



AVA 2005 Convention Committee
Workshop Committee
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14TH BIENNIAL CONVENTION
OF THE
AMERICAN VOLKSSPORT ASSOCIATION
CHERRY HILL, NJ
JUNE 22 — JUNE 24, 2005

Workshop Brochure



5 Major Tracks:

- Club Toolbox
- Community Partnerships and Programs
- Health and Fitness
- Professional Development
- Bring 'n Brag



Workshop Summary and Location

The theme of the AVA Biennial Convention is “New Trails...New Friends” through walking for fitness and fun. The goal is to provide participants the tools to build healthy active clubs and create quality walking events in their communities to promote a healthy life style and family-oriented activities.

Over the past several years we have witnessed a growing concern over the alarming growth rate of obesity and its related health issues – for both old and young generations - due to inactivity. Paralleling this growth rate in obesity and related diseases is the sharp decline in physical activities. We believe in the importance of reversing this trend by motivating local community populations to incorporate regular physical activity into their everyday lives. This does not mean joining an expensive gym or committing to a rigorous exercise or training routine. It is sufficient to select activities that fit into one’s daily routine...such as walking.

“Walking” is the bread and butter of the American Volkssport Association and the American Volkssport Association is America’s best kept secret! In order to increase physical activity through walking and at the same time introduce local communities to our association, our non-profit clubs need to learn the skills necessary to: educate their local community on the benefits of a regular walking program; publicize their walking events; host premier walking events which appeal to participants so they return again and again; foster community partnerships; and develop new club memberships and effective leaders. With such a “Win-Win” situation between a local community’s increased physical activity and the resultant increased participation at a local club’s event, the community will also reap the benefits of our association’s non-profit status where annual monetary contributions are returned to the community by the local walking club to support local programs.

Under our New Trails...New Friends theme, there are many possibilities for contributions from a wide variety of participants. To this end, we have created a set of 5 major tracks:

1. **CLUB TOOLBOX (CT)**—Sessions cover a wide range of topics designed to help clubs achieve success.
2. **COMMUNITY PARTNERSHIPS AND PROGRAMS (CP&P)**—Sessions provide clubs with the steps and know how to develop partnerships with national, state, regional and local community agencies/associations and programs to promote fitness and event participation.
3. **HEALTH AND FITNESS (H&F)**—Sessions include the latest information on caring for both the mind and body of today’s walker.
4. **PROFESSIONAL DEVELOPMENT (PD)**—Sessions build leadership skills and knowledge for club officers.
5. **BRING ‘N BRAG (BNB)**—Sessions offer an opportunity for individuals, clubs and state associations to show off programs, ideas and concepts that have proved successful.

503 PARTNERING WITH COMMUNITY ORGANIZATIONS (CP&P)

Presenter: Lynette Reagan Room: Plaza V

Target Audience: Membership and Publicity Chairs

Summary: Walkers are everywhere! How can we recruit new members to our clubs and to our events? We will explore the untapped resources in our community—clubs, groups, individuals, organizations, hospitals, businesses and events. Bring your ideas and questions to share. You will gain new ideas and techniques and renewed enthusiasm for recruiting.

504 MEET THE HEADQUARTERS (CT)

Presenter: Jackie Wilson, AVA Executive Director Room: Plaza IV

Target Audience: Everyone

Summary: Presentation of the AVA Headquarters staff and their areas of responsibility. Find out who to contact for specific club or volkssporter products and problems.

505 WALKING AND YOUR FEET (H&F)

Presenter: Dr. Ana Cafengiu Room: Plaza VII

Target Audience: Everyone

Summary: Learn about proper footwear, foot care facts and conditions, and tips for walking. Question and answer period provided.

506 HOW TO ATTRACT YOUNG PROFESSIONALS TO VOLKSWALKING (CT)

Presenter: Terri Bruce Room: Plaza II

Target Audience: Membership and Publicity Chairs

Summary: The recruitment of younger people to Volkssports requires clubs to overcome new and unique hurdles that they have not had to face in the past. Simply advertising events will not be enough to overcome the barriers to participation faced by young professionals. This presentation, combining elements of Community Based Social Marketing and first-hand experience, presents an overview of why so few young professionals engage in Volkswalking and what clubs can do to reverse this trend.



The AVA 2005 Convention Workshop Committee appreciates your participation in our series of workshops. A CD-ROM containing a copy of those presentations released to us are available for sale. Visit the Silent Auction room to purchase the CD-ROM for \$5.00.

404 AVA AS A MEMBER OF THE “WORLD OF IVV” (OT)

Presenter: Lynn Clark, IVV Vice President Room: Plaza VII

Target Audience: Everyone

Summary: Discussion of IVV as an international organization (what it does, how it operates) and how membership in IVV affects AVA and American walkers. Includes question and answer session.

405 OFFICER TRAINING—PART II (PD)

Presenter: Curt Myron, NW Regional Director Room: Plaza IV

Target Audience: Club Officers

Summary: Learn what all organizations have in common and why strong leaders are needed. Learn what makes a good leader and ultimately a successful and vibrant club. Part II includes group discussion and problem solving activities.

406 QUALITY EVENTS—GETTING BACK TO THE BASICS PART II (CT)

Presenter: Donna Seline and Lynette Reagan Room: Plaza V

Target Audience: Event planners who want to sponsor quality
volkssport events

Summary: Continuation of Part I with Part II including a give and take discussion among attendees with ideas they’ve used to make their events special. Session includes displays, handouts, demonstrations and role playing, as well as audience participation.

Friday, June 24, 2005, Session 4, 10:00 a.m.—10:50 a.m.

501 FUND RAISING FOR NON-PROFITS: TIPS FROM THE MASTERS (PD)

Presenter: Howard Cusick Room: Plaza I

Target Audience: Club Officers

Summary: Non-profit organizations depend on fundraising to survive. Now, you can get tips on how to successfully accomplish your fund raising goals from one of the area’s longest standing non-profit organization. With roots that date back more than a century, Virtua Health’s Foundation has raised more millions of dollars to help Virtua become the premier healthcare provider in South Jersey.

502 ELECTRONIC SANCTIONING (CT)

Presenter: Ron Drumm, AVA Tech Committee Room: Plaza III

Target Audience: Event Point of Contact

Summary: Detailed information on how to improve the way your events are displayed on the AVA website. This workshop is intended for people who have or may enter events in the ESR sanctioning program. Both regular and year round events will be discussed. Learn which fields from the electronic ESR are displayed in the AVA **Starting Point**; how to check your work and who to contact if any difficulty.

The following workshop information includes workshop number as shown on the registration form, workshop title, track abbreviation, name of presenter, workshop location, target audience and a brief presentation summary.

Wednesday, June 22, 2005, Session I, 8:00 a.m.—8:50 a.m.

101 WEEKEND WARRIORS—BEWARE OF SPORT INJURIES (H&F)

Presenter: Merrick J. Wetzler, MD Room: Plaza VII

Target Audience: Everyone

Summary: Whether you’re an adrenaline junky or you simply love the thrill of competition, sports are a great way to escape the stress of everyday life. But nothing can ruin that (and your weekend) more than an injury. Become your own “personal trainer.” Learn ways to reduce injuries through physical conditioning and use of proper equipment. Understand your body’s mechanics and recognize the warning signs of injuries.

102 HOW TO RUN A MORE EFFECTIVE MEETING (PD)

Presenter: Paul Lamb Room: Plaza IV

Target Audience: Club Officers

Shorter and more effective meetings is the goal and this workshop will explore the “rules” which can help reach that goal. Some basic procedural rules and how to use them. There will be time to answer your questions on meeting procedures.

103 VOLUNTEER MANAGEMENT—EVERY CLUB’S BUSINESS PART I (CT)

Presenter: Suzanne and Bob Wright Room: Plaza II

Target Audience: Club Officers

This 2-part interactive workshop explores how to organize and run a volunteer program in your club. Learn about the three R’s, tips and tricks, and how to apply time-proven volunteer management principles and practices to volkssporting. Plenty of useful handouts. Part I starts with the planning required to establish an effective volunteer program and looks at recruitment.

104 AMERICA ON THE MOVE: BUILDING HEALTHIER COMMUNITIES THROUGH SIMPLE STEPS (CP&P)

Presenter: Lauren Hacker Room: Plaza I

Target Audience: Everyone

American on the Move (AOM) is a national nonprofit initiative that provides simple, fun resources to adults and children for making small changes in daily physical activity and eating patterns. AOM research shows how simple changes that impact an individual’s energy balance by 100 kilocalories per day could prevent weight gain in most of the population. This presentation will explain AOM’s message, share success stories from across the country, and provide details about AOM’s 4 channels: Individuals and Groups; State Affiliates; National Delivery Partners; and Sponsors.

105 RESULTS OF THE AVA SURVEY (OT)

Presenter: Curt Myron, NW Regional Director Room: Plaza III
 Target Audience: Everyone
 Summary: Discussion of the results of the AVA Survey

106 AVA SPECIAL EVENTS—WHAT ARE THEY? PART I (BNB)

Presenter: Joan Lampart, AT Regional Director Room: Plaza V
 Co-presenters: POC for several AVA Special Events
 Target Audience: Anyone interested in current AVA Special Events or potential new Special Events
 Summary: Overview of the Special Events Program and the criteria used to evaluate suggested events for inclusion in the program. More details on each program provided by the Special Event POC.

Wednesday, June 22, 2005, Session 2, 9:00 a.m.—9:50 a.m.

201 HOW TO PROMOTE YOUR EVENTS IN THE AMERICAN WANDERER (CT)

Presenter: Laurel Parrott and Donna Seline, TAW Room: Plaza III
 Target Audience: Club publicity chair
 Summary: The American Wanderer welcomes your submissions and wants to help promote events throughout all AVA regions. Come to this workshop to find out what to do and not to do to help publicize your events. Tips on writing, photos and general publicity hints for clubs submitting articles and photos to *The American Wanderer*.

202 VETERANS ON THE “MOVE”! (CP&P)

Presenter: David Van Winkle Room: Plaza I
 Target Audience: Individuals and clubs seeking new volksmarchers
 Summary: Description of development and results of partnership between VA Medical Center and Volksmarch Club/Association; YRE and volksmarching inclusion in MOVE! — Managing Overweight/Obese Veterans Everywhere—national VA program to reduce health risk factors in epidemic of overweight veterans.

203 VOLUNTEER MANAGEMENT—EVERY CLUB’S BUSINESS PART II (CT)

Presenter: Suzanne and Bob Wright Room: Plaza II
 Target Audience: Club Officers
 Summary: This 2-part interactive workshop explores how to organize and run a volunteer program in your club. Learn about the three R’s, tips and tricks, and how to apply time-proven volunteer management principles and practices to volkssporting. Plenty of useful handouts. Part II concludes with retention and recognition of volunteers.

Thursday, June 23, 2005, Session 4, 11:00 a.m.—11:50 a.m.

401 IRC 501(C)(3) STATUS AND YOUR CLUB (CT)

Presenter: Bob Wright Room: Plaza I
 Target Audience: Club Officers
 Summary: The AVA and its members have 501(c)(3), i.e., federal tax-exempt, status. What exactly does that mean? Are we AVA members complying? This workshop takes a layperson’s look at that important section of the Internal Revenue Code—the requirements, benefits, obligations—and examines real-world situations in which AVA members find themselves. Handouts.

402 Working with Girl Scout Councils: Helping Girls Be Healthy Today, Healthy Tomorrow (CP&P)

Presenter: Wendy DiGiglio Room: Plaza III
 Target Audience: Local AVA Clubs
 Summary: As the pre-eminent organization for girls, Girl Scouts of the USA has successfully made the connection between physical activity, proper nutrition and well being. For decades, we have been creating programs to improve girls’ health. We wish to continue the good work we started with the American Volkssport Association to help improve the fitness levels of our nation’s youth; provide opportunities for friendship; and enjoy the beauty, culture and history of our country.

This session will help participants gain insights on how to partner with Girl Scout councils to organize council-wide “walk-togethers;” design innovative walking events that incorporate fun, family-oriented activities; and create appealing volkssport alternatives such as roller-blading, cross-country skiing or biking. Using research from our own Girl Scout Research Institute, government studies and other literature, AVA clubs will get the facts about girls’ issues, interests and feelings—everything they need to market their walking programs to councils. They will learn how to work with councils by understanding their structure, funding sources, backgrounds of girls served, and program scheduling. Girl Scouts of the USA serves nearly 3 million girls. Wouldn’t it be great if they all got into the habit of walking?

403 TEN DAYS THAT SAVED AMERICA (OT)

Presenter: Art Driedger Room: Plaza II
 Target Audience: Everyone
 Summary: Historical lecture on military operations and the 13 problems facing George Washington and how they were resolved to result in victory over the British Army in the local area. Learn the reason why George Washington is called the “Father of Our Country” and the respect he earned around the world.

302 DESIGNING A CLUB WEB SITE (CT)

Presenter: Patrick Deely Room: Plaza III
 Target Audience: Club Officers \ Web Master
 Summary: Presentation \ participatory session will cover the following aspects of Club Web Pages \ Web Site: why have a web site; what should the page contain; how should it look; how to select an ISP and purchase and register a domain name; how a web site can generate revenue and save a club money; create web page in-house or outsource; how much time will it take to create and maintain a web site.

303 STRETCHING AND EXERCISE BEFORE YOUR 10K WALK (H&F)

Presenter: Loretta Baum Room: Plaza VII
 Target Audience: Everyone
 Summary: This workshop will provide tips on training techniques that will help you do your personal best in your next event. Discover how resistance training and stretching can improve your walking and reduce injuries.

304 PATCHES TO QUILTS IN 12 EASY STEPS (BNB)

Presenter: Beate Hait Room: Plaza II
 Target Audience: Volkssporters who collect award patches
 Summary: Describe and show process of creating a quilt using award patches as the basis for the quilt. Share strategies of color selection, determining quantity of fabric, size of quilt, types of borders, assembly how-to (machine stitch patches and squares; hand-tie to quilt layers). Display five finished quilts.

305 OFFICER TRAINING—PART I (PD)

Presenter: Curt Myron, NW Regional Director Room: Plaza IV
 Target Audience: Club Officers
 Summary: Learn what all organizations have in common and why strong leaders are needed. Learn what makes a good leader and ultimately a successful and vibrant club. Part I discusses organizations, leadership, and success.

306 QUALITY EVENTS—GETTING BACK TO THE BASICS PART I (CT)

Presenter: Donna Seline and Lynette Reagan Room: Plaza V
 Target Audience: Event planners who want to sponsor quality volkssport events
 Summary: Ideas and suggestions for planning and implementing a successful quality volkssport event presented by two leaders who practice what they preach. This workshop is for event planners who want their club events to be exciting, fun and offer quality to the new walker and the seasoned walker! Some old things, some things new and many things borrowed will be highlighted. Session will include displays, handouts, demonstrations and role playing, as well as audience participation.

204 THE PINELANDS NATIONAL RESERVE—THE LURE OF THE PINE BARRENS (OT)

Presenter: Ted Gordon Room: Plaza VII
 Target Audience: Everyone
 Summary: The viewer is invited on a pictorial journey through the Pine Barrens of New Jersey in its seasonal aspects. Focus is on the unusual as well as common flora and fauna of diverse habitats, from quaking bogs, savannahs, and cedar swamps to pygmy pines. Further emphasis on the people, traditions, historic sites, and “lost” and “forgotten” towns provides a balanced overview of this enigmatic region.

205 CLUB LEADERSHIP: ARE YOUR CLUB MEETINGS AND ACTIVITIES IN THE FORMING, STORMING OR PERFORMING STAGE? (PD)

Presenter: Donna Coulson, M.S., PCC Room: Plaza IV
 Target Audience: Club Officers
 Summary: Learn how your personal style can complement or conflict with fellow walkers in your club from how you take in information, how quickly you speak or communicate, your pace and whether you’re detailed or lightening-quick in working. Discover how to flex your style to get things done quickly and still keep peace on earth and the trail.

206 AVA SPECIAL EVENTS—WHAT ARE THEY? PART II (BNB)

Presenter: Joan Lampart, AT Regional Director Room: Plaza V
 Co-presenters: POC for several AVA Special Events
 Target Audience: Anyone interested in current AVA Special Events or potential new Special Events
 Summary: Overview of the Special Events Program and the criteria used to evaluate suggested events for inclusion in the program. More details on each program provided by the Special Event POC.

Thursday, June 23, 2005, Session 3, 10:00 a.m.—10:50 a.m.

301 WORLD WALKING: AN INTRODUCTION TO THE INTERNATIONAL WALKING ASSOCIATION (AKA IML) (OT)

Presenter: Regina Overholt & Tim Miner Room: Plaza I
 Summary: An introduction to the International Walking Association (formerly the International Marching League), and its 22 member walks, many of which include IVV credit. The program will discuss the IWA’s award system to promote international walking. The program will also discuss where to get information on other IVV walks outside the US, and the IVV World Cup and IVV Europa Cup special award programs.

AVA 14th Biennial Convention Workshop Schedule June 22 - 24, 2005

Wednesday, June 22, 2005

Session 1: 8:00 a.m. - 8:50 a.m.

Course ID:	101	102	103	104	105	106
Workshop Title:	Weekend Warriors - Beware of Sports Injuries (H&F)	How to Run a More Effective Meeting (PD)	Volunteer Management - Every Club's Business Part I (CT)	America On the Move: Building Healthier Communities through Simple Steps (CP&P)	Results of the AVA Survey (OT)	AVA Special Events - What Are They? Part I (BnB)
Presenter:	<i>MJ Wetzler, MD</i>	<i>Paul Lamb</i>	<i>Suzanne and Bob Wright</i>	<i>Lauren Hacker</i>	<i>Curt Myron</i>	<i>Joan Lampart, Host</i>
Room:	Plaza VII	Plaza IV	Plaza II	Plaza I	Plaza III	Plaza V

Session 2: 9:00 a.m. - 9:50 a.m.

Course ID:	201	202	203	204	205	206
Workshop Title:	How to Promote Your Events in <i>The American Wanderer</i> (CT)	Veterans on the "MOVE"! (CP&P)	Volunteer Management - Every Club's Business Part II (CT)	The Pinelands National Reserve - The Lure of the Pine Barrens (OT)	Club Leadership - Are Your Club Meetings/Activities in the Forming, Storming or Performing Stage? (PD)	AVA Special Events - What Are They? Part II (BnB)
Presenter:	<i>Laurel Parrott and Donna Seline</i>	<i>David Van Winkle</i>	<i>Suzanne and Bob Wright</i>	<i>Ted Gordon</i>	<i>Donna Coulson</i>	<i>Joan Lampart, Host</i>
Room:	Plaza III	Plaza I	Plaza II	Plaza VII	Plaza IV	Plaza V

Thursday, June 23, 2005

Session 3: 10:00 a.m. - 10:50 a.m.

Course ID:	301	302	303	304	305	306
Workshop Title:	World Walking: An Introduction to the International Walking Assn (aka IML) (OT)	Designing a Club Web Site (CT)	Stretching and Exercise Before Your 10K Walk (H&F)	Patches to Quilts in 12 Easy Steps (BnB)	Officer Training Part I (PD)	Quality Events - Getting Back to Basics Part I (CT)
Presenter:	<i>Regina Overholt and Tim Miner</i>	<i>Patrick Deely</i>	<i>Loretta Baum</i>	<i>Beate Hait</i>	<i>Curt Myron</i>	<i>Lynette Reagan and Donna Seline</i>
Room:	Plaza I	Plaza III	Plaza VII	Plaza II	Plaza IV	Plaza V

Session 4: 11:00 a.m. - 11:50 a.m.

Course ID:	401	402	403	404	405	406
Workshop Title:	IRC 501(c)(3) Status and Your Club (CT)	Working with GSA Councils: Helping Girls Be Healthy Today, Healthy Tomorrow (CP&P)	Ten Days that Saved America (OT)	AVA as a Member of the "World of IVV" (OT)	Officer Training Part II (PD)	Quality Events - Getting Back to Basics Part II (CT)
Presenter:	<i>Bob Wright</i>	<i>Wendy DeGiglio</i>	<i>Art Driedger</i>	<i>Lynn Clark</i>	<i>Curt Myron</i>	<i>Lynette Reagan and Donna Seline</i>
Room:	Plaza I	Plaza III	Plaza II	Plaza VII	Plaza IV	Plaza V

Friday, June 24, 2005

Session 5: 10:00 a.m. - 10:50 a.m.

Course ID:	501	502	503	504	505	506
Workshop Title:	Fund Raising - Tips from the Masters (PD) ***CANCELLED***	Electronic Sanctioning (CT)	Partnering with Community Organizations (CP&P)	Meet The Headquarters (CT)	Walking and Your Feet (H&F)	How to Attract Young Professionals to Volkswalking (CT)
Presenter:	<i>Howard Cusick</i>	<i>Ron Drumm</i>	<i>Lynette Reagan</i>	<i>Jackie Wilson</i>	<i>NJ Podiatric Assn</i>	<i>Terri Bruce</i>
Room:	Plaza I	Plaza III	Plaza V	Plaza IV	Plaza VII	Plaza II

Session 6: 11:00 a.m. - 11:50 a.m.

Regional Meetings:	Southwest	North Central	Mid-America	Southeast	Northeast	South Central
Regional Director:	<i>John Ferguson</i>	<i>Bonnie Johnson</i>	<i>Leonard Wojtyasiak</i>	<i>Dennis Michele</i>	<i>Chris Mellen</i>	<i>Ed Tod</i>
Room:	Plaza I	Plaza II	Plaza III	Plaza IV	Plaza V	Plaza VII