

**American Volkssport Association
National Executive Council Meeting
December 1, 2007**

1. **Call to Order:** The regular meeting of the National Executive Council was called to order by President Curt Myron at 8:00 a.m., at the Kings Island Resort & Conference Center, Mason, Ohio.
2. **Introductions:**
 - a. **National Executive Council Members Present:** Curt Myron (President), John Ferguson (Vice President), Pat Lucero (Secretary), Edward Tod (Treasurer), Skip Coburn (Atlantic RD), Ginny Drumm (Mid-America RD), Bonnie Johnson (North Central RD), Phil Hait (Northeast RD), Becky Forsythe (Northwest RD), Wayne Holloway (Pacific RD), Mike Nelson (Rocky Mountain RD), Glen Conyers (South Central RD), Marvin Stokes (Southeast RD), Heinz Johnson (Southwest RD), Jacklyn Wilson (AVA Executive Director).
 - b. **Guests Signed In** (some arrived later): Chelane Priller (President, Great Lakes Amblers, Mason, Michigan), Shirley Lindberg (Immediate Past President and Chair of the AVA Advisory Commission, Renton, WA), Graham Fawcett, (President Canadian Volkssport Federation, Ottawa area), Doris Conyers, (President, Dogwood Trailblazers, Joplin, Missouri), Dexter Hill, alias Santa Claus (President, De 'Fence Walkers, Columbus, Ohio), Leonard Wojtysiak (President, Illinois Volkssport Assn, O'Fallon, Illinois), Delores Wojtysiak, O'Fallon, Illinois, Carol Tod, Jackie McCombs
3. **Approval of Agenda:** President, Curt Myron, suggested three changes to the Consent Agenda: he would like Graham Fawcett, Canadian Volkssport Federation President to address us, as a representative of the CVF in Section 5- Audience Comments; in Item 8a, you can see that it says Fred Sheets, Chair, pending approval. That is a bit premature. Cross out "Fred Sheets, Chair (pending approval) and insert "Annette Tollett" who is the former Chair and will continue through the presentation of this Audit. (We have a copy of here.) Fred will be considered for approval today, but Annette will serve through this meeting; the third suggestion is to add as #13 – Officer Comments. Adjournment will become #14.

Jackie Wilson, AVA Executive Director, asked if the addition of Officer Comments will be a permanent change. Curt responded it would. Jackie also said she has some changes to the agenda: Item #10 – Unfinished Business should also have "Advisory Commission Report. On the Inactive Clubs (Item 4d) there is one that got missed. It is the Sierra Nevada Striders 06AVA0683 effective July 2007.

Marvin Stokes (SE RD) moved to accept the consent agenda as modified. Ginny Drumm (MA-RD) seconded. Motion passed.

4. **Consent Agenda**
 - a. **Approval of Minutes** - NEC Meeting, August, 2007. **John Ferguson (VP) moved to approve the minutes as presented. Glen Conyers (SC RD) seconded. Motion carried.**
 - b. **Recognition of Donations** – We extend our thanks to everyone who has given a donation. List attached.
 - c. **Acceptance of New and Reactivated Clubs** – There are no new clubs. One club was reactivated: 11AVA-0789 BTC Oddsports Club, eff. 8/2007

d. **Declaration of Inactive Clubs** – There are seven clubs on this list.

03AVA-0012	Buckeye Wander Freunde	8/2007
03AVA-0090	German Village Wander Volk	8/2007
03AVA-0263	Zeeland Volk's Corporation	8/2007
03AVA-0615	Wabash Wanderers	8/2007
05AVA-0308	North Country Wanderers	9/2007
07AVA-0929	WIC Merced-Mariposa Volkssport Club	9/2007
09AVA-0018	Hermann Volkssport Assn.	8/2007
Additions:		
06AVA-0683	Sierra Nevada Striders	7/2007

Jackie reported there are 313 active clubs. The dues to IVV will be based on the count at the end of the calendar year.

5. Audience Comments

Graham Fawcett, President of Canadian Volkssport Federation, spoke about the CVF reactions to the IVV situation. They have formed an Advisory Commission also. They will be coming out with a contingency plan. He expressed support of the AVA and concern about the IVV situation. Phil Hait (NE RD) asked if the CVF would be interested in working with AVA on the Great Lakes Special Program. Graham indicated that would be good. He thanked Jackie Wilson for her assistance with information. Curt added that administratively the US and Canada cooperate in our programs. We buy books from each other and pins and awards.

Leonard Wojtysiak, Illinois State President, commented on the IVV situation. He felt in the past that being part of an international organization could be detrimental to our growth. His opinion now is that it is past time for us to go our own way, whether it would be with Canada, Great Britain or other countries, or on our own.

Chelane Priller, President, Great Lakes Amblers, expressed that we need to keep in mind the younger people who have school or work when we discuss changing the EC meeting to a weekday. The meetings need to be accessible.

6. Reports of Officers

a. **President** – Curt Myron.

1). **AVA Committees and Chairs.** Curt has proposed the following changes to the AVA Committee Chairs and Liaisons.

	<u>Chair Nominee</u>	<u>Liaison</u>
<u>Standing Committees</u>		
Audit –	Fred Sheets - effective after this meeting	Marvin Stokes
<u>Special Committees</u>		
Awards & Recognition	Sam Korff	John Ferguson
Nominating	Chelane Priller	
Sponsors	Curt Myron	
Strategic Plan	Marvin Stokes	
Office Systems	Mike Nelson	
AVA Website		Jackie Wilson

<u>Special Projects</u>		
Liaison to Global	Heinz Johnson	
College Volkssport Courses		Curt Myron
AVA Clubs in Public Schools		Curt Myron
Loralie Cruz, in Arizona, will work at her local level and keep notes		
AVA Clubs in Military Units/Bases		Curt Myron
There was discussion about The Big Red One returning to Kansas next year. Also the		

Redstone Arsenal and Ft. Stewart, Georgia, were mentioned as possibilities. Skip mentioned the DC area also.

Skip Coburn moved to approve the nominations to AVA Committee Chairs and Liaisons as presented. Ed Tod seconded. Motion carried. See attached for complete list.

- 2). **Focus on Growth.** Curt has created some data to measure our progress in growing AVA. He has some handouts. He has statistics by region for 2005, 2006, and first half of 2007. The reports cover: AVA Participation by Region and Quarter, AVA New Walkers Kits Sold, and several reports concerning Processing of Event Books. See attached reports.

Curt reviewed the various reports. Skip Coburn commented the reports were great. There were many comments about free walkers. The other RDs shared their thoughts about the free walkers and whether they eventually became credit walkers. There were questions about how long should a person walk for free.

Curt talked about another report he is working on that lists all the events done by the AVA, including Year Rounds. The first Year Round was in 1986. The number didn't go past ten until 1991 and then jumped to over 200. Participation has dropped every year since 1991. Jackie just gave him some adjustment figures to 2006 and participation actually went up by 0.25%

- 3). **AVA Accomplishments –**
- a). **AVA Goals –** The officers, the headquarters staff and committee chairs have accepted the challenge to Focus on Growth. Curt is working on a document which is a compilation of all the goals the committee chairs have listed. Curt feels some of the committees need more members. He suggests having a "Help Wanted" section in the Checkpoint. We need to break down tasks into smaller pieces so that volunteers will be willing to take on a task. Ginny suggested also putting it in TAW since it does reach a different audience.
 - b). **Publications –** The material on How to Start an AVA Club have been completely revised and will shortly appear on the AVA website and emailed to each AVA Officer. Question was asked if this material would replace the CD. Answer was it is being repackaged.
 - c). **Publicity, Sponsors and Partners:**
 - i). John Ferguson and Curt are working together to make a plan for appearances at major events. One is the AARP Convention and another is the ACSM – American College of Sports Medicine that has been suggested by David Toth, our Historian. They are working to identify events for possible appearances. Skip Coburn, John Ferguson and Curt were at the ROA-US Freedom Walks. Curt made the presentation of Honorary Membership to Admiral Moritsugu.
 - ii). Cabot Creameries, Inc. expressed interest in a sponsorship/partnership arrangement after visiting our volunteers at the AVA booth at the AARP Convention.
 - iii). Curt met with Bill Armwood of SAS in mid-October.
- 4). **AVA Advisory Commission** has been appointed. Shirley Lindberg, Chair, will be giving a report later in the agenda.
- 5). **IVV Report:**
- a) **Reports.**
 - i). The minutes of the Congress of Delegates, July 12, 2007, have been received, but only in German.
 - ii) We have not received any meeting notices or minutes of the two meetings that have taken place since then. Mr. Miyashita, IVV President from Japan, sent what he called personal notes from the meeting in September in Germany. They created as many questions as they had answers. He sent a second set of notes, but Curt couldn't open the file.
 - iii). The next meeting was held in November in Japan only.
 - iv). Last IVV World Report was distributed in January 2007. There has not been another one since then.
 - b). **Communications**

- i). Curt has received expressions of support from the leaders of Denmark, Estonia, Czech Republic, Canada, Great Britain, Sweden and Norway. Denmark has suggested a spring 2008 meeting to discuss IVV issues. He has indicated that he will attend. Date not yet determined. Date is not determined. He has emailed the President of Denmark, there needs to be a purpose for the meeting. Everyone needs to be invited.
- ii). IVV's translator, Monika, has been informed that her services are no longer needed. Curt has sent an email to the IVV Translator, Monika, asking if she is interested in any kind of arrangement translating the same type of documents, on behalf of the English speaking countries. Marvin Stokes volunteered his wife to do some translating.
- iii). IVV has chosen not to respond to AVA's August 21, 2007, letter because the letter was not addressed to Josef Gigl with his title of IVV President (the letter was addressed to Gigl as President of Germany (DVV)).
- iv). An email 'letter' from Josef Gigl was sent to all member countries by Michael Mallmann, an employee of DVV, apparently on Josef Gigl's behalf. Michael Mallmann has no official capacity in IVV. Emails are not accepted as valid communications in Germany and past IVV agenda items submitted by email were rejected.
- v). Personal notes received IVV Vice President Miyashita indicate that:
 - IVV intends to close the ivv.org website and open a new one as ivv.com.
 - Austria has sent a letter appealing the Congress vote that selected Turkey as the site for the 2011 IVV Olympiad. The IVV President suggested that Austria take the issue to the IVV Court of Arbitration.
 - The IVV Presidium has appointed a three member committee to revise the existing rules and statutes of IVV, and to propose tentative one to each federation next year. The Committee consists of representatives from Luxembourg, Germany and Austria.

c). **Finances**

Curt has discussed this area previously.

d). **Contingency Plans**

Curt has drafted a contingency plan for use in the event that AVA decides to withdraw from IVV.

Curt made clear that he is not in favor of withdrawing. His view is that the President has to prepare for any possibility.

Curt read a letter from the Norwegian Volkssport Association, showing support for Canada and the United States. Their dissatisfaction with the IVV was also expressed.

Curt said he realizes there are folks at both ends of the issue of withdrawing from IVV. He is right in the middle. We need to proceed with caution. The things that happened since Estonia make it difficult for us to function as a member. There are several issues that make it difficult to function in the organization. The include lack of meeting notices, minutes in English, etc. Curt felt he needed to wait and see how things progress. Curt said he and Graham Fawcett had worked up a number of changes to rules to present.

b. **Vice President** – John Ferguson

John said part of his duties as Vice President is to work with the President and Executive Director on things that are going on and make sure that we are all reading the same thing. Some people don't seem to understand that when he answers a question, he is not speaking in a vacuum. He doesn't answer a question unless he is speaking for the Executive Director and President on the policies of the AVA.

- 1). He successfully coordinated, with the assistance of John McClellan of Walk 'N Mass Volkssport club, AVA booth and volunteer participation at the AARP*50 exhibition in Boston in September 2007. This event was very successful and plans are underway for participation by AVA in the AARP 2009 exhibition in Washington DC.
- 2). He attended the opening ceremony of the US Freedom Walk Festival in Washington DC on October 17, to participate in the presentation of the AVA Honorary Membership to the Assistant Surgeon General.
- 3). He will coordinate on a periodic schedule with the President and the Executive Director on AVA management issues and concerns that the AVA has.

Aside from this, we all need to be looking to the future and be planning for our next programs and things we want to do, like already planning for the AARP Convention.

c. **Secretary** – Pat Lucero

Pat did consult with Curt Myron, AVA President, regarding updating the Index of Motions. She had been identifying the motions from the January 2007 meeting and determining what categories they should be listed under.

d. **Treasurer** – Ed Tod

We have both a revised budget for this year and a proposed budget for next year. Ed feels we can approve the revised budget for the current year today. There are some items for next year's budget that we need to take care of and we can probably approve that budget at the meeting in March.

Activities: Ed reviewed the previous year's annual report with no significant issues but have not yet seen the audit report. He reviewed the current budget and has suggested adjustments to support Growth activities. For example, additional funding to travel to two more major events like the AARP Convention.

Concerns: Need clarification of ground rules for special programs so they all operate the same way.

Also need clarification of ground rules for NEC travel and reimbursement.

Recommendation: Because of uncertainty of IVV membership we should not make dues payment until the issue is resolved. Ed made that a motion. It was seconded by Glen Conyers.

There were comments and concerns expressed by Ginny Drumm, John Ferguson, Skip Coburn, Marvin Stokes, Phil Hait, and Heinz Johnson. General consensus was that we shouldn't withhold the dues. Question was asked what period this March payment would cover. Curt explained the payment would be for 2008, but it is based on the membership as of December 31, 2007.

Curt restated the motion: **Ed Tod moved that because of uncertainty of IVV membership we should not make dues payment until the issue is resolved. It was seconded by Glen Conyers. Motion failed.**

Curt Myron talked about the budget and balance sheet. He said that AVA has a little over \$600,000 in CD's and Investments (Retained Earnings). A corporation with a budget the size of ours should have the equivalent of about one year's operating expenses in Retained Earnings.

Ed Tod moved we defer the approval of the 2008/2009 Budget until next meeting. Motion seconded by Heinz Johnson. Motion carried.

Ed Tod moved that the revised budget for 2007-2008 be approved. Heinz Johnson seconded.

There were questions about the proposed changes. Ed responded that if the agenda item is approved it would go into next year's budget.

Motion carried.

7. **Report of Executive Director** – Jackie Wilson See attached.

Jackie said she hoped everyone looked at the Awards Report that Eric sent out. It showed total awards processed were up nine out of the eleven months. It also showed that six out of the eleven months had an increase in 10 event books processed.

Jackie said they were hiring a new events person again. That makes four in the last two years. There was a problem with some stamps not getting sent out, but that has been corrected. There also were some events listed under the wrong club. If you see any still wrong, please let the office know.

They now get the rubber pieces for the stamps from Canada. It is a significant cost savings. The people who deal with the rubber parts of the stamps are looking for a source for the wooden handles as well.

Germany is now supplying the handles. Many of the handles are damaged, so please have your clubs take good care of them. Jackie said they were not fining the clubs anymore for damaged handles.

The liability insurance has been renewed. It is down \$4,000 from the year before.

Becky said one of her clubs got fined. Jackie said if the clubs put labels on the handles and don't remove them and clean off the gunk, or if they drill holes in them, they will get fined.

Becky Forsythe made a motion that the clubs "own" the stamp handles. Curt said that the motion was "out of order" because it had not been sent out to the clubs. He said to hold it over to the next meeting so proper process can be followed.

Skip Coburn asked what impact adding events like snowboarding and kayaking would have on the insurance. Jackie said each type of event would have to be looked at individually to determine that.

8. Reports of Standing Committees

a. **Audit**, Annette Tollett, Chair (through this meeting) ; Marvin Stokes Liaison

Curt asked Jackie to comment on the Audit. It is hot off the press. Ed Tod reported he has glanced briefly at the report. The same issues that had been on the report before are there again. One is the Special Programs. The recommendation is for setting up procedures and training for the people to

follow. The other issue is the lateness in getting the 2007 Convention minutes out. They were not able to complete the audit because the minutes were so late.

b. **AVA Biennial Conventions**

1). **2009 Convention** (Claudia Fitch Chair; Heinz Johnson Liaison)

Heinz Johnson, Liaison, reported that he has had several conversations with Bruce Fitch.

Bruce has had some personal problems and has not pushed like he should be pushing. Heinz said he hasn't done anything this year and plans to get involved in 2008.

Curt said he has been asked to give some guidance to the Convention Committee, particularly with the programs and business sessions. He has some concerns about scheduling, events, and workshop content.

John Ferguson said the convention committee did have a meeting on November 18th which he attended. He expressed to that body things which he and Curt desired them to do. The committee has total authority to solicit sponsors for the convention and financial partners just as long as they keep Jackie advised who they are working with so we don't double dip the same people. They finalized a draft budget. John still has some concerns about how they are going to do their events.

Wayne Holloway commented on the idea of the community service project. He felt we should abandon the project.

Curt will combine all of the ideas presented and report at the next meeting.

2). **2011 Convention** (Susan Pinneke Chair; Bonnie Johnson, Liaison)

Bonnie Johnson reported on the progress of the 2011 Committee. They are progressing well. They have decided on having a 9 day walk program and have some of the locations picked out. They will have some convention training after the first of the year.

Skip posed the question: is the purpose of the convention to have a walkfest and have everybody come and participate in a bunch of walks or is the purpose to have everybody come together and have more focus on workshops with subjects like having better quality events or improving publicity.

3). **2007 Convention**

Curt asked Jackie if she had any figures on the 2007 Convention yet. She had preliminary figures showing a profit of \$53,000. She said she has a caveat on that, because either the hotel gave us a great gift or they made an error, because they did not bill for any of the meeting rooms. John Ferguson suggested we just say it was a successful convention, but we don't have any final figures yet.

Wayne Holloway said that we sweated blood over that budget. We calculated our figures based on 500 attendees. We had super attendance which helped a lot. When we worked the budget we had a \$12,000 buffer and we hoped it would be enough. We did our best guess and it is embarrassing to have made that much on it. Curt suggested using caution when responding to questions.

c. **Publicity**, John Ferguson, Chair ACCOMPLISHMENTS:

- 1). Successfully coordinated including securing exhibit materials for AVA participation in the AARP national exhibition in Boston. A copy of the detailed after action report from this event is available to all interested.

- 2). Secured the donated printing of AVA bookmarks for use at the above AARP exhibition and future AVA publicity participation events. These book marks are available from this committee chair as needed.

ACTIVITIES:

- 1). The planning of future major AVA publicity participation at national conferences/exhibitions is on going. Under consideration and planning for 2008 are the AARP Exhibition in Washington, DC and the ACSM Annual Meeting in Indianapolis, Indiana.
- 2). Prioritizing the visits by the AVA national officers to major publicity events is on going.
- 3). Get on web page – comprehensive press release form for clubs to use for their events.

RECOMMENDATIONS:

Any recommendations from the NEC pertaining to any publicity effort and the scheduling of National Officer visits will be welcome.

d. **Standards and Evaluation**, Ginny Drumm, Chair

ACCOMPLISHMENTS:

- 1). Established goals for the committee as follows:
 - a). Set standards for entering event details online. Many new participants find our events through the AVA website. It is imperative that the information there be complete, understandable, friendly – encourage their participation in our organization.
 - b). Review AVA forms, revise as needed. Most of the forms have been replaced by electronic entry. However, for the few that do not have computer access they are still needed.
 - c). Revise the AVA Event Handbook. This project is overdue. Clubs need the guidance it can provide to put on safe, events.

- 2). Drafted 'fill-in-the-blanks' guidelines for entering/updating event information on the AVA website.

CONCERNS:

My concern is that I am functioning as a committee of one, consequently only my opinion is being considered.

RECOMMENDATIONS:

That the attached guidelines for entering and updating events be added to the policy manual and distributed on paper to the clubs with the next AVA Checkpoint.

Ginny Drumm (MA RD) moved that the attached guidelines for entering and updating events be added to the policy manual and distributed on paper to the clubs with the next AVA Checkpoint.

Heinz Johnson (SW RD) seconded the motion. Discussion followed.

Motion carried.

9. **Reports of Special Committees**

a. **AVA Website**, Steve Hughart, Chair; Jacklyn Wilson, Liaison

Curt referred to Steve's report – it is two pages. He has outlined in his goals, for the next two years, a plan to revitalize it, bring it up to current standards, make it more effective and have 1st draft of plan ready by June 2009. See attached report.

b. **Awards & Recognition**, Sam Korff, Chair; John Ferguson, Liaison

John reminded us that the NEC had made some major modifications to the individual Awards program.

Basically what Sam has done here is come up with a list of things that need to be done to implement the changes and from a management standpoint make the Awards system work.

The Certificate of Service is a longevity award. The forms that we have today for submitting awards do not reflect that. For the new RDs, John has a set of the awards themselves with him and they can see what they look like. We have a bronze, silver, gold, and what we call a dedicated service award, for five, ten, fifteen, and then 20 years and over. These are the pins that go with that award. Also we have a CD which you will get a copy of and you can generate your own certificate of service forms. Jackie inquired if that included the border or just the words. John said it was the verbiage. As we get further into this next year we will go into some training to see how to actually do that. Sam is creating a different form for the public to submit to the RD for recommendation of Certificate of Service, which is longevity.

Likewise, the Meritorious Service Award is for doing something meritoriously. The form we have right now does not segregate those two awards. He is also updating the forms for Distinguished Achievement, Hall of Fame, Trailblazer, and Youth awards. As an aside to that, we will develop this next year, for the EC to review, the basis and pins for people to get a Meritorious Award or a Distinguished Service Award. The old supply of patches for these awards is pretty much depleted. This is in line with what we have tried to do to go to the pins so people could wear them.

We also have gone back to having an Honorary Membership. We need to have a procedural form to get people nominated for that.

We are reminding the RDs that the deadline is November 15, 2008, to get the recommendations in for the various national awards. For the new RDs, you can make your regional awards at your pleasure. When this board meets in February 2009 we will make the decisions on the national awards. This is also a reminder that as you get your lists of regional awards, you have a responsibility to communicate the information to the chairman of this committee before March 2009m so they can be listed in the Awards booklet.

John said he is pleased to be working with Sam Korff. He is a hard worker and is trying to make this work efficiently.

c. **Bylaws**, Pat Lucero, Liaison

There is no chairman at this time. Curt does not have anyone in mind. There is nothing pending now. As we submit motions and agenda items they are reviewed for By-Law impact. As we go on through the term, and get closer to the convention, there are usually some By-law suggestions. They either come from clubs or the By-Laws Committee. We need to have someone to pay attention to that issue. He is open to volunteers.

d. **History**, David Toth, Chair; Curt Myron, Liaison No report

e. **Marketing**, Becky Forsythe, Chair

OBJECTIVE:

The Objective of the Marketing Committee is to create value in the AVA for participants, clubs, potential participants and sponsors/partners.

ACCOMPLISHMENTS:

The accomplishment of the Marketing Committee has been to set goals and benchmarks for the next two years.

GOALS:

Brand the AVA as the Premier authority on walking events in the United States.

Upgrade the American Wanderer for a more up to date look, so it can be used as a marketing tool.

Upgrade the office stationery and logo to indicate a more congruent, vital, active organization.

For Walkers: To create value in walking for IVV Credit, becoming a Volkssport Associate, and creating value in belonging to a walking club. To initiate a daily walking program, which includes an online daily tracking system..

For Clubs: To create value in club excellence and event publicity. To create value in walking events so walkers will invite their friends to participate.

For Colleges: To have a lesson plan available for presentation to the college board for class approval.

Develop a plan that includes a return for the AVA and the College.

Develop a community education walking class and present pilot classes.

For Potential Walkers: To create value in participating in AVA events and in walking for credit.

For Future Sponsors and Partners: To be ready to present the AVA in such a way that both the potential sponsor and the AVA feel they are receiving worthwhile returns on their partnership.

ACTIVITIES:

She has requested a draft and bid for professional redesign of the AVA logo, stationery, and publicity material.

She has explored the possibility of online classes for volkssporting.

Bids requested for an update to The American Wanderer.

CONCERNS: Committee members are needed.

RECOMMENDATIONS:

The committee recommends the AVA develop a daily walking program.

The committee recommends the work on the AVA website include a way for individuals to log onto the site and track daily walking.

Jackie reported the copyright is coming due on the logo (old stars and stripes). She doesn't see any point in renewing it if we are going to change it. Question was asked when it expires. Jackie responded August. We can wait until March to decide. She will accept three to five proposals.

Skip commented that it might be a good marketing move to get someone like Jenny Craig, South Beach, etc, to list our organization as "things to do."

- f. **Nominating**, Chelane Priller, Chair No report.
- g. **Office Systems**, Mike Nelson, Chair; Jacklyn Wilson Liaison

GOALS

- 1). Purchase a new computer for the AVA Executive Director. Repair the old one and have it as a backup when needed. Need to accomplish before Jan 2008
- 2). Examine the cost and feasibility of video conferencing for the AVA and officers.
Mike reported he had had some input from the Canadian President that the video portion of that is very expensive.
- 3). Examine the cost and feasibility of providing off site back up of important AVA records.
Mike doesn't know what sort of backup system is being used now, but will get with Jackie to find out.

- h & k. **Partners/Sponsors**, Curt Myron, Chair

COMMITTEE GOALS:

By December 1, 2007

"Make initial contact with SAS to "mend fences" and seek an improved working relationship with their walking events in Texas.

By March 1, 2008:

- write draft criteria for acceptance of sponsors.
- write draft criteria for acceptance of partners.
- create a partnership marketing package for potential partners;
- revise the current sponsorship marketing package to lower the levels of financial support
- AVA becomes a active member of TAFISA

By June 21, 2008:

- Review and revise existing endorsements of AVA from World Health Organization, US Surgeon General and Director, President's Council on Physical Fitness and Sport.

By January 2009.

- review previous partnership agreements between AVA and other organizations to determine benefit in reviving them. Target organizations include:

American Hiking Society (AHS)	America's Discovery Trail Society (ADTS)
American Trails Association (AT)	Coalition for Recreational Trails (CRT)
Rails to Trails Conservancy (RTC)	Partnership for National Trails (PNT)
US Forest Service	Bureau of Land Management
National Park Service	

ACCOMPLISHMENTS TO DATE:

- 1). Accepted a sponsorship offer from The Walking Company. They provided 100,000 AVA start cards at their expense in return for the addition of a third-page store coupon. Offer expires June 30, 2008.

ACTIVITIES:

- 1). October 9: Met with Bill Armwood of SAS in San Antonio. SAS annual Ranch walk with several hundred people was scheduled for October 13 (not sanctioned by AVA). We discussed several possibilities for joint efforts. Will follow up.
- 2). Phone conference with Sandra M. Levesque, Special Marketing Projects Manager for Cabot Creamery Cooperative, Inc. and supplier of cheese and dairy products to groceries nationwide, but largest east of the Mississippi. We explored ways to tailor a sponsorship. Follow up continues.
- 3). Possible nationwide partnership with Medical Reserve Association. Working with Tim Miner.

RECOMMENDATIONS: None.

i. **Special Programs**, Phil Hait, Chair

ACCOMPLISHMENTS: Identified two priorities to help the program run more smoothly.

ACTIVITIES: Summary of all existing Special Program Events:

	# Books Sold / # Books Finished	
	Quarter ending 9/30/2007	Program to date
National Heritage		1962 / 1000+
National Heritage program has ended, but POC continues to send out patches as completed books are received.		
California Golden Heritage	13 / 9	396 / 96
Lewis & Clark	0 / 13	495 / 185
American Revolution	5 / 22	448 / 186
Lighthouse USA	22 / 33	586 / 182
US Presidents	20 / 33	693 / 276
Great Lakes	16 / 7	276 / 51
Walking Europe in USA	20 / 14	468 / 91
Courthouses	34 / 10	390 / 11
State Parks	49 / 5	413 / 5
Cemetery Stroll	34 / 23	484 / 47
Pony Express	24 / 18	205 / 33
Riverwalk	45 / 70	797 / 228
Rail Road Heritage	44 / 70	712 / 245
Native American	58 / 5	239 / 5
Islands	57 / 4	205 / 4
American Authors	31 / 54	391 / 140
Covered Bridges	40 / 3	238 / 3
Walking A – Z	43 / 46	1427 / 332
College Campus degrees:	Associates = 38, Bachelors = 34, Masters = 35, PHD's = 37, Rhodes Scholars = 15.	

CONCERNS: There seem to be many different report types being utilized. With the reporting requirements being changed in 2008, hopefully this issue can be clarified.

RECOMMENDATIONS: **Phil Hait (NE RD) moves that the Special Program Policy be modified as follows:**

- 1). **Section 5 (C) final sentence to read “Once the event produces net income, the coordinator will submit AVA’s share of the net proceeds semi-annually.”**
- 2). **Section 5 (D) replaced with the following: “Semi-Annual Reports. The coordinator must submit an activity report to AVA, through the Chair, Special Program Committee, semi-annually for the six (6) month period ending December 31 and June 30. Any monies due AVA must be sent directly to AVA Headquarters, attention – Financial Director, with a copy of the report. The original report needs to be sent to the Special Program Committee Chair. The Committee Chair reserves the right to request an interim report for the five (5) month period ending May 31 during AVA Convention years. The final report is still required for the period ending June 30. All reports and monies are due within thirty (30) days from the end of the reporting period, similar to all other AVA events.” Motion seconded by Ginny Drumm (MA RD).**

Jackie Wilson commented we are making this way too difficult. The original intent of the Special Programs was the AVA got half of the Gross, not the Net. Most of the POCs are using the Net Profit.

Motion carried.

Phil Hait moved that the following proposals be approved to start January 1, 2009. (*see the motion at end of this section.*)

- a). Museum Walk America, sponsored by The Penn Dutch Pacers Volksmarch Club, Lancaster, PA. Qualifications are to walk in 25 scheduled events or YREs between January 1, 2009 and December 31, 2011. A “museum” is defined as a building, place, or institution devoted to the

- acquisition, conservation, study, exhibit, or artistic value and/or a building or location that has a name on a sign that includes the word Museum.
- b). Celebrate America's Gardens, sponsored by The Central Minnesota Volkssports Club, St. Cloud, MN. Qualifications are to walk in 20 scheduled events or YREs between January 1, 2009 and December 31, 2011. The purpose of the Celebrate America's Gardens is to enable walkers to get a closer look at flower gardens as a part of their walking adventures by experiencing the pathway designs and other features of gardens created for the enjoyment of community members. Public Flower Gardens, Flower Festivals, Arboretums, Plantations, Botanic Gardens, and Parks containing named gardens may also be used.
 - c). Veteran Memorials, sponsored by The Holy Family Walkers Volksmarch Club of Lawton, OK. Qualifications are to walk 30 scheduled events or YREs between January 1, 2009 and December 31, 2011. Events that pass a veterans statue / memorial / monument meet the criteria. A veteran's statue must include the military rank. The following do not qualify: Military vehicles, cannons / military equipment, flags, cemeteries, veteran organizations (VFW, American Legion, etc.)
 - d). Walkin' Waterfalls, sponsored by the Finger Lakes Region Volkssport Club of Binghamton, NY. Qualifications are to walk 12 scheduled events or YREs between January 1, 2009 and December 31, 2011. The definition of a waterfall event is any event that includes a waterfall within sight of the walking route. A waterfall is defined as a body of water that has a drop of at least 10 feet. It does not include dams, spillways, fountains, or rapids. A lengthy list of YREs from 2007 shows qualifying events from 9 of the 10 AVA Regions.
 - e). Riverwalk Program Event modification . The Canadian Volkssport Federation has proposed their own River Program to commence January 1, 2009 and have approached the POC for the AVA Riverwalk Program about allowing walkers from both countries to participate in a joint effort similar to The Covered Bridge Program already in effect. Lorraine Weaver, the POC for the AVA Riverwalk is receptive to the concept as well.

**Phil Hait (NE RD) moved the four Special Program event proposals: Museum Walk America, Celebrate America's Gardens, Veteran Memorials, Walkin' Waterfalls, and the modification to the Riverwalk event be approved as presented.
Motion seconded by Heinz Johnson (SW RD).
Motion carried.**

- j. **Special Funds Development**, Jacklyn Wilson, Chair
No report – Inactive at this time
- k. **Sponsors**, Curt Myron, Chair
combined with "h".
- l. **Strategic Planning**, Marvin Stokes, Chair
Marvin thanked everybody for submitting their reports to Jackie in a timely manner. It certainly made her job of preparing the meeting packets for the EC a lot easier.

GOALS AND OBJECTIVES

We shall plan to "FOCUS ON GROWTH". We shall establish goals and objectives that "FOCUS ON GROWTH!"

Goals and objectives must meet certain criteria. Among those criteria are:

1. They must be realistic.
2. They must be attainable.
3. They must be reasonable.
4. They must be measurable.

In keeping with the above criteria, the following goals are established for the American Volkssport Association's Strategic Plan for 2007-2012:

1. Each AVA Region will attain a net gain of two (2) AVA Clubs. An intermediate objective would be a net gain of one (1) AVA Club as of July 1, 2009.
2. The AVA will attain a net increase of Volkssport Associates membership of 5%.

3. The AVA will achieve a net gain in average event participation of 5%.
4. The AVA Headquarters along with Marketing Committee will obtain agreements with at least one (1) National Partner and one (1) National Sponsor over and above those presently on board.

Other goals and objectives may be developed as needs arise.

Additional tasks and assignments will be forthcoming which will assist the Strategic Plan Committee in developing the means by which we and the other AVA Committees will accomplish these goals and objectives. This committee will also serve in an advisory capacity to other AVA Committees with the development of their goals and objectives and to keep those committees on task and on time with reports.

Marvin currently has four members on the committee:
Himself, Nancy Stenger, Fred Sheets, Lois Shaff

m. Training Development, Wayne Holloway, Chair

Ginny Drumm brought out that she was working on the Events Handbook. He did discover in the package of materials he received from Curt, a little handbook for Year Round Events that three ladies from Colorado had put together. It could be a chapter in the Event Handbook. He intends to send it out as a draft to POCs for Year Rounds as something we're thinking of putting together with the hope that people would read it. By default he and Ginny are members of each others committees.

Curt asked Wayne to describe what the trio had done. It is a document that says what you should do: what the trail should look like, what the box should look like, contacts you need to make, etc.

Sam Korff had mentioned some table-top exercises for officers he had put together. He is going to send the information to Wayne. They'll try to package that and get it out to the officers.

ACCOMPLISHMENTS:

- Have placed an ad in the checkpoint for committee members and possible material that could be shared with clubs throughout AVA.
- Set to print a list of areas with potential needs, and identified target dates for completion of four.
- Submitted Statement of Goals to "Big Brother" (aka Marvin) and others. See "m1" below.
- Obtained one actual volunteer, Sam Korff, and one reluctant volunteer, Steve Hughart. (Steve, by virtue of his position as the AVA Web Site Guru. Other Gurus will be called on as needed.)
- Received initial comments from Sam concerning the existing Events Handbook. Tentative intentions are in "m1" below.
- Received recommendation from Bob Wright in response to the Checkpoint ad, to be specific in tasks I need/want help with.
- Received document from Bob Wright as "interesting reading about training," titled "The 10 Most Important Lessons I've Learned About Effective Classroom Presentation."

ACTIVITIES:

- Coordinating with Steve Hughart concerning ESR submissions both Traditional events and YREs/Seasonals.
- Coordinating with Sam Korff concerning the Events Handbook.
- Asked help of Mike Nelson in contacting Sue Poe, author of a document for YRE Trailmeisters.
- Reviewing Bob Wright's submission for applicability/usefulness.
- Reviewing list of possible projects with the object of identifying whom to ask to take the lead or just work/provide input.
- Considering/thinking about what training "notes" to place in the Checkpoint, along the lines of what Bob Wright is doing with 501(c)(3) information...which can be considered training, and for which this Committee will take full credit.

CONCERNS: There's a lot to be done in 12-18 months, and the impact that the IVV issue might have on this Committee.

RECOMMENDATIONS: None.

m1. Training Committee areas of interest

TRAINING COMMITTEE AREAS OF PARTICULAR/PECULAR INTEREST

The most pressing issue for the Chairman of the Training committee is fighting off the hordes clamoring to become members. To date there is one volunteer member, Sam Korff, and one drafted member, Steve Hughart by virtue of his position as chair of the Web Site Committee. (It is apparent that some training issues involve the work of other committees (for example, the afore mentioned Web Site, Awards, Publicity), and that these committees are de facto members of the Training Committee and that mutual coordination is appropriate...at least hoped for.)

While the list below identifies areas where training is needed (a combination of some may be satisfied by a single product), this committee, without further direction, places emphasis on:

- ESR Submission and Approval**; target completion date **February 2008** of deliverable(s).
- Awards Procedures**, contingent on the work of the Awards Committee, but hopefully a product no later than **June 2008**.
- Events Handbook**, with a "work in progress" product by **Spring 2008**. It is envisioned that this product will use chapter 4 of the Policy Manual as a reference and the remainder will provide guidance and helpful hints, not direction or rules.
- Digest** (for the lack of a better term) of critical items in the Policy Manual and By-laws, by **June 2008**.
- Goals**, to set other goals by **June 2008**...or refine the goals not met.
- Motivation**, regain initiative and humor lost/used up while working on the most successful convention in the history of the American Volkssport Association with a target of **any day now would be wonderful**.
- Longevity**, last until at least **June 30, 2009**.

AREAS OF INTEREST

I. RDs

- Event Sanction Approval
- YREs
- Traditional Events

II. Clubs

- Club Presidents
 - Reports
 - Officer Updates
 - Financial
 - After Action
 - Quarterly
 - Meetings
 - Events
 - Planning
 - Scheduling
 - Sanctioning
 - Conducting
- Club Vice-President
 - (Same as for President with the additional requirement to periodically check on the health of the President.)
- Secretary
- Treasurer
- Walkmeister
- Trailmeister
- Greeter
- Sociability
- Boondoggle

III. General Interest

- Rewrite the Events Handbook

n. **Youth Program**, Nancy Wittenberg, Chair; Bonnie Johnson, Liaison

ACCOMPLISHMENTS:

1. Responded to inquiries from Girl Scout Councils, Girl Scout troop leaders, volkssport clubs and individuals regarding volkssports, Girl Scout Walk-Togethers, and the AVA Master Program. The number of inquiries has gone up with the new school year, troops forming, etc. She receives one or two a day.
2. Tim Miner reports that the Freedom Walks will have Canadian Scout participants this year and that he is working on a project to include Masonic youth groups such as DeMolay.
3. Selected the Loudoun Walking and Volkssport Club to work with Girl Scouts of the Nations Capitol council to hold a patch contest to design the 2008-2009 Participation Patch for Girl Scout Walks.
4. Revised the Walk Together brochure to show the new patch and had it placed on the AVA website's youth program pages as a downloadable .pdf file.
5. Begun the review the Memo of Understanding with GSUSA. I have made contact with Diane Tuckman, Project Manager of the Healthy Living Initiative of GSUSA, who will be giving me a contact person for the memo review.
6. Wrote an article for the December TAW about working with Girl Scout councils and initiating the volkssport@yahoogroups.com email group.
7. Provided goals for the committee for the next year.

ACTIVITIES FOR THE NEXT PERIOD:

1. Continue to respond to inquiries about the AVA Youth Program and provide support for AVA clubs, major walking events such as the US Freedom Walk, Girl Scout Councils and leaders, families and others who want to participate in AVA youth programs.
2. Needs pictures of walks where youth groups have participated with volkssport clubs in order to update the website, and will submit an article for an upcoming Checkpoint requesting these. These should be pictures of youth walking.
3. Use the volkssport@yahoogroups.com email group to communicate with clubs about their youth activities.
4. Work to recruit members to the Youth Committee who will be willing to work on other ways we can involve youth, develop a plan for action, and carry out the work. Possibilities include Thomas Bressemer who has suggested an "extra small youth program" awards program; elementary school programs; Boy Scout of America.
5. Still need to find ways to get metrics regarding participation in youth programs. I need AVA support to collect information on clubs using Girl Scout Participation patches, numbers of people in the Master program. I need to discuss this with Jackie. We don't know what's going on with AVA clubs other than that. Such measurements would be useful to determine if efforts are productive.
6. Provide input into the Strategic Planning as requested by the Executive Council.

CONCERNS:

We have no easy way to find out what clubs are doing involving youth in their activities. I will try to see what results I can get using the volkssport@yahoogroups.com email group for sharing ideas and answering questions.

RECOMMENDATIONS:

Have the AVA commit to having a booth and pay the fee for the Girl Scout National Convention to be held end of October, beginning of November, 2008 in Indianapolis, IN.

Skip Coburn moved that AVA's appearance at the Girl Scout's National Convention in October-November 2008 be considered along with the broader consideration of AVA representation at other national association meetings and conventions. Ed Tod seconded the motion.

Becky mentioned there is a club in Washington that has had more than two hundred Girl Scouts at an event.

Jackie commented if this is under consideration and we wait until March, we might not meet deadlines. Nancy Wittenberg is already asking her about it. Curt said if we have to act faster on it, we can do something. **Motion passed.**

John Ferguson talked about getting the paperwork in for the ACSM Conference. There is a \$1,400 registration fee and it is due January 31, 2008. Question was asked if there would be a different fee for 501(c)(3) organizations.

Wayne Holloway said it appears the focus of the Youth Committee still seems to be on existing programs rather than new outreach. He made reference to #4 under Activities for the Next Period she still has not made contact with Tom Bressemer and said he is no longer interested in the Extra Small Program as he has gone on to other things. That was an excellent opportunity to reach young families with small children and we have lost out on that because of lack of interest by the AVA.

10. Unfinished Business

a. **Advisory Commission** – Shirley Lindberg SUBJECT: Report Regarding Discussions

Members were selected/approved by the National Executive Committee as follows:

Shirley Lindberg, Chair	
Tom Boyd	Lynn Clark
Skip Coburn	Glen Conyers
Wayne Holloway	Heinz Johnson
Victor Shaff	Gary Silkworth
Nancy Stenger	Bob Wright
Curt Myron, ex officio	

MOTION TO APPOINT THE COMMISSION:

"Becky Forsythe moved that the AVA form an Advisory Commission appointed by the Executive Committee, for the purpose of planning the future of walking in the United States and for making a recommendation to the AVA Executive Council, regarding the AVA's relationship to the IVV. Wayne Holloway seconded. Motion passed unanimously."

MISSION:

The Commission purpose is to explore AVA's relationship with IVV. It was also asked that we determine AVA's expectations of IVV in terms of respect, mutual cooperation, equal treatment of IVV members and fulfillment of IVV goals and objectives.

ACTIONS:

- 1). The Commission was given documents relating to what happened at the IVV Congress of Delegates meeting in July, 2007, copies of the IVV statutes and rules, plus other pertinent correspondence up to the present time.
- 2). Suggestions for discussion were given: a) should AVA examine their relationship as an IVV member, b) should AVA mandate that IVV's statutes be obeyed and work towards clarity of the rules, c) should AVA maintain a passive acceptance of recent happenings, and d) should AVA look at ways to increase participation outside our current operational structure while maintaining our current IVV member status?
- 3). Commission members agree that the actions taken at the July '07 Congress of Delegates should be addressed.
- 4). Commission correspondence focused on our membership under IVV. Initial views regarding the AVA's future relationship with the IVV are divided.

RECOMMENDATIONS TO NEC:

- 1). Continue to monitor IVV relations;
- 2). Assess the impact of the current membership relationship;
- 3). Determine options for the July '08 Congress of Delegates and beyond.

NEXT ACTIONS:

- 1). Focus on AVA's expectation of IVV.
- 2). Focus on how AVA could expand our own programs while remaining as an IVV member.

That is the end of the formal report. The group is working on a putting together a Commission paper, and is coming up with a lot of questions. They need to have discussion and formalization of the answers. They are having a conference on December 9th and will have more information following that call. It has been a very interesting couple of weeks.

Shirley has one question. She believes the commission is to have a final report by the March 1st meeting. Does that mean the work of the commission will be finished? Curt responded he would take the word "final" out of that picture. He may want to continue the commission past that date.

Curt's major concern is that in looking at all the possible things that could happen, to him the worst possible thing that could happen to AVA is that it becomes fractured and split into two organizations, competing with each other within one country, simply over this issue. We need to find a way to find the middle ground and still be an assertive, aggressive member of an international organization. We need to differentiate between the AVA leadership and the Advisory Commission.

There was much discussion about the ramifications of making a change: Items such as financial impact, emotional impact, legal aspects, any possible legal claim that IVV might have.

Curt reminded that this Commission is an "advisory" Commission. There is a good balance of members on the Commission: former AVA Presidents, current EC members, club representatives and people without a lot of IVV experience.

Ed Tod expressed concern that there would be a "civil war" at the next convention. Shirley said that if anyone has issues they want addressed to let her know. Ed also commented he thought some of the reaction is emotional. Mike Nelson asked if anyone has considered what the rewrites of the IVV By-laws might result in.

- b. Tabled Item regarding new types of events. Since Skip has presented new agenda items on this subject, Curt would entertain a motion to drop these items and handle them under new business.

11. **New Business**

- a. **Approval to expend funds** submitted by Treasurer, Ed Tod.

I move that: the following recommended actions be accepted:

Summary of Proposed Action:

At each year end any net monies earned from special programs and temporarily restricted donations are reclassified from retained earnings and accumulated into sub classifications at the beginning of the new fiscal year. The purpose of this reclassification is to be able to view what income has been derived from what extra sources for the previous year. To expend these previous year's funds, since they are not in current year and therefore not budgeted for in the current year, the board needs to vote to expend these funds in the current year.

- 1) **Total of 4,649.08 from Heritage Walk net assets to the marketing Fund net assets increasing the total of Marketing Funds net assets to \$8,949.08.**
- 2) **Move the balance of general restricted assets for technical equipment to the category _Special Funds Development-Technical Equipment, thereby increasing this category to a total of \$16,486.25.**
- 3) **To approve the expenditure of all or part of these Prior Year net funds as needed in current year.**

Note: the effect of any expenditure would be that the expense would show under this current year. The total of these funds are, with the above transfers:

- Wish List (non-Technical equipment & furniture) Total of account \$16,369.87**
- Youth Programs, total of account \$9,644.00**
- Marketing Funds, total of account \$8,949.08**
- Special Funds Development (Technical Equipment), total of account \$16,486.25**
- Staff Funds (to use for parties and Xmas volunteer Party, total of account \$484.92**

Submitted By: Ed Tod

Seconded By: Glen Conyers

Ed said it is mostly a housekeeping effort. He feels the changes being made are to support our goal: Focus on Growth. Ginny asked if there would be any ramifications of moving Restricted Funds to the General Fund.

Action: Motion carried

- b. **Elimination of limits on Special Programs**

I move that:

In an effort to promote new ideas and encourage creative initiatives in the AVA, the AVA NOT have, impose, or establish a limit on the number of "Special Programs" that can be in existence at the same time, and that each application for approval of a "Special Event" be considered on its own merits, on a case-by case basis.

Summary of Proposed Action:

Volksmarchers in the Atlantic Region do not want a limit on the number of "Special Programs." They submit that some of these specialty event programs are regional in nature, and/or more easily completed in certain parts of the country. And, interest may vary in various parts of the States. For instance, people in Kansas must have a difficult time participating in the lighthouse and island programs. We don't want an arbitrary number of programs permitted at one time. We don't want one program to have to die or end before another program can be considered for approval.

Submitted By: Skip Coburn

Seconded By: Ginny Drumm

Ed Tod said he agreed with this proposal. If enough people are interested in doing a Special Event and it is likely to at least break even, we just need to assure that there is a reasonable expectation we will not lose money.

Phil spoke as a walker and RD not the Committee Chair. He has been asked a lot of questions and asked some himself. There are feelings both ways. Some people do a specific event because it does qualify for a Special Event stamp.

There was discussion about dealing with the lines at the Finish Tables. Perhaps clubs can get more stamps and have more Finish Tables.

John Ferguson commented we need to consider the logistics and management problems of having an infinite number of these events. It could get to a point where you could have to manage 50 or 100 of these and when is enough, enough.

Glen Conyers called for the question.

Action: Motion carried

c. **Change to cost to RDs for Awards**

I move that:

Paragraph 3.04.A.6 of the Policy Manual be amended to read, "The Meritorious Service Award, Certificate of Service Award, and Certificate of Appreciation accouterments will be available to the Regional Director from the AVA office stock."

Summary of Proposed Action:

The limit of \$100 toward the purchase of IVV awards by the Regional Director is an arbitrary and unreasonable attempt to limit the number of awards that are given to volunteers. This places an inexcusable burden on RDs who "go out of pocket" to ensure deserving individuals are recognized for their efforts in promoting the American Volkssport Association and its goals. By amending Paragraph 3.04.A.6 as moved, the deliberate and unconscionable attempt to limit the number of awards given to our workers will be eliminated and the monetary burden placed upon conscientious Regional Directors will be lifted.

Motion Made By: Wayne Holloway

Seconded By: Becky Forsythe

Wayne Holloway felt the \$100 limit on reimbursing the RDs for the awards they presented was inadequate. Several of the RDs put money out of pocket in order to give deserving individuals the recognition they deserved.

Action: Motion Carried

d. **Change to AVA Home page for Starting a Club**

I move that:

A direct link be added to the AVA Home Page called: Starting a New Club.

Summary of Proposed Action:

Information for forming a new club is currently buried several steps under Membership. It would be more convenient for anyone interested in starting a new club if the material was directly available on the AVA Home Page. We should continue to promote the establishment of new clubs as well as new volkssporters. Having a direct link for this information would be very helpful.

Submitted By: Heinz Johnson

Seconded By: Glen Conyers

John Ferguson said that this item and some of the others on the agenda could be handled as an administrative action instead of as an agenda item.

Action: Motion carried

e. Request to add canoeing to list of approved AVA sanctioned events.

I move that:

In an effort to foster growth of the AVA and to increase participation, especially among younger participants, that the AVA initiate procedures, or take whatever actions are required, to make it possible for the AVA to sanction canoeing events of between 1,500 and 2,000 meters - for event credit only.

Summary of Proposed Action:

The Air Force and the Potomac River Volksmarching Club conducted a test canoeing event on September 15th and 16th at our GLOBAL weekend. It went very well and everyone who participated liked it a lot. There were no problems. Our original proposal was to make it 1,500 meters, but it may ultimately be decided that 2,000 meters is more appropriate, so we would like to provide event sponsors with the option of requesting either distance or a distance in-between. Depending on the length of the course, it would be completed once, twice, or whatever number of times was required to total the specified distance. It could be that the logistics of an event location will influence the exact distance. For instance, out-and-back, from the launch point to a specific landmark and back, may almost dictate the exact distance.

The concept is that:

- such an event would be conducted in a controlled water environment like a reservoir, a lake, a river with negligible current, or other acceptable venue;
- there would be an out-and-back course so the canoeing event would finish at the point at which it started,
- the event sponsor would have to complete a risk assessment,
- each participant would be required to wear a life jacket, and
- the presence of a certified Life Guard at the Start/Finish would be required.

These procedures were more than sufficient and worked well for us during our test event.

Submitted By: Skip Coburn

Seconded By: Ed Tod

Jackie Wilson, ED, said she had checked with the insurance company they said it would be okay as long as it wasn't over Class 1 rapids.

Skip said that his test run went well. He would like the start and finish to be at the same location.

Question was asked about the cost of doing this type of event – life guards, etc. Skip responded that a club who wanted to put on one of these events might have a Certified Life Guard available without cost. Also question was asked if this would be recorded in the regular event book and not require a special book. Skip responded it would be recorded in the regular event book and there is no distance credit.

Jackie inquired if this would be taking place on lakes where motorized boats would be.

Ginny Drumm amended the motion to replace the word “canoe” with “canoeing, kayaking and rowboating.” Seconded by Pat Lucero. Discussion followed.

The amendment to the motion carried.

Action: Amended motion carried

f. Request to add kayaking to list of approved AVA sanctioned events

Submitter has asked to withdraw motion 11f. Motion withdrawn

g. Recommendation to move NEC meetings to mid-week

I move that:

All or some NEC Meetings be held mid-week as a cost savings measure.

Summary of Proposed Action:

Being a product of the Great Depression, I learned that frugality was an absolutely essential way of life. The careful use of resources has carried over into my adult life and I treat organizational costs, like my own, with good stewardship and prudence. As the leaders of the AVA, we need to practice economy and show that we are good stewards of the organization's limited funds. In this regard, an analysis of the travel costs for NEC Meetings should be undertaken. Airline travel on Friday and

Sunday are peak days that drive up costs. Conversely, travel fares on a Tuesday, Wednesday, Thursday, or in some cases Saturday, are much lower. Travel of these days will result in a substantial cost savings for 15 people or those who must use commercial air. Another facet to consider is the meeting site. Certain off-the-mainline destinations automatically increase travel costs. It is important to show the national membership that we are thrifty managers of the association's finite financial resources.

Submitted By: Heinz Johnson

Seconded By: Died for lack of a second.

h. **Change to reimbursement policy for NEC Meetings**

I move that:

Section of C 3 f of the NEC handbook that addresses reimbursements for attendance at NEC meetings be revised as follows::

f. Expenses associated with attendance at AVA National Executive Council meetings as described below:

1) Round trip transportation to attend NEC meetings:

The maximum amount reimbursable for transportation for each NEC member is the lower of the following:

- a). The lowest round trip economy air fare available before each scheduled NEC meeting.**
- b). If driving in personal vehicle, the round trip mileage of a reasonable direct route from the members residence to the site of the meeting, at the Standard Mileage Rate allowed by this NEC Handbook.**

2) Other meeting expenses:

Each NEC member may use an allowance of up to \$200.00 for each NEC meeting. This allowance may be used for personal or commercial transportation from home to airport, transportation from destination airport to meeting location, vehicle parking or storage fees, meals during the day of the NEC meeting, This includes the Saturday lunch.

- a) If personal transportation is used for transportation to and from the members residence and the airport the Standard Mileage Rate shall apply when calculating the reimbursement amount.**
- b). Costs incurred for rental of vehicles rather than use of other transportation may be included in the \$200 allowance. Proof of a rental car contract is required for approval and the expense may not exceed reasonable cost of public transportation to attend the NEC meeting. If you transport other members of the NEC you may use the amount of their public transportation when calculating your reimbursement (up to the cost of the rental car). Only the person actually paying for the rental car can be reimbursed for the expense.**

3) Each NEC member will submit receipts for payments made or provide suitable documentation from vendors of economy air fares available thirty days prior to departure to receive reimbursement for airfare or mileage to the meeting. Receipts must be included for all other expenses incurred for reimbursement under the \$200 expense allowance . The Executive Director will approve all expense reports

4) Lodging associated with each NEC meeting is paid directly by AVA.

Submitted By: John Ferguson

Submitter has withdrawn this motion.

i. **Recommendation for special center slug on stamps for Global events**

I move that:

A Special IVV Certification Stamp be used for the U.S. Air Force Volkssport Program: GLOBAL.

Summary of Proposed Action:

The GLOBAL program, which just completed its 27th year, has become a volkssport classic. A by-product of this unique program in the formative years was the broadening of the participation base and a positive spurt of volkssporting throughout the United States. The uniqueness of the GLOBAL Program merits a distinctive IVV Certification Stamp (center slug). Two proposals are:

U.S. Air Force

GLOBAL +++ (+++ designates a ringed globe)

OR

**U.S. Air Force
GLOBAL XXVIII**

The latter design would require new slugs annually; however, the cost could be absorbed through the sanctioning fee. This would create a peerless stamp that should attract greater participation. Also, the use of a unique stamp would prevent any club located near an Air Force Base from co-sponsoring the event just to obtain a lower sanctioning fee instead of the fee charged to the Air Force.

**Submitted By: Heinz Johnson
Seconded By: John Ferguson**

Heinz felt it was a unique program and felt we ought to have a special center slug to denote that it was a special program. The center slug would cost about \$3.00.

Skip Coburn inquired if it would be more cost effective if it just showed Global instead of also including the Roman Numeral.

Question was asked how many globals are there now?

Action: Motion carried

j. Recommendation to change second window for YRE/Seasonal events

I move that:

The Second "Window" for Seasonal Events be changed to an earlier date.

Summary of Proposed Action:

Currently, the Second Window for YREs/SEs will open 1 January -1 March 2008 with the event starting no earlier than the last weekend in May. This means that for five months there is no participation. The club loses revenue. The volkssporter loses an opportunity to participate.

Unfortunately, mistakes and oversight have been made by some clubs this year causing an established YRE/SE to fail to get re-sanctioned by the close of the June-August Window. The penalty is the closure of the event for five months.

Because a Second Window already has been established, it is highly recommended that the open date be changed to 1 through 31 December with the event starting no earlier than 1 February.

**Submitted By: Heinz Johnson
Seconded By: Mike Nelson**

Curt pointed out that the third paragraph is against AVA policy that requires an event must be 90 days or more after the date the sanction was requested.

Jackie said that if it was changed to 31 December, in order to meet the requirement that stamps be sent out 20 days before the event it wouldn't allow very much time for the RDs to process the event.

Becky Forsythe moved to amend the motion to read that the 2nd window for Seasonal Events be eliminated, allowing Seasonal Events to be sanctioned at anytime throughout the year.

Seconded by Ed Tod

Becky said that another way to handle it would be to change the length of time a Traditional Event can occur.

Curt clarified with Becky that her intention is not to alter the AVA's current policy of sanctioning at least 90 day before the event.

Heinz wanted to be sure everyone understood what he was trying to do. He just wanted clubs to be able to start an event before May 24th.

Jackie commented that the computer uses the event type and if you do away with the 2nd window it would allow people to sanction Year Rounds anytime.

Amendment to the Amendment: John Ferguson moved this amendment to the amendment to the motion 11j is: I move that this policy be made effective March 1, 2008.

Seconded by Marvin Stokes.

Action : Motion carried.

Action Amended Motion passed

Original Motion as amended: I move that the second window for Seasonal Events be eliminated allowing Seasonal Events to be sanctioned at any time throughout the year; this policy to be made effective March 1, 2008.

Action: Motion carried

- k. Recommendation to allow Seasonals to be sanctioned at any time

I move that:

Paragraph 4.06.II.B.2 of the Policy Manual be amended to read: AVA will sanction additional Seasonal Events scheduled to begin not less than ninety (90) days before the event begins

Motion Made By: Longview Border Crossers, AVA530

Item is withdrawn

- l. **To change wording in Policy Manual and on web from "regular" to "traditional" events**

I move that:

Paragraph 4.02.I be amended to read:

"Traditional volkssporting events are those events conducted by member clubs, state organizations, and the AVA National Headquarters using routine 90-day sanctioning procedures outlined in Policy 4.06, Event Sanctioning." And that the term Traditional replace the term Regular wherever else Regular is used to identify such events, including in the Association Policy Manual and on Web Site.

Summary of Proposed Action:

The term Regular is ambiguous, has little if any meaning in this context, and is not helpful when used in explaining what it is that we do; the differences between the events we sanction.

Regular suggests the possibility of something being irregular. An irregular event might be a Year Round Event? Probably so, in the view of some countries.

(It is my understanding that there will be no committee established during the session of this

Council, and that changes will be made "as we go along," that changes made in this manner is acceptable and encouraged.)

Motion Made By: Wayne Holloway

Seconded By: Heinz Johnson

Action: Motion Failed

- m. **Gift Coupons**

I move that: AVA Volkssport Gift Coupons be marketed.

Summary of Proposed Action:

There are a variety of gift cards being marketed by scores of retailers for merchandise or services.

They make ideal gifts especially for "those who have everything" and are used as Holiday, Birthday or Thank You gifts.

The commercial plastic cards have a face value and when they are redeemed the applicable charge is automatically deducted from the value of the card. However, a less sophisticated system would need to be used to pre-sell coupons for Regular Volkssport Events. They would be for **IVV STAMP ONLY** registration fees and could not be redeemed for cash or merchandise.

They could be marketed as "Coupon Booklets" in two series:

1) A **9-EVENT** series booklet sold for \$25. It would contain 9 event coupons for nine events and would be a \$2 savings to the buyer.

2) A **20-EVENT** series booklet sold for \$55 and contain 20 event coupons. A \$5 savings. The cost for printing could be done by sponsorship. The booklets could be sold at the AVA Store and at volkssport events by clubs. A sample coupon is attached.

Submitted By: Heinz Johnson

Seconded By: (None)

Action: Motion failed for lack of a second.

- n. **Distinctive attire for NEC members to wear in performance of official AVA duties**

I move that:

NEC Members be provided with distinctive attire for the performance of their official AVA duties.

Summary of Proposed Action:

NEC Members are regularly required to attend a variety of events as part of their official duties. It is important for each person to present a professional look and a uniformed appearance as a representative of a professional organization.

Recently, I made an award presentation to one of our clubs. All of the members attending the ceremony were wearing their distinctive club polo shirt; whereas, the only visible sign that I represented the AVA was my name tag.

Representation at formal meetings demands the wear of business attire but at an informal function, a distinctive polo/collar shirt is in order.

It is suggested that the AVA provide NEC Members with special, distinctive attire: 2 shirts, 1 windbreaker and 1 ball cap.

Submitted By: Heinz Johnson

Seconded By: Marvin Stokes

Heinz Johnson commented that most professional organizations, businesses, sports organizations outfit their people with some kind of distinctive apparel.

Jackie Wilson she would like clarification. If AVA provided the officers with this, how would it be handled. Would it be annually or one set per term, etc. Heinz replied once per two-year term.

Bonnie Johnson said she had polled the clubs in her region and got a definite “no” from all of them. Skip Coburn said that regardless what was chosen, it should be a “specialty” item available for NEC members to purchase.

John Ferguson said he has felt that we need to look “businesslike” when we do the business of the AVA. He mentioned each Board member has received a distinctive patch and pin. He also noted that over the last two terms of the NEC we have attempted to get the board members to wear the white shirt that we already have. He feels we should have a distinctive polo shirt that only the NEC members could wear.

Ed Todd

Action: Motion failed

That concludes the new business.

12. Audience Comments

Dexter Hill commented he didn't consider a polo shirt appropriate attire to wear while representing the AVA in an official capacity.

Graham Fawcett mentioned three items:

1. A planning document – CVF has one. He is having a copy forwarded to Curt and Jackie.
2. Tracking participation – CVF has a program for new people – track distance, time, etc.
3. He will shortly be filling out an application for a grant from Bell Canada.
4. In Canada they have a charitable organization - ImagineCanada – that tracks non-profit (charitable) organizations. He can enter criteria and pull up names of organizations that grant money to organizations such as ours.

Shirley Lindberg - She is chairing the Advisory Commission. She started out in the middle regarding the IVV situation. We need to be careful what we do. She wants to see AVA stay strong.

Chelane Priller – She is a Girl Scout trainer. There have been many changes in the Girl Scout organization, with lots of consolidation of councils.

Leonard Wojtysiak – Thinks it is fantastic to have some clarification on the Special Programs.

Doris Conyers – Asked if it was realistic to think IVV will be billing clubs for dues if they are not sending minutes, etc.

13. Officer Comments –

Ginny Drumm invited everyone to attend the walk tomorrow. The club has agreed to let the EC start at 9:00 am (instead of the published 10:00 am), but they have to sign the waiver that Ginny has.

Skip Coburn will be working with Jackie to ensure we have the next EC meeting in Washington, DC. He mentioned there are lots of restaurants in the general area. He has a sample of the White House Christmas ornament and is taking orders.

Marvin Stokes – He had the privilege of participating in a Health Fair at the VA Hospital in Gainesville. It is held at VA hospitals throughout the United States. The coordinator there said they had 326 VA employees sign in at the event. It was considered very successful. The coordinator sent the AVA

information to the national coordinator of this program in Durham, NC. Marvin also reported the planning is going quite well for the Savannah Bakers Dozen event in January 17-21. Some hotels are already sold out.

Phil Hait - Just wanted to give a reminder that people start planning summer vacations well before June. Bonnie said the June EC meeting would be in Des Moines, Iowa, June 21st, 2008.

Bonnie Johnson – Her region has 21 events over five days in the Black Hills over the Labor Day weekend.

Mike Nelson – He commented we need to speak with one voice and he feels that voice should be the Checkpoint.

John Ferguson – John wanted to encourage Heinz to keep on with his idea of having proper attire for the NEC.

Curt Myron – Thanked Ginny for suggesting the Kings Island Resort and support of her region. He also thanked the audience for attending. It demonstrates your commitment to the sport.

Pat Lucero – Thanked Ginny and her crew for putting together the meeting. She is looking forward to Washington, DC.

Ed Tod – He commented about flying in to Baltimore for cheaper fares. Skip commented the Amtrak station is just a few minutes from the BWI airport. There is a city bus from Dulles for \$3.00.

Wayne Holloway – forgot what he was going to say.

Glen Conyers wanted to thank everyone for the entertainment of the last two days.

Becky Forsythe – the Northwest Region Conference in Post Falls, Idaho – September 18-21. It is just 18 miles from Spokane, and 75 miles to Montana. A feature is the bike ride on the Hiawatha Trail. It is the National Forest Services proclaimed Crown Jewel of the Rails to Trails program. It has ten tunnels and seven trestles. The first tunnel is a mile and a half long.

Jackie Wilson – Work on the museum has ground to a halt. One of the volunteers at the AVA office has moved to Virginia. They are looking for another volunteer.

Heinz Johnson – made a comment that got a lot of laughs.

14. Adjournment

John Ferguson moved to adjourn. The meeting was adjourned.

Respectfully submitted,

Pat Lucero,
AVA Secretary

AVA DONATIONS

Agenda Item 4b

Date	Donor	State	Unrestricted	Restricted	In-Kind	Type
06/11/07	Markey, John C. Charitable Fund	OH	3,000.00			At the suggestion of Lorange D. Lisle - VA
07/23/07	Plano Walking Club	TX		294.13		Remainder of VP Campain Fund-Promote/Advertise
07/25/07	Winer, Fredric	OH	20.00			
07/30/07	Nard, Brenda	OR	100.00			
07/31/07	Stokes, Marvin-SERD	FL	7.00			YRE #1522-2007
08/01/07	Wilson, Kenneth	MD		200.00		Check #3182 - Laptop
08/02/07	Smith, John	TX	50.00			
08/02/07	Milmoe, Alice	FL	25.00			
08/05/07	Kahn, Sandra	MD	25.00			
08/13/07	Dumas, Evalee	MD	20.00			
08/15/07	Machacek, Thomas	NE	20.00			
08/16/07	Simonsen, J. Robert	VA	15.00			
08/19/07	Logan, Angela	VA	10.00			
08/23/07	Reedy, Gloria	PA	10.00			
08/23/07	Shearer, Richard	VA	15.00			
08/26/07	Burau, Mark	MN	10.00			
08/26/07	Liebig, Mary Beth	WI		250.00		Publicity/Marketing
08/28/07	Havens, Jeanette	NY	5.00			
09/01/07	Wilson, Kenneth	MD		200.00		Check #3187 - Laptop
09/03/07	Goldstein, Joan	CA	5.00			
09/04/07	Vannorman, Dorothy	MN	25.00			
09/04/07	Reigel, Franklin	OK	25.00			
09/10/07	Mosely, Tommy L.	MD	250.00			
09/10/07	Myron, Curtis	WA	89.31			Remainder of President Campaign Fund
10/01/07	Wilson, Kenneth	MD		200.00		Check #3197 - Laptop
10/01/07	Herman, Ruth M.	ND	50.00			
10/10/07	Weiner, Bernard K.	TX	10.00			
10/19/07	Wells, Van & Barbara	IL	70.00			
10/30/07	Lindberg, Shirley	WA	50.00			In Memory of Dick Lucero
			3,906.31	1,144.13	-	



AVA Participation by Region and Quarter

Beginning January 1, 2005

ATLANTIC	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	3623	6635	4743	4161	4410	4325	4586	4299		3774	4696
Traditional Event Total	2550	8705	2972	6369	2173	4496	3867	6512		2225	4686
TOTAL PARTICIPATION	6173	15340	7715	10530	6583	8821	8453	10811		5999	9382
TOTAL ANNUAL PART.				39758				34668	-12.80%		
YR/Seasonal Events				204				212	3.92%		
Traditional Events				151				161	6.62%		
TOTAL EVENTS				355				373	5.07%		
Avg Participants per YR/Sea				93.9				83.1	-11.52%		
Avg Participants per Trad.				136.4				105.9	-22.37%		
Avg Participants - All Events				112.0				92.9	-17.01%		

MID AMERICA	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	1295	2568	2570	1354	1481	2673	2692	1575		1152	2301
Traditional Event Total	709	3290	3270	2990	921	4293	3725	2516		1304	3776
TOTAL PARTICIPATION	2004	5858	5840	4344	2402	6966	6417	4091		2456	6077
TOTAL ANNUAL PART.				18046				19876	10.14%		
YR/Seasonal Events				144				164	13.89%		
Traditional Events				152				161	5.92%		
TOTAL EVENTS				296				325	9.80%		
Avg Participants per YR/Sea				54.1				51.3	-5.05%		
Avg Participants per Trad.				67.5				71.1	5.42%		
Avg Participants - All Events				61.0				61.2	0.31%		

NORTH CENTRAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	532	2783	2401	1034	645	3057	2822	1031		369	2687
Traditional Event Total	752	12123	1545	1281	852	11294	2084	1230		697	11036
TOTAL PARTICIPATION	1284	14906	3946	2315	1497	14351	4906	2261		1066	13723
TOTAL ANNUAL PART.				22451				23015	2.51%		
YR/Seasonal Events				116				138	18.97%		
Traditional Events				99				104	5.05%		
TOTAL EVENTS				215				242	12.56%		
Avg Participants per YR/Sea				58.2				54.7	-5.92%		
Avg Participants per Trad.				158.6				148.7	-6.27%		
Avg Participants - All Events				104.4				95.1	-8.93%		

NORTH EAST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	594	3075	2799	2014	799	1921	2270	2372		461	1739
Traditional Event Total	219	1962	1973	1357	46	1741	1282	1059		197	1036
TOTAL PARTICIPATION	813	5037	4772	3371	845	3662	3552	3431		658	2775
TOTAL ANNUAL PART.				13993				11490	-17.89%		
YR/Seasonal Events				104				104	0.00%		
Traditional Events				86				46	-46.51%		
TOTAL EVENTS				190				150	-21.05%		
Avg Participants per YR/Sea				81.6				70.8	-13.20%		
Avg Participants per Trad.				64.1				89.7	40.04%		
Avg Participants - All Events				73.6				76.6	4.01%		

NORTH WEST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	6918	6611	6849	4371	5420	6993	7642	4526		5229	7081
Traditional Event Total	5740	10273	8748	5236	5840	11927	9829	5666		4994	9816
TOTAL PARTICIPATION	12658	16884	15597	9607	11260	18920	17471	10192		10223	16897
TOTAL ANNUAL PART.				54746				57843	5.66%		
YR/Seasonal Events				357				391	9.52%		
Traditional Events				198				193	-2.53%		
TOTAL EVENTS				555				584	5.23%		
Avg Participants per YR/Sea				69.3				62.9	-9.32%		
Avg Participants per Trad.				151.5				172.3	13.76%		
Avg Participants - All Events				98.6				99.0	0.41%		

PACIFIC	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	3840	3079	2339	2854	3492	2403	2771	2909		3501	3848
Traditional Event Total	1467	2182	1171	2082	2263	2031	1531	1815		2309	8625
TOTAL PARTICIPATION	5307	5261	3510	4936	5755	4434	4302	4724		5810	12473
TOTAL ANNUAL PART.				19014				19215	1.06%		
YR/Seasonal Events				169				179	5.92%		
Traditional Events				93				105	12.90%		
TOTAL EVENTS				262				284	8.40%		
Avg Participants per YR/Sea				71.7				64.7	-9.77%		
Avg Participants per Trad.				74.2				72.8	-1.96%		
Avg Participants - All Events				72.6				67.7	-6.77%		

ROCKY MOUNTAIN	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	603	1118	1413	443	486	1379	1339	506		361	1272
Traditional Event Total	642	1053	803	963	588	1443	349	669		460	1210
TOTAL PARTICIPATION	1245	2171	2216	1406	1074	2822	1688	1175		821	2482
TOTAL ANNUAL PART.				7038				6759	-3.96%		
YR/Seasonal Events				80				87	8.75%		
Traditional Events				60				87	45.00%		
TOTAL EVENTS				140				174	24.29%		
Avg Participants per YR/Sea				44.7				42.6	-4.63%		
Avg Participants per Trad.				57.7				35.0	-39.24%		
Avg Participants - All Events				50.3				38.8	-22.73%		

SOUTH CENTRAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	1525	1633	1596	1501	1699	1519	1611	1485		1197	1370
Traditional Event Total	496	1700	1535	1425	224	1220	1428	900		375	1002
TOTAL PARTICIPATION	2021	3333	3131	2926	1923	2739	3039	2385		1572	2372
TOTAL ANNUAL PART.				11411				10086	-11.61%		
YR/Seasonal Events				83				83	0.00%		
Traditional Events				113				49	-56.64%		
TOTAL EVENTS				196				132	-32.65%		
Avg Participants per YR/Sea				75.4				76.1	0.94%		
Avg Participants per Trad.				45.6				77.0	68.71%		
Avg Participants - All Events				58.2				76.4	31.24%		

SOUTH EAST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	4528	2836	2095	2492	4340	2947	1905	2617		4450	2711
Traditional Event Total	1242	1525	733	1299	3678	1116	947	1579		2167	962
TOTAL PARTICIPATION	5770	4361	2828	3791	8018	4063	2852	4196		6617	3673
TOTAL ANNUAL PART.				16750				19129	14.20%		
YR/Seasonal Events				200				192	-4.00%		
Traditional Events				96				126	31.25%		
TOTAL EVENTS				296				318	7.43%		
Avg Participants per YR/Sea				59.8				61.5	2.93%		
Avg Participants per Trad.				50.0				58.1	16.21%		
Avg Participants - All Events				56.6				60.2	6.30%		

SOUTH WEST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	2502	2099	1670	2049	2457	1858	1821	2199		1980	1882
Traditional Event Total	2481	2864	1034	4025	2001	2670	1163	2883		2509	2064
TOTAL PARTICIPATION	4983	4963	2704	6074	4458	4528	2984	5082		4489	3946
TOTAL ANNUAL PART.				18724				17052	-8.93%		
YR/Seasonal Events				127				127	0.00%		
Traditional Events				91				89	-2.20%		
TOTAL EVENTS				218				216	-0.92%		
Avg Participants per YR/Sea				65.5				65.6	0.18%		
Avg Participants per Trad.				114.3				97.9	-14.33%		
Avg Participants - All Events				85.9				78.9	-8.09%		

NATIONAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007
YR/Seasonal Total	25960	32437	28475	22273	25229	29075	29459	23519		22474	29587
Traditional Event Total	16298	45677	23784	27027	18586	42231	26205	24829		17237	44213
TOTAL PARTICIPATION	42258	78114	52259	49300	43815	71306	55664	48348		39711	73800
TOTAL ANNUAL PART.				221931				219133	-1.26%		
YR/Seasonal Events				1584				1677	5.87%		
Traditional Events				1139				1121	-1.58%		
TOTAL EVENTS				2723				2798	2.75%		
Avg Participants per YR/Sea				68.9				64.0	-7.16%		
Avg Participants per Trad.				99.0				99.8	0.76%		
Avg Participants - All Events				81.5				78.3	-3.91%		

SUMMARY OF INCREASE/DECREASE
BY REGION, 2006 OVER 2005

PARTICIPATION	REGION	EVENTS
-12.8%	ATLANTIC	5.07%
10.14%	MID-AMERICA	9.80%
2.51%	NORTH CENTRAL	12.56%
-17.89%	NORTH EAST	-21.05%
5.66%	NORTH WEST	5.23%
1.06%	PACIFIC	8.40%
-3.96%	ROCKY MOUNTAIN	24.29%
-11.61%	SOUTH CENTRAL	-32.65%
14.20%	SOUTH EAST	7.43%
-8.93%	SOUTH WEST	-0.92%
-1.26%	NATIONAL	2.75%

Source: AVA HQ

**AVA New Walkers Kits Sold
By Region
July 2006 - June 2007**

Region	Kits Sold	Percent
Atlantic	376	11%
Mid-America	324	10%
North Central	309	9%
North East	52	2%
North West	1062	32%
Pacific	340	10%
Rocky Mountain	99	3%
South Central	115	3%
South East	245	7%
South West	381	12%
AVA TOTAL	3303	100%

Source: AVA HQ

AVA COMMITTEE CHAIRS AND LIAISONS

COMMITTEE	CHAIR NOMINEE	LIAISON
STANDING COMMITTEES	-----	-----
AUDIT	FRED SHEETS	MARVIN STOKES
2009 CONVENTION	BRUCE/CLAUDIA FITCH	HEINZ JOHNSON
OUTYEARS CONVENTION	SUSAN PINNEKE	BONNIE JOHNSON
PUBLICITY	JOHN FERGUSON	N/A
STANDARDS & EVALUATION	GINNY DRUMM	N/A
SPECIAL COMMITTEES	-----	-----
AWARDS & RECOGNITION	SAM KORFF	JOHN FERGUSON
BYLAWS		PAT LUCERO
HISTORY	DAVID TOTH	CURT MYRON
MARKETING	BECKY FORSYTHE	N/A
NOMINATING	CHELANE PRILLER	N/A
SPECIAL EVENTS	PHIL HAIT	N/A
SPECIAL FUNDS DEVELOPMENT	JACKIE WILSON	N/A
SPONSORS	CURT MYRON	N/A
PARTNERS	CURT MYRON	N/A
STRATEGIC PLAN	MARVIN STOKES	N/A
TRAINING	WAYNE HOLLOWAY	N/A
YOUTH	NANCY WITTENBERG	BONNIE JOHNSON
OFFICE SYSTEMS	MIKE NELSON	N/A
AVA WEBSITE	STEVE HUGHART	JACKIE WILSON
SPECIAL PROJECTS	-----	-----
LIAISON TO GLOBAL	HEINZ JOHNSON	N/A
PROJECT LEADER - COLLEGE VOLKSSPORT COURSES		CURT MYRON
PROJECT LEADER - AVA CLUBS IN PUBLIC SCHOOLS		CURT MYRON
PROJECT LEADER - AVA CLUBS IN MILITARY UNITS/BASES		CURT MYRON

Guidelines for Entering and Updating Traditional Events

All sanctioned events appear on the AVA website where they can be viewed by seasoned volkssporters as well as the curious potential new participant. This provides free advertising to the club. It is the responsibility of the club to provide good information that will interest people in attending the event and enable them to get there.

Entering and updating an Event Sanction Request is a two-step process. Only basic event information is entered from the entry page.

To enter a 'Regular' or 'Traditional' ESR: log into the club maintenance page; click on 'Events' then 'Enter ESR'. Fill in the blanks using the following guidelines:

Select Region – open the drop-down menu and click on the region where the event will take place.

Event Dates - Start Date and End Date should follow the mm/dd/yyyy format.

Event Type - Open the drop-down menu and click on the type of event you will be conducting.

Event State Association – If the state where the event will take place is governed by a state association open this drop-down menu and click on the appropriate one.

Start Point Only – This is the name of the location where the event registration will take place. Keep this basic. The address is entered when the event is edited.

Event City – Enter the city where the event will take place. Do not enter the state here.

Event Website – This should link to a page that is specific to this event, not to the homepage of the club website.

Event State – Open the drop-down menu and click on the state where the event will take place.

Distance – Enter the distance(s) the event will offer – 10K/5K

Point of Contact - enter the Name, Address, City, State, Zip code, phone number and email address of the person who is an expert about this event and will respond to questions.

IVV Loaner Banner Requested – If you check “Yes” be sure to let your sanctioning authority know. This information does not appear anywhere once you submit the event.

Stamps (1 or 2 only) – Enter '2' only if you anticipate having a very high number of participants and will have the workers to man two finish stations.

After filling in all of the spaces click on 'Submit'. You will receive a confirmation page – PRINT THIS AND KEEP IT FOR YOUR FILES. This page shows your event number.

To complete the event information return to the navigation page then click on 'Check ESR'. Click on 'Edit' to bring up the event. The basic information that you entered on the entry page will appear. From this page you enter additional details about the event that will enable prospective participants to find it. This page offers the opportunity to sell your event. Remember to use 'English' since non-volkssporters will be viewing your information. Avoid using abbreviations, sentence fragments and do not use ALL CAPS.

Start Point Address and Driving Directions – Enter the street address of your event registration location including the zip code. Provide driving directions from the closest interstate or major highway.

Extended Description – This field is virtually unlimited; use it to sell your event. Enter a description of your trail including the basics – the terrain, how that relates to the difficulty. Then describe the sights along the route. If the event qualifies for any AVA Special Events identify the relationship. Use this space to motivate the reader to attend. If you are offering an award describe it and specify the cost, which should include IVV credit. If there are any additional costs – venue entry fee, parking fee – be sure to state that so people are prepared.

Event Comments – Enter anything else that you feel people should know about your event.

Event Rating – open the drop-down menu and click on the appropriate trail rating.

Start Times – The size of this field is limited so keep the entry simple – 9am-noon, finish by 3pm. If you need to elaborate enter "See Event Comments".

Awards – Open the drop-down menu and click on the appropriate designation.

Current Values – Open each of the drop-down menus under the icons and click on the appropriate value.

Re-read what you have entered; when you are satisfied click 'Submit'. Print the confirmation page and retain for your files. Notify your sanctioning authority that you have entered a new ESR and that it is ready for approval.

Once the event has been approved and appears on the list of events look at it again. Click on the link for more details – this is what the public sees. Ask someone who is not familiar with the event to read the information and provide feedback on what is entered.

This information can be edited anytime, up to the day of the event. If something about your event changes make those changes to the website.

Guidelines for Entering and Updating Year Round/Seasonal Events

All sanctioned events appear on the AVA website where they can be viewed by seasoned volkssporters as well as the curious potential new participant. This provides free advertising to the club. It is the responsibility of the club to provide good information that will interest people in attending the event and enable them to get there.

In addition, events entered as YRE or Seasonal during the identified sanctioning window are included in the “*Starting Point*” published annually by the AVA.

Entering and updating an Event Sanction Request is a one-step process in that information that appears in the “*Starting Point*” is pulled from this page. Additional information can be entered from the ‘Edit’ page and will appear on the AVA website only.

To enter an ESR for a new year round or seasonal event or renew an event of this kind: log into the club maintenance page; click on ‘YRE’s’. To enter a new event click on ‘Create New YRE’. Fill in the blanks using the following guidelines:

Select Region – open the drop-down menu and click on the region where the event will take place.

Event Dates - Start Date and End Date should follow the MM/DD/YYYY format.

Event Type - Open the drop-down menu and click on the type of event you will be conducting.

State Assn – If the state where the event will take place is governed by a state association open this drop-down menu and click on the appropriate one.

Start Point Only – This is the name of the location where the event registration will take place.

Event Description - This field is virtually unlimited but be frugal when entering information as this will appear in the book. You want to use this field to provide basic trail information and to sell your event. Enter a description of your trail including the basics – the terrain, how that relates to the difficulty, hours of operation of the start point. Then describe the sights along the route. If the event qualifies for any AVA Special Events identify the relationship. Use this space to motivate the reader to attend. If you are offering an award describe it and specify the cost, which should include IVV credit. If there are any additional costs – venue entry fee, parking fee – be sure to state that so people are prepared.

Start Point Address and Driving Directions – Enter the street address of your event registration location including the zip code. Provide driving directions from the closest interstate or major highway.

Event City – Enter the city where the event will take place. Do not enter the state here.

Event State – Open the drop-down menu and click on the state where the event will take place.

Distance – Enter the distance(s) the event will offer – 10K/5K

Event Website – This should link to a page that is specific to this event, not to the homepage of the club website.

Point of Contact - enter the Name, Address, City, State, Zip code, phone number and email address of the person who is an expert about this event and will respond to questions.

Special Information – designate the appropriate values for each of the icons.

Award Type – Open the drop-down menu and click on the appropriate designation.

Event Rating –click on the appropriate trail rating.

Stamps (1 or 2 only) – Enter ‘2’ only if you have an alternate start point for this event.

After filling in all of the spaces click on ‘Submit’. You will receive a confirmation page – PRINT THIS AND KEEP IT FOR YOUR FILES. This page shows your event reference number. Notify your sanctioning authority that you have entered a new ESR and that it is ready for approval. The stamp number will be assigned by AVA HQ at the request of the sanctioning authority once the event has been approved.

For YRE/Seasonal events – from ‘Check ESR’ page click on the ‘Starting Point Listing’ to see how your event will appear in the book.

If you have extra information that you would like to enter about the event or the surrounding area return to the navigation page, click on ‘Events’ then ‘Check ESR’. Click on the ‘Edit’ button for the appropriate event. This field is unlimited; the data entered will only appear on the AVA website.

Once the event has been approved and appears on the list of events look at it again. Click on the link for more details – this is what the public sees. Ask someone who is not familiar with the event to read the information and provide feedback on what is entered.

This information can be edited anytime. Once the sanctioning window has closed the changes will appear only on the website. If something about your event changes make those changes to the website.

To renew YRE or Seasonal event click on ‘YRE’s’ then ‘Renew’ for the event you wish to renew. You will need to enter a new date. Verify the remaining information; if everything is still current ‘Submit’ the event. Print the confirmation page and keep it for your files.

Website Committee Goals October 15, 2007

The goals for the AVA Website Committee for the next two years are listed below. Discussion of the items follows.

Deadline	Goal
01/15/2008	First draft of SLAs delivered.
02/01/2008	SLAs finalized
04/01/2008	Proposal to reorganize the website delivered.
05/01/2008	Website reorganization plan finalized (approved).
07/01/2008	Reorganized website implemented.
08/01/2008	Submit specifications for new ESR pages
09/01/2008	Specifications for new ESR pages finalized
01/01/2009	Implement new ESR pages
06/01/2009	Submit 1 st draft of plan to make the website "industrial grade" – ready for 1,000,000 members

SLA

"SLA" stands for "Service Level Agreement" and is a document that clarifies who does what when and lays out expectations and duties for everyone involved. These documents are standard in the IT industry and should be adopted between the following:

- AVA and the vendor, iServicesOnline.com
- Webmaster and the Executive Director, and by extension, the NEC

Website Reorganization

The website as it stands today has been built up over the years, apparently, without a guiding document. Pages have been added on an as needed or requested basis. As a consequence, the overall website lacks consistency and often clarity. This is not said to criticize past efforts, but is the inevitable result of purely volunteer effort. The website has served AVA well, but it can be simplified and improved.

Please note that the approval process is out of the control of the Website Committee. The deadline above gives the Executive Director and the NEC only one month to approve the plans. Should this take longer, then the implementation date of the reorganized website will slip accordingly.

The reorganized website should implement the following:

- Consistent look and feel throughout the website
- Each page will have one simple (and specified) purpose
- Consistent navigation

- The target audiences will be prioritized as follows:
 1. The potential participant (making the website attractive to as many people as possible will attract sponsors)
 2. Club administrators
 3. Individual AVA members
 4. Participants who are not AVA members

ESR Pages

The current ESR pages are too complex and difficult for Club Administrators/users to navigate and input or edit event requests. The back-end database structure needs to be analyzed as well as there are fields that apparently do not currently exist in the database. For example, a title for an event must be jerry-rigged by using the city name and start point fields in such a way that the walk title appears where it should. Other improvements need to be made to the ESR pages as well:

- All facets of a request should be made and editable from one web page.
- Users should be able see and edit their events from a list sorted by their choice:
 - By date
 - By title
 - By event city
 - Other?
- Clubs should be able to start the YRE submission process at any time, rather than be restricted to June 1 – August 31.
- The pages should be designed to minimize data input from users wherever possible.
- Help should be available for each field or section of the input page with links to the Help Page section that deals with that field or section.
- The page should be written in ASP.NET if possible. This would require the .NET framework be installed on the server, probably a newer version of IIS, and possibly some licensing issues (\$). ASP.NET has advanced data validation controls (programmable fields on the form) and other features that will make programming the page significantly easier.

Getting the website ready for 1,000,000 members

The current website is probably not ready to handle the needs of one million members. We will need to consider a number of options and plan accordingly to set up the technology to get ready for a large number of website visits. This will involve a number of decisions that the Website Committee can't make on its own, so creating a plan will be enough work to get us to the next Convention. The technology is rapidly changing as well, so there will likely be options that we don't know about yet that may be available by June 2009.