



CHECKPOINT ✓

The official voice of the American Volkssport Association
America's premier noncompetitive sports organization

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November 2015

The deadline for the Club survey has been extended to November 6, 2015. If you are having difficulty accessing the club survey please contact Bobbi at bobbi@bilnoski.onmicrosoft.com



NEC Meeting Updates

The next NEC meeting will be held January 22 – 24, 2016 in Las Vegas, Nevada.

Call to Clubs for Agenda Items [Click here for Agenda Items Form](#)

Please complete as soon as possible.

November 23: Clubs email Agenda Items to RDs.

December 8: Agenda Items from RDs due at AVA National Headquarters.

December 22: Final list of Agenda Items sent to AVA Clubs.

Officer's Reports and Committee Reports [Click here for Officer Report Form](#)

[Click here for Committee Report Form](#)

Please complete as soon as possible.

December 22: Officer's & Committee Reports due at AVA National Headquarters.

Due to the holidays, packets will be emailed December 31: Meeting data information package emailed to NEC members.

NEC Committee News

Special Programs 2017 – Bonnie Johnson, Special Programs Committee Chair

At each January NEC Meeting, new Special Programs are introduced for review and approval by the NEC to begin in the following year. In January 2016, the Special Programs will be introduced which, if approved, would begin on January 1, 2017.

Updates regarding new AVA database – Frank Sayers, IT Committee Chair

We began many months ago to implement the needed and well received recommendations presented by the previous IT Committee, chaired by Holly Pelking. The major task to be completed was to upgrade the obsolete Access database to a more functional relational model.

Bill Wilson accepted the challenge to document the current database configuration, and identify how it was being utilized in the current business processes. Absolutely critical tasks that take what seems like

an incredible amount of time and effort. Done. Now it had to be consolidated and translated into a working relationship database model. We were fortunate to find Mike Young of Young Consulting Services. He is exceptionally competent, and Bill was able to convince him to expend prodigious amounts of effort for incredibly small amounts of money. It is very hard to explain the amount of work, technical expertise, knowledge and dedicated effort to get to this point, so by December I will have placed a large amount of descriptive information on a special web page for anyone that may be interested.

So, what is the result of two years of effort? (Please note – this web page will be seen by the headquarters personnel only.) This:

The screenshot shows the AVA Business Management Portal. At the top is a dark blue navigation bar with links for AVA Biz, Clubs, Participants, Events, Admin, and Roles. On the right of the bar, it says 'Hello demo@example.com!' and 'Log off'. Below the navigation bar is the AVA logo, which consists of the letters 'AVA' in a stylized blue font with red and white horizontal stripes. Underneath the logo is the tagline 'Fun, Fitness, Friendship' in red and blue. Below the tagline is the text 'American Volkssport Association Business Management Portal'. The main content area is divided into three columns, each with a search function: 'Search for a Participant', 'Search for a Club', and 'Search for an Event'. Each column has a blue 'Add' button and two search input fields with green 'Get' buttons. The first search field in each column is for 'contains' and the second is for 'equals'. At the bottom of the page, there are two copyright notices: '© 2015 - American Volkssport Association' on the left and '© 2015 - development by Young Consulting Service' on the right.

Now, of course, there is more, but essentially this is it. We now have the capability to process things of importance by only entering data once. We now have the basis for everything else that is coming. It will now be able to report more regularly on steady process, since the major background work has been accomplished. This will translate to more efficient processing at the headquarters, the ability to provide accurate and relevant information to woo sponsors, the ability to interface with the Remote StartBox, new ESR interface, new public web site, a mobile app, and more. In my lifetime – I certainly hope so. Tomorrow. Not a chance.

Stay tuned for the exciting upcoming chapters.

AVA 40th Anniversary/National Patch Contest - Susan Medlin, National Events Chair

In the spin up to the 40th Anniversary of Volksmarching in America, we are looking for human interest stories, humorous antidotes, lessons learned, and other interesting events that would encourage folks to become volksmarchers. Please forward your memories to John McClellan, President of the Happy Wanderers, johnmc82@cfl.rr.com by **January 31, 2016**. We hope to include your memories in articles for Reader's Digest, AARP magazine, TAW and other publications.



Come to Fredericksburg, Texas on June 10 -12, 2016 and join in the celebration of the AVA's 40th Anniversary. The very first walking event was held in Fredericksburg on June 12- 13, 1976. Next summer we will celebrate this historic event with multiple walks, a bike event, and a swim. You'll enjoy the scenic countryside, the Wine Road 290 (featuring 15 wineries just minutes apart), a world-class WWII Museum and our many fine restaurants. Join us on the Saturday morning Founders Day Walk. We also offer 6 Year Round Walks, with new routes updated in 2014, and 2 County walks (Mason & Llano) that you can enjoy.

AVA HQ is sponsoring a national contest to design the 40th Anniversary Patch. Send your 4" x 4" or 5" x 3" patch to sueammed@aol.com as a PDF. Original drawings can be mailed to Susan Medlin, 12527 Fern Creek, San Antonio, TX 78253. All entries must include the AVA/IVV symbol, our slogan "Celebrating 40 Years" and the words "American Volkssport Association". The deadline for patch submissions is **December 1, 2015**. The winning entry will be announced on January 8, 2016. The winner will receive \$100!

Strategic Planning Surveys Update – Nancy Wittenberg, SPC Vice-Chair

Thank you everyone for completing your individual surveys and your club surveys to help keep AVA moving forward. Each survey is important to the strategic planning process the committee is going through. Our next meeting is in the Dallas, TX area from November 17 – 19. We will be reviewing all the results of the two surveys and working hard to come up with three scenarios to present to the National Executive Council Meeting in January for the NEC's input and decision. You will hear what the NEC tells the committee to focus on following that meeting.



AVA Headquarters Team News

HQ Events Coordinator – Marie Bebley

Don't forget to submit your annual financial reports, e-postcards, and officer updates. Please see the attached list ([click here](#)). Those marked in red are still requiring a report which is due **November 15, 2015** or they will receive a late fee of \$10 per report.

Please see the attached list of clubs still missing 2nd and 3rd Quarterly Reports ([click here](#)). All reports are considered late if submitted after the deadline and subject to a \$10/report late fee. If you have problems or need assistance with the reports, please contact Candy, candy@ava.org or Marie, events@ava.org.

Entry of Seasonals & YREs

Please [click here](#) for step by step instructions on how to enter Seasonals and YREs after the August 31st deadline. You can also find this information under Clubs > Clubs Only > ESR Help for Clubs and it is Module number 14.

Requirements for starting a new Club

There is now a requirement sheet and checklist for starting a new club. Please [click here](#) for more information. You can find this information by going under the Clubs tab > Clubs Only > AVA Club Forms.

HQ Finance & Operations Director – Candace Purcell

Regarding programs which began in 2015 & 2016, please check to see if you have paid the \$300 fee for each of your programs. If not, please do so. Send payment to Candace Purcell at National Headquarters.

Invoice and Statement Addresses

To ensure clubs receive invoices and financial statements to the proper addressee, the address must be updated no later than the **25th day** of the month in club maintenance pages. If you are an AVA Associate member and you need to update your address, please contact karen@ava.org.

HQ Awards and Membership Coordinator – Karen Winkle

To view the Monthly Comparison Chart for new walkers completing their first 10 Events [click here](#), and to see the Monthly Comparison Chart for the Total Number of Awards processed [click here](#). The charts are also included as attachments.

HQ Accounts Receivable Specialist – Theresa Hutchison

Please allow up to 4 weeks to receive your merchandise orders. If you need your order in a few days, or a week, Headquarters is happy to oblige. There will be an additional shipping charge on your order for rush delivery.

The maroon book covers are on sale for \$1.50. Due to the new price, your discount cannot be applied for the maroon book cover.

The Girl Scout patches are now \$2.50.

HQ Communications Specialist – Jessica Blazejewski:

To avoid confusion, the “Clubs Only” tab has been moved on the AVA website under the “Clubs” tab. Below, is a small snapshot of where the tab can now be found. If there are any issues regarding the website, please contact Jessica at avawebmaster@ava.org with the error message if possible.



Paper and Electronic TAW information

When emailing regarding the Electronic TAW, please include the email address where you would like to receive your PDF copy of TAW, whether or not you would like to continue to receive both the paper and electronic copy of TAW, if continuing the paper copy of TAW include your shipping address, and please include your AVA membership number.

All articles and photos that are for TAW must be submitted directly to Donna Seline at taw@ava.org, or 612-529-0552, not headquarters. Please find attached the guidelines for submitting and ensuring your article will be successfully produced within the next TAW issue (<http://www.ava.org/TAW/TAWGuide.pdf>). All TAW deadlines for articles and photo submissions are below. There are no exceptions for submissions received late. Commercial advertising must be paid in advance.

<p>Copy and advertising deadlines:</p> <p>February/March issue – Dec. 25 April/May issue – Feb. 25 June/July issue – Apr. 25 August/September issue – June 25 October/November issue – Aug. 25 December/January issue – Oct. 25</p>
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If you have not received your paper copy of TAW, need to change your shipping address, or any other issue regarding TAW please contact Karen at karen@ava.org. If there is an issue concerning your Electronic copy of TAW, please contact Jessica at avawebmaster@ava.org.

AVA Executive Director's Updates

Diversifying Our Revenue Streams – Henry Rosales, AVA Executive Director

In an effort to diversify our revenue streams the AVA headquarters is actively pursuing monetary grants from other sources like foundations, corporations, and the federal government. A standard part of the grant application process is to provide requested information about the work that we do to accomplish our mission.

The mission of the AVA is to be the advocate for the promotion and organization of walking and other noncompetitive sporting events that encourage physical fitness, fun and friendship for people of all ages

and abilities. As an advocate the AVA, through its clubs, conducts events and educates individuals and communities as to the health benefits gained through participation in noncompetitive sports.

Several grant applications recently requested information regarding AVA's involvement with advocacy initiatives that may have led to creation of more walkable communities. To learn more about walkable communities click here. http://safety.fhwa.dot.gov/ped_bike/docs/marc.pdf

An example of a club advocacy initiative as it relates to a walkable community could include working with local, state or federal officials on community projects such as assisting in creation of walking paths in or around city/county parks, or requesting assistance with elevated pedestrian walk ways over busy streets or requesting placement of traffic signals to provide safer trails for pedestrians walking.

Another good example would be an AVA Volkssporter's participation as a sitting member on a board that studies pedestrian traffic matters or community planning initiatives. There are many other examples out there. I would love to hear about your individual or club's advocacy efforts so we may include these testimonials in our grant proposals and share them with the greater community.

Send us information on your advocacy efforts to marketing@ava.org. Use the subject line "Advocacy Initiatives." You can also mail us your information by sending it to the attention of Henry Rosales at the AVA Headquarters. Thanks in advance for sharing with us and keeping the spirit alive!



The American Volkssport Association
1001 Pat Booker Road · Suite 101 · Universal City, TX 78148
Phone 210.659.2112 · Fax 210.659.1212 · Email avahq@ava.org

Website ava.org

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