nope not me! I'm out of here!

The AVA has numerous expenses to deal with and get implemented to try to get this organization to stay alive and hopefully grow with new members throughout the AVA Organization. Some feel by taking away the free walker and requiring them to pay a fee this will increase their revenue, which should and could happen. It is best to do so and have some of

these people stop participating in these walks, for what – the almighty dollar!

Various clubs are small in size and they are very grateful for the small donation some of these free walkers donate to them. This helps keep the club afloat, take this away and these clubs will suffer and some could even fold due to financial means of not being able to stay active because of a shortage of funds.

If there are half of the free walkers who continue to participate and start paying fees, will this small amount of them be enough to help AVA stay afloat and have the money needed for their expenses at the Headquarters. The AVA has a very large annual budget. This could help keep them going for what one more year, maybe two.

In conclusion, the clubs are the backbone of the AVA and a very important part of the volkssporting world. Take away the “free walker” policy and you will handicap a good majority of clubs in recruiting efforts and hinder their revenue. Plus this will decrease the amount of walkers who will participate in our events by taking away the free walkers those who walk with them and are credit walkers could also reduce in participation as they will want to be with their friends or family members.

It is my belief having free walkers continue to be allowed will keep our organization (AVA) in check and not go away as some folks are predicting this happening.

Ed Hainline