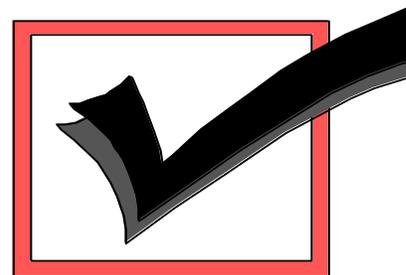


# AVA CHECKPOINT



**Official voice of the American Volkssport Association,  
America's premier noncompetitive sports organization!**

1001 Pat Booker Road · Suite 101 · Universal City, TX 78148 · Phone 210.659.2112 · Fax 210.659.1212 · Email AVAHQ@ava.org

**Volume 20 • Number 8**

[www.ava.org](http://www.ava.org)

**August 2012**

## **Next NEC Meeting**

The next NEC meeting will be held on Friday and Saturday, 18 & 19 January 2013, in the San Antonio, Texas area. Details will follow.

## **2013 National Nominating Committee**

The 2013 National Nominating Committee is being chaired by Glen Conyers of Joplin, MO. His committee members are: Linda Nyman, Colorado Springs, CO; Joseph Piffat, Danvers, MA; Dan Peters, Lennox, SD; and Lucy Yother, Leavenworth, KS. The formation of this committee was approved at the recent NEC meeting in Orlando, Florida and applies to AVA officer candidates only.

## **Nominations for AVA Officers**

Glen Conyers, Chair of the 2013 National Nominating Committee, has just announced that nominations for officer candidates for NEC XVIII are now open. This is for the office of President, Vice President, Secretary, and Treasurer and their term of office begins on 1 July 2013 and ends on 30 June 2015. The elections will take place at the 18<sup>th</sup> AVA Biennial Convention in Orlando, Florida on 3 May 2013.

Nomination letters (expressing an interest in becoming a candidate for office) will be accepted until **midnight of Friday, 16 November 2012**. Since the Nominating Chair travels a little bit, an e-mail "heads-up" is requested to the Nominating Chair that he will be receiving your notice to run, but "hard copy" letter of your intent **MUST BE** sent to:

Glen Conyers  
PO Box 3191  
Joplin, MO 64803

**Note: deadline is affirmed by postmark date.**

Each nomination will be acknowledged electronically and each nominee will be sent *Officer Candidate Guidelines* for submitting their "nomination package" article for *The American Wanderer* plus a photo and campaign information.

The **deadline for the nomination package is 30 November** and it must be sent electronically (not mailed); thus, it is advisable that a nomination package be prepared and sent well ahead of time.

For additional information, feel free to contact Glen at [glenconyers@sbcglobal.net](mailto:glenconyers@sbcglobal.net) or you can call him at 417.434.0977.

## **Electronic Sanction Request (ESR)**

The month of August remains for 1,500 plus walks to be entered which means an average of 50 per day for approval by **midnight 31 August**. Kindly assist our RDs and State Associations by submitting these.

Put as much information about the walk in COMMENTS and not in EVENT INFO. This will help greatly in reducing the size of printing the book and your walk descriptions information will be on the web page.

## **AVA Trail/Route Rating System**

Attached is a revision of the Trail Route/Rating System document, approved at the 6 July NEC Meeting, effective immediately. Part 1 – Incline/Elevation of the chart has been revised with more detail, and another example added. All elevations over 3,500 feet must be included in the written description of an event.

## **18<sup>th</sup> AVA Biennial Convention Committee Chair, Dennis Michele**

“Footloose in Florida” is coming to the 18<sup>th</sup> AVA Biennial Convention in April 2013. Fitness... by walking from Florida’s west to east coast on beaches, natural lands and cities; Fun... by seeing new places and learning new walk processes plus parties and socials; Friendship... by seeing old friends and meeting new ones at socials and on the trail. Registration packages will be available about 1 October for participants to select a range of options for walks, seminars, socials, transportation, and convention souvenirs. There will be additional TAW articles coming in the next three issues so look for “HOW to be Footloose in Florida.” Information on room registrations at the Marriott and convention volunteer sign up are on the [www.ava.org](http://www.ava.org) main page of the AVA web site. Let your members know so they can register and sign up.

## **Recognition Awards Committee Chair, Phyllis Olson**

Send your nominations for recognition awards to your Regional Director by **midnight of Thursday, 1 November**. Nomination forms and a guide on how to complete the forms can be found on the AVA website under “Publications-Forms / AVA Club Forms” web page <http://www.ava.org/forms/avaformn.htm>. Remember to be thorough and give detailed information. Please use one form for each person. The “**Guide for Nominations**” will be very helpful. The Recognition Awards Committee will review each nomination for national award to assess if the person qualifies for the award requested. That assessment will be based solely on what is written on the form, so you must tell us why the person deserves the award. Various fillable forms for use are:

**Form 302** - Hall of Fame, Distinguished Achievement, Trailblazer, and Ted Ballman Memorial Youth Award

**Form 303** - Certificate of Service, Meritorious Service and Certificate of Appreciation

**Form 303 PA** - President’s Award (Sent directly to President)

## **IT Committee Chair, Holly Pelking**

The Information Technology (IT) Committee has been busy at work for you. Our first goal was to improve the security and stability of the AVA website and computer systems. We have been actively working on this issue with an expected completion by the end of the year.

Our next step is to improve the Electronic Sanctioning Request (ESR) fields, which affects pretty much everything we do as clubs. It is the center of information for everything we search and use to identify our walks. It is how people find out about our walks, it helps us describe our walks and it navigates people to our walks.

The information from the ESR is also used to create reports for feedback about our walks. The participation reports tell us how many walkers completed the walks and how are they categorized (Free, Credit Only, Award, Non-IVV) and provide a snapshot of the event.

However, we feel there is much more that can be done with the ESR information and many ways to get the information out to you and the public at large.

We need your help and input to hear what you have to say about the process and how we can make it better for you. This committee does not want to make assumptions or use personal bias to decide how to proceed.

Please take a few minutes and complete the attached survey with your club members. We value your input so we can make a better quality product for you.

The survey time frame ends **midnight of Thursday, 15 November 2012**. All responses need to be in to us so we can compile the feedback for presentation at the January National Executive Council (NEC) meeting. You will find the various ways you can return your survey at the bottom of the survey form. Thank you for your help and patience as we continue improving AVA! Your IT Committee

### **Marketing Update, Chuck Blische**

We are still negotiating with a marketing company representing Ralston Foods, the largest cereal manufacturer in the U.S. The possibility exists that the AVA logo, photos and copy explaining Volkssporting will appear on the covers of a minimum of 225,000 cereal boxes and on other promotional materials in supermarkets across the nation. The concept is much the same as Wheaties uses. We should hear something from the Ralston selection committee in August.

Negotiations continue regarding participation by AVA members in a nationwide program that will offer additional recognition and rewards for AVA volkssporter achievements in walking. The membership driven program will donate financially to AVA, promote sales of YAMAX official AVA pedometers, and provide opportunities for award drawings of prizes for measured walking distance goals achieved over a one-month and three-month period (several IPODS and a grand prize of six-day hotel stay, \$1,000 spending money and free airfare for two to Orlando, Florida).

Letters are in the process of being mailed to national level corporations promoting AVA and soliciting participation in sponsorships and or partnerships, cash or in-kind goods and services, that may assist AVA going forward.

A request for donation of several airline tickets will be re-submitted to Southwest Airlines. The tickets will be used to defray meeting-related travel costs for members of the National Executive Council.

San Antonio Shoes (SAS) was invited during my recent visit with them to join with AVA in a nationwide promotional opportunity, offered the opportunity to underwrite the 18<sup>th</sup> AVA Biennial Convention in 2013, and to join with AVA in a corporate sponsorship agreement. They declined all three offers.

### **2012 Publicity Contest, Chuck Blische**

This is a heads-up alert. There will be a 2012 AVA Publicity Contest. Entry submission deadline is **midnight of Tuesday, 15 January 2013**. Winners will be announced at the 18th AVA Biennial Convention in April 2013. A search is ongoing for a committee chair person.

Categories are: Photographs of People, Places and Things (an additional digital photo image is to be sent to [marketing@ava.org](mailto:marketing@ava.org) with appropriate cutline information); Traditional Event Brochure; YRE/Seasonal Event Brochure; Community Relations Program; Local Sponsorship Program; Single Event Publicity Effort; Annual Publicity Effort; Club Website; Club Logo or Mascot.

Further information on entry forms and entry submission location will be posted soon on the AVA website and in a future TAW article. There are no plans at this time to make administrative changes from the last contest.

Please assist me in getting out this initial announcement that there will be a contest so individuals can begin the process of drafting contest entries.

There are several details still to be worked out.

### **The 2012-2013 Walk-Together Patch, Nancy Wittenberg**

We have selected the Girl Scout Walk-Together patch for 2012-2013. It will be available for events starting in **September 2012**. The patch design came from Jessica Hamilton, troop #42383, Girl Scouts of Oregon and SW Washington Council. Dar Parrow, President of the Cedar Milers Volkssport Club arranged with local Girl Scouts to hold the patch contest.



The Walk-Together Patch is no longer an award that people earn by walking for credit. It is a for-sale item. This means that Girl Scouts, girls and adults, walking with your club at either a traditional event or a year-round/seasonal, may purchase the patch even though they walk for free or pay the non-IVV fee. They do not need to walk for credit to earn the patch.

If you're holding a traditional event, the patch can be ordered from AVA on consignment so you're not burdened with paying for patches you can't use. **Please be conservative** when you order patches (limited number for all clubs.) The AVA sends the patches with a Girl Scout Patch Consignment form (see attached) found at the "Publications-Forms/AVA Club Forms" web page <http://www.ava.org/forms/avaformn.htm>. You return the form within 30 days of the scheduled walk date with the count of patches sold, and the unused patches along with the stamp for your walk. You can get patches on consignment for a scheduled group walk of a year round or seasonal as well. The AVA will bill the club for patches used. The price for the patch is \$2 each. Call the AVA office or e-mail them to order patches and let them know what walk you want them for.

Please remember that unless you are working with a local troop directly, Girl Scout councils need a great deal of lead time to publish events. It is still summer and most troops are not active until the fall. It would be a good time now, to contact your local council about walks you might be planning for winter or spring. Also most Girl Scout councils are very large, so your Walk-Together may only be appropriate for a local area. Check out the AVA's website under "AVA Special Programs/Youth Programs" web page to see more information about Walk-Togethers [http://www.ava.org/girlscouts\\_youth\\_master/walk-together\\_program.htm](http://www.ava.org/girlscouts_youth_master/walk-together_program.htm). It includes a downloadable .pdf format copy of a Walk-Together brochure (see attached) which explains the process of arranging for walks for Girl Scouts.

### **TAW Deadline**

The deadline for the October/November issue of *The American Wanderer* is 25 August. All articles, including *Tails on the Trails*, and photographs should be submitted directly to Laurel Parrott, Editor [taw@bhi.com](mailto:taw@bhi.com) or mail to: 3526 Humboldt Ave. N., Minneapolis, MN 55412. Be sure to include "TAW" in the subject line if e-mailing.

### **Attachments:**

- Trail Route/Ratings
- AVA Website Survey
- 2012/2013 Girl Scout Patch Consignment Order Form
- Girl Scout Walk-Together Brochure