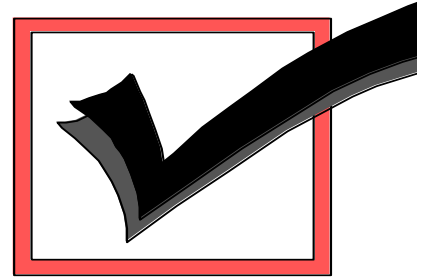


AVA CHECKPOINT



**The 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 21 • Number 1

www.ava.org

January 2013

Next NEC Meeting

The next NEC meeting will be held on Friday and Saturday, 18 & 19 January 2013, at the Fairfield Inn, 5008 Corridor Loop Road, Schertz, Texas, 78154. The meeting schedule is 8:30 am to 5:00 pm daily.

AVA Biennial Publicity Contest

The deadline for contest entries is 1 February 2013. For more information and contest entry forms, go to ava.org homepage, *Latest News* article entitled, [AVA Publicity Contest](#). For questions, e-mail Chuck Blische at marketing@ava.org.

Copyright Symbol for Walk Directions using a Mac

After going the long way to include the copyright symbol on walk directions, we suggest a much easier method that might be useful: "Walk directions need the copyright symbol © and the year." (option + g on a Mac; Control + Alt + c for Windows)

29 April – 3 May (18th AVA Biennial Convention Rooms and Registration)

Convention pre-registration ends 21 March 2013. Lifetime and Associate level members (Individual and Family/Friends) will receive a discount on designated activities during this period. The option to get a special Adopt-a-Manatee Tee Shirt ends on 1 February 2013.

The deadline to book a room is 1 April 2013. The convention headquarters hotel is the Orlando Marriott Airport, 7499 Augusta National Avenue, Orlando, Florida 32822. The room rate is \$99 per room night, plus tax from Monday through Friday night. Based on availability, the hotel will honor the convention room rates three days before, and three days after the convention and will assess a daily parking fee. Phone contact is 800.380.6751. Be sure to ask for the AVA Room Block to take advantage of the negotiated reduced room rates.

To book a room online, go to the ava.org homepage *Latest News* article, *Room Reservations at the Marriott*, and click on the [Room Reservations at the Marriott](#) link.

Pricing of the convention registration is based on the cost of the location, and Orlando is a high cost area. Our goal in pricing the event is to cover the costs, in other words, to break even. Any net losses come out of the general fund.

For further information on the 2013 convention website, go to ava.org and click the [Conventions](#) link.

Call to Convention and Form 500

Distribution to all AVA clubs was made on 20 December 2012 by USPS mail. Envelopes were addressed to the official club address on file. Credentialing at the convention will take place on Monday, Tuesday, Wednesday and Thursday only (29 April through 2 May). Delegates must be registered for the convention.

AVA Official Facebook Page

The American Volkssport Association has a Facebook page and all of you are invited to join. You can get there by clicking the **“f” link** on our website homepage (upper right corner). Then enter your Facebook password and you’re ready to participate. If you’re not a member yet, ask to join.

If you don’t have a Facebook account, click the sign up link and follow the instructions. There is no cost involved. Using Facebook is a great way to get information out on your clubs and their activities.

Website Redesigned

The official AVA website has gotten a facelift. The redesigned website was launched 18 December 2012 per approval of AVA President, Heinz Johnson. Following is a brief synopsis of some of the revisions:

We have created more user friendly and faster navigation schemes to help streamline communications and to enhance and simplify your overall online experience. As part of this, we added a Google search link to retrieve specific subject matter from anywhere on the site.

The Homepage features a customized photo slideshow. Easy access links to revenue producing programs such as membership, donations and sponsorship have been prominently displayed and grouped together on the homepage. The Donations page was created to provide an alternative for companies unable to support a major sponsorship with AVA and to donate a lesser but still substantial amount. Also, individuals who wish to donate more than the current membership amounts can do so. Two new updated fact sheets and a second walking video have been included under the About Us link. Other materials for this link are currently being developed.

Duplicate and unnecessary information listings have been eliminated. Subject matter areas have been reorganized and some major links consolidated. The existing links from the old site have been consolidated from 19 to 11.

In keeping with social media demands, you can now access the AVA website through their smart phones or tablets using multiple browsers. We installed an AVA Facebook page link on the Homepage. However, you need a personal Facebook account to access it. Click the blue **“f” button** and follow the Facebook sign up instructions. Another new feature is a blog with direct postings to the AVA Facebook page. A feasibility study will be conducted regarding use of Twitter.

The listing of Associate level membership benefits has been clarified and new benefits have been added, with more on the way. Administratively, selected forms are being made interactive so you can enter requested information and e-mail them, thus eliminating the fax or postal mail process. This process is ongoing.

We have incorporated Google Analytics software to find out how many people are visiting our site, where they visited and for how long. This is important information for potential sponsors and marketing activities.

We hope you will agree that this represents a major step forward for the AVA to provide a professional looking, updated, user friendly and promotional site for our organization.

Special recognition for many months of time and effort goes to Linda Rebmann, the AVA Webmaster and Chuck Blische, Marketing and Publicity Director as well as appreciation to the AVA IT Committee for their confidence in assigning this task to the Headquarters.

Omnium owner, Joseph Slocum, ensured us that his staff will be available following the launch for any site tweaking and further site development. As of 27 December, some individuals are experiencing difficulties searching for AVA Event Information using a smart phone or the AVA website. Some phones seem to work and other instruments do not. An Omnium official has suggested that everyone should delete “old site” saved favorites and cached web pages before using the new site again. If you have any comments or suggestions about our new website, please send them to avawebmaster@ava.org.

Silent Auction

Florida is gearing up for the 18th AVA Biennial Convention in Orlando. Members of the Convention Committee are encouraging all clubs to include in their 2013 budgets an amount designated toward an auction donation of either an item or cash. The auction and raffle goal is \$7,500 and your assistance is needed. Contact information and shipping: JoAnne Cross, 3637 Biscayne Drive, Winter Springs, Florida 32708. Phone 407.699.8954 or e-mail beachfan10478651@aol.com. Special awards are presented to a club and state organization that generates the most money for the silent auction. Cash donations should be sent to the AVA National Headquarters and marked as convention auction donations.

GoodSearch.com

Support the American Volkssport Association each time you search online at GoodSearch.com. Also, shop online at Goodshop To-Go, a part of the goodsearch.com family of products, where 15 million people have raised nearly \$10 million for more than 100,000 non-profits and schools from their daily actions. Goodshop To-Go enables users to earn up to 20% of each purchase for their favorite cause through 2,800 top stores (including Amazon, Macy’s, PetCo, Sephora, Staples, Target, Toys R Us, and more.) And, it provides more than 100,000 coupons, so users can save money and give back with every purchase—all for free!

TAW Deadline

The deadline for the April/May issue of *The American Wanderer* is 25 February 2013. All articles, including *Tails on the Trails*, and photographs should be submitted directly to Laurel Parrott, Editor 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. Please keep all articles to no longer than 500 words.

The staff at the AVA National Headquarters would like to wish you and yours a prosperous New Year.

A special thanks to our sponsor Yamax and to our three partners for their continued support!



Sponsor



Partner



Partner



Partner