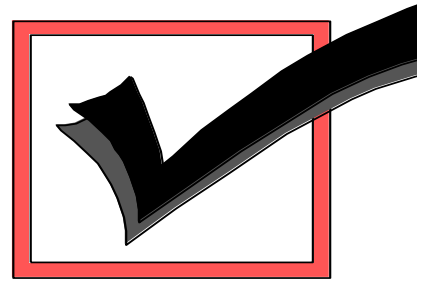


AVA CHECKPOINT



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

This newsletter is intended especially for AVA Club Presidents as well as Club Officers.
It is used to relay timely information, pass on policy and operational changes
and be a reminder of approaching deadlines.

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www.ava.org

August 2013

18th AVA Biennial Convention Meeting Minutes

AVA Secretary Bonnie Johnson has requested that any recommended changes to the minutes be sent to her no later than August 18 secretary@ava.org. The minutes are scheduled to be approved at the August 24, 2013 National Executive Council meeting. Click here for a copy of the minutes [Draft 18th Biennial Convention Meeting Minutes](#). Minutes are posted on the AVA website at [Administrative/General Admin/EC-NEC Meetings](#).

Start Card Requirement

All individuals participating in AVA events are required to complete a Start Card. This includes free walkers. The card contains an indemnification clause protecting AVA from lawsuits. According to our insurance company, no one should be allowed on the trail without completing the card.

Website Warnings

Some individuals, when logging onto the AVA website, have been receiving error and threat messages. The problem was caused by software installed on their personal computers. The AVA website was not the problem. According to our IT provider, the problem can be bypassed by clicking **Allow** on the Webroot warning. There will be no detrimental effects by allowing visits to www.ava.org.

Business Cards with Quick Response (QR) Barcodes

Headquarters has ordered new general business cards for club use. A QR barcode symbol has been added to the card allowing individuals to use their smartphone as a QR code scanner. The scanner app converts the code and displays our AVA website homepage on their phones. Fifty cards at a time can be obtained free of charge on request by clubs to theresa@ava.org.

Spam Settings

Clubs and individuals should ensure that the following AVA national headquarters email addresses are designated as "trusted sites" on their email spam accounts. They are:
linda@ava.org, marketing@ava.org, events@ava.org, avahq@ava.org, karen@ava.org,
candy@ava.org, theresa@ava.org and avawebmaster@ava.org.

Club Input for Starting Point 2014

August 31, 2013 is the final deadline for submission of YREs and SEs to be included in the 2014 publication. For detailed reference modules explaining each step of the ESR data entry process, visit ***Administrative/Clubs Only/Help for Clubs***. To login to the ESR area on the AVA website, select the ***Administrative/Clubs Only/Club Homepage/ESR*** link. A set of updated instruction modules is posted under the instructions button.

Spreadsheet of Club Items Due

The spreadsheet (see attachment) lists any clubs that have things past due to the AVA national headquarters. We hope this reminder will assist clubs with taking care of business.

New TAW Email Address

Articles and photographs for submission to *The American Wanderer* newspaper must be submitted to their new email address, taw@ava.org. When you send your email, include in the Subject line, "TAW, the region you're covering and the article title." Continue to send information regarding advertisements in TAW, ad contracts or contract revisions to Linda Rebmann at AVA national headquarters, linda@ava.org. Submission deadline for the October/November issue is August 25.

Club Publicity Toolkit

Final touches are being made to the *AVA Club Publicity Toolkit*, your one stop shopping resource center. Upon completion and final approval, the kit will be posted to the AVA official website [ava.org/Administrative/ClubsOnly/Club Publicity Toolkit](http://ava.org/Administrative/ClubsOnly/Club%20Publicity%20Toolkit). The toolkit site will be expanded as new and useful source materials are located and clubs make suggestions for additions. marketing@ava.org

Best Practices/Success Story Resource Library

AVA Marketing is working to create a Resource Library as a part of the *Club Publicity Toolkit*. A portion of it will include AVA club best practices/success stories that will be available for all to use on the official website. But we need your input to make it a viable resource. Tell us what you did to increase event participation, recruit new members, or gain additional revenue and community exposure. How about those club social media initiatives you use? Talk about any local partnerships that enhanced your events (i.e. worked with local clinic to create health fair at one of your events). Let us know how you approached the local media and convinced them to use your press releases. Do you have a personalized speaker's bureau script? Share with your fellow club members how you keep club members interested and involved. Describe some of your club social activities and celebrations or just recommend some links you think others could use. You get the picture. Clubs are asked to send their input using the **Contact Us** link on the ava.org website homepage. The Resource Library will become another tool in the toolkit. marketing@ava.org

Free Shipping Coupon Use Discontinued

Distribution of free shipping coupons to Volkssporters was discontinued January 2013 due to increased postal rates. Please discard any coupons. If you are ordering event/distance record of achievement books, the shipping cost is \$1.50 for one to four books. If ordering five or more books, use the stated shipping costs published in the TAW.

Convention Photographs

Photos from the recent 18th AVA Biennial Convention have been posted to the ava.org website at [Blogs/Photo Gallery](#). Additionally, photos may be viewed on the site at [Convention/History](#). The [convention website](#), [biennial report](#) and [recognition awards](#) are contained in this area as well.

2013 National Volkssport Month Patch Order Form

See attachment.

AVA Award Processing Chart

See attachment.

Special thanks to our national sponsor Yamax, and to our AVA partners for their continued support!



Official AVA Pedometer Sponsor



Partners

Attachments

[Club Items Due](#)

[2013 NVM Patch Order Form](#)

[AVA Award Processing Chart](#)