

CHECKPOINT



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

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www.ava.org

April 2016

NEC NEWS



Join our President- April 14th Webinar- Walking as a Practice

Webinar Title: Walking as a Practice

Date & Time: Thursday April 14th at 2pm Eastern, 11am Pacific

[Register here](#)

About the Webinar

America Walks is excited to announce the next webinar of our free 2016 webinar series. In April's webinar, we will take a

take a closer look at the "[Walking as a Practice](#)" report that was released in January and can be [downloaded here](#).



NEC Meeting Updates

The next NEC meeting will be held June 10-12, 2016 in Fredericksburg, Texas. The meeting location will be the Sunday House Inn and Suites, 501 East Main Street, Fredericksburg, Texas 78624. (830) 997-4484

Call to Clubs for Agenda Items:

[Click here for Agenda Items Form](#)

Please complete as soon as possible.

April 11, 2016: Clubs email Agenda Items to Regional Directors.

April 26, 2016: Agenda Items from Regional Directors due to AVA National Headquarters.

May 11, 2016: Final list of official Agenda Items sent to AVA Clubs.

AVA NEC Officer's and Committee Reports due at AVA National Headquarters

[Click here for Officer Report Form](#)

[Click here for Committee Report Form](#)

May 11, 2016:

May 20, 2016: NEC meeting packet emailed to NEC members.

Special Programs Changes

The new Points of Contact for the AVA Amphitheaters and Boardwalks Special Programs, sponsored by the Virginia Vagabonds, are Point of Contact: Art Whittaker, 15 Gibson Road, Hampton, VA 23669, email immartianrover@gmail.com, phone 757-723-4934. Alternate contact: Sam Tollett, runsbears@gmail.com, phone 757-766-3065.

NEC Committees

Information and Technology – Frank Sayers, Chair

Database and web site Upgrade - We have been working hard to implement and upgrade the back end database we use at Headquarters. The Awards and Membership is online in production, events are in process. The clubs will not see this directly until the Electronic Sanction Request is reworked. We would appreciate any thoughts and ideas with regards to the input of data into the ESR. Please email comments to intern@ava.org with 'Database Suggestion' in the subject line. As more work is completed on the back end, we must now bring the front end into play. Soon the face of the AVA web site, ava.org, will be changed. The upgrade will come in stages. First, we will see only truly public information available without a log in. To see event and club details, the public must give up their email address. The next stage will allow members to log in and see their personal details about events and distance and such. Finally the clubs will be able to do all of their administrative requirements via the web page. Please pass this information on to all your club members. Then perhaps it won't be quite as much of a shock. We will keep you informed here, and on ava.org.

Calling All Thriving Clubs

Suzi Glass, Pacific Regional Director

Do you have a system or program for obtaining new members or reinvigorating existing members? If so, please describe it so I can include it in a report of ideas for clubs willing to try new things. Contact me at (408) 592-3935 or pa_rd@ava.org.

Hope to hear from you! Thank you, Suzi Glass, PARD

National Special Programs - Susan Medlin, Chair

AVA is Celebrating 40 Years of Volksmarching!

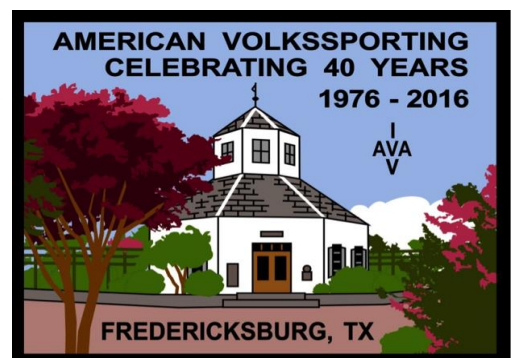
Come and Meet the Mayor of Fredericksburg, Your NEC Members, and the Headquarters Team!

We are finalizing our plans for celebrating the 40th Anniversary of Volkssporting in Fredericksburg, June 10 - 12. For more information on the events scheduled [click here for an event brochure](#). We have a beautiful medal (A Award) for the Footsteps of the Founders walk on Saturday morning. It is an updated replica of the original medal awarded in 1976. We will be selling the patch and a beautiful commemorative stein during the weekend. Quantities of both the Medal and the Stein are limited and preregistration information for the Medal, the Stein and the Saturday night dinner at Andy's will be available soon. Color photos of the Medal, the stein, and the patch are in the attached flyer. [Click here for flyer](#).

TO ORDER YOUR AWARD MEDAL AND/OR BEER MUG [CLICK HERE TO DOWNLOAD THE ORDER FORM AND INSTRUCTIONS](#).

Buy Your Commemorative Patches While They Last!

The 40th Anniversary patch is available for purchase while quantities last! The club price is \$3 per patch which includes shipping. The patch is 4.25" by 3.25" and is 100% embroidered. Please allow 3 (three) weeks for the patch to arrive. Patches can be ordered through November 1, 2016. If you plan to host an event in November or December where you will use this patch please order in advance of the deadline. Email your order information to Theresa at Theresa@ava.org



40th Anniversary Dinner Reservation Information

The 40th Anniversary dinner will be held on Saturday June 11th, at 6pm Andy's Restaurant in Fredericksburg, Texas. The restaurant is within walking distance from the Sunday House Inn and Suites. The cost of the dinner is \$20.00 per person. To order tickets email Ellen Ott at ellenott@sbcglobal.net On your email please give your name and phone number and the number of tickets you would like to reserve. You can pay for the tickets at the door the night of the event at the preregistration table. If you want to send your money in advance you can mail a **check payable to: Pat Roberts** for the total amount of tickets you will buy. Mail your checks to: Ellen Ott, 11906 Pepperidge Cove, San Antonio, Texas 78213. For more information on the dinner call Ellen at (210)723-8574.

40th Anniversary Hotel Reservation Information

Our 40th anniversary celebration in Fredericksburg is coming up soon. For those that would like to join us please make your reservations at the Sunday House Inn & Suites in Fredericksburg, Texas. There are a limited number of rooms left for our guests in our block of rooms at the discounted price of \$140.00+ which includes breakfast. These rooms will be available on a first come, first serve basis so please reserve as soon as possible. Contact Judy Schorr at (830) 997- 4484 to make a reservation. Notify her that you are part of the AVA group. The hotel requires 24-hours in advance to cancel any reservation. If you have any questions send an email to intern@ava.org. Please note on subject line "Hotel Reservation".



Special thanks to our sponsors: **HEB, SAS Shoes, and SORE No More.**

AVA Headquarters Team News

HQ Finance & Operations Director – Candace Purcel

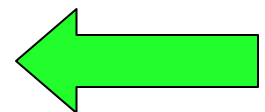
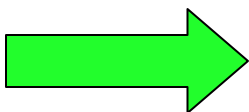
May National Physical Fitness Patches will arrive at HQ 4-15-16. All orders for the patch must be in by **April 15** so we have enough time to mail out to clubs before May events are scheduled to start. **Every year this National program patch is available just as is the National Volkssport Patch for October, however; if there is not a good response from clubs this year these programs may be terminated.** 350 patches have been ordered for 2016 for May. Please email order form to Theresa at theresa@ava.org or fax or call Theresa at (210) 659-1212. [Click here for order form.](#)



World Walk Day certificates are here. World Walk Day events can be held from Sunday May 1 through Sunday May 15 this year. **When a club orders the free certificates they will receive a WWD slug for their event. To receive the slug [you must order certificates.](#)** Please order these no later than April 18.

Clarification from Candy: I have been receiving calls and emails from Volkssporters wishing me well who believe my last day is today April 1, 2016. I really appreciate their warm wishes but there has been a miscommunication somewhere. My last day is June 30, 2016.

2016 Starting Points are still available. As of today the price has been reduced to \$20.00 before club, or associate member discounts are applied. All orders will incur shipping. About 50 books are available.



Requirements for Starting a New AVA Club

There is now a requirement sheet and checklist for starting a new club. You can find this information by [clicking here](#).

HQ Events Coordinator – Marie Bebley

New!

Here are the top 20 Traditional Events and top 20 Year Round Events for the year 2015. Did your event or club make the list? Will it make it in 2016? [2015 Top YRE](#) [2015 Top TE](#)

“Please see attached list of clubs who are still missing their 4th Quarterly Report for 2015 YRE and Seasonal Events. [Report Attachment](#)

These reports are extremely Past Due and a late fee of \$10 per report will be included on your participation billing.

Please contact your RD or Events Coordinator Marie at events@ava.org to submit your report or if you have any question regarding this matter”.

HQ Awards and Membership Coordinator – Karen Winkle

I will be on vacation the first week in May. Please allow extra time for your book processing.

To view the Monthly Comparison Chart for the Total Number of Awards processed [click here](#).

HQ Communications – Samanta Sanchez

Why do you give? As most of you may know, AVA will be participating in The Big Give S.A. on May 3, 2016. This is a 24-hour day of giving and it is a great opportunity to give back to your favorite organizations. By donating on May 3, you have the opportunity to show your support for AVA and our mission. We are inviting everyone to participate in our fundraising campaign by making a donation

and sharing with us why you give to AVA. Share your stories, testimonials, pictures and videos of why you support AVA on our Facebook page with the hashtags #reasonwhy #BGSA2016 or you can send your e-mails to intern@ava.org. Please note on the subject line: Reason Why. By sharing with us through Facebook or email you are granting AVA the consent to use this information on our publications or websites. For more information on the Big Give to <https://thebiggivesa.org/npo/american-volkssporting-association>



Stay Connected on Facebook: Open Discussions with the Executive Director



Stay connected to AVA by joining our open discussions with the Executive Director on our **Facebook** page. This is a great way to share your thoughts and suggestions to keep improving our beloved organization. We rotate our two monthly discussions – one during the day and one in the evening. Join us on our next open discussion being held on April 7 from 1:00 to 2:00 PM CT. Stay tuned and hope to hear from you!

HQ Information and Technology Specialist – Hector Hernandez

I am currently initiating new systems that will better aid us in raising funds for the AVA during The Big Give S.A. this upcoming May 3, 2016. We are breaking through new social media platforms as well as implementing new ways of outreach to current and potential new members. A facelift of the AVA's

current newsletter is underway in order to provide a more interactive and reader friendly experience. Please keep a look out for friend requests on Facebook, Twitter, and our new YouTube Channel. As a National Headquarters we strive to provide our members with the best experience as well as all the needed support in order to continue and further our mission. As always, thank you for supporting and always believing in our mission!

HQ Volunteer Program Interim Coordinator – Suzanne Wright

National Volunteer Program Needs Volunteers - I am excited about helping Henry establish/implement/create a virtual AVA National Volunteer program. This will meet the AVA's growing need for volunteers in and out of volkssports who want to do national-level work vital for our future.

While the AVA's needs are many, we will concentrate initially on three needs. Share the information below with your club members and friends, and, if interested, contact Samanta at intern@ava.org for an application.

Data Analysts to write queries to mine the AVA's database for information to learn about and understand our members and programs. Also will gather related data to facilitate decision-making. Experience analyzing data, presenting results graphically, and SQL certification are all pluses. Hector Hernandez, the national office IT professional, leads this team.

Fund Developers to create and implement AVA fund development programs. Need good communication and interpersonal skills. Experience with nonprofit fund development, including legacy giving, major gifts, and recurring donations, donor engagement and communication, Donor Management Systems, and CFRE are all pluses. Samanta Sanchez, the national office intern, leads this team.

Convention Planners to help plan and support AVA biennial conventions. Need to be detail oriented and well organized. Experience with meeting and convention planning, willingness to travel for site visits and convention conduct, and CMP are pluses. The team lead is TBD.

Software Developer Enthusiasts with creative minds to build our capacity in the use of software applications that are engaging and of interest to our members.

If you are eager to get involved and volunteer your time with AVA in some capacity, request an Interest Form now from Samanta, and tell us about how you'd like to help. We will contact everyone who contacts us because this program won't succeed without a team effort.

P.S. I'd love to hear from you about volunteering at Suzanne.AVAvolunteers@comcast.net.

AVA Executive Director's Updates - Henry Rosales

AVA Headquarters is Building Capacity-Join us in welcoming:

Samanta Sanchez – Samanta is a Public Allies intern who will be supporting the AVA strategic planning implementation, expansion of youth initiatives, fund development research and general administrative support for the Executive Director. She was born and raised in Los Angeles, California and moved to San Antonio about 8 years ago. She is a recent graduate from the University of the Incarnate Word with a degree in Psychology. She joined Public Allies to gain nonprofit experience and looks forward to contributing to AVA and its mission.

Hector Hernandez – Hector is a San Antonio, Texas native born who is looking forward to bringing his skills and knowledge to the American Volkssport Association. He has a background in Resource Development and Graphic Design as well as IT knowledge and Software Development. He hopes to

be of great strength to bring in new supporters to the organization in order to expand our mission. Hector will be supporting the AVA with website, database, and media IT support, fundraising, graphic design and other general operations.

Strategic Planning Update

The final results of the strategic plan will be presented to the NEC at its June meeting in Fredericksburg, TX.

For a complete report on the strategic planning actions taken by the NEC with respect to the recommendations presented by the Strategic Planning Committee in January, please refer to the NEC XIX meeting minutes by [clicking here](#).

On an on-going basis, your input continues to be valuable for the continued planning and implementation. Send your thoughts and ideas to your RD and/or to the Strategic Planning Committee at SPC4AVA@gmail.com.



Financial Snapshot

As of February 29, 2016 actual expenses are more than actual revenue by \$102,588.53, a net loss. Although expenses are currently down by approximately \$27,562, projected revenues, excluding cost of sales, are also down by approximately \$84,025. This net loss can be attributed to several factors like less paying participants, sanctioned events, AVA members, and no convention revenues.

One might argue that AVA is outspending its revenue streams, however how can this be the case when your expenses are down by \$27,562? *The key to our financial success now and in the future is the diversification of our revenue streams.* AVA cannot continue to rely solely on fees and dues as a main source of income and must invest in fundraising activities in effort to diversify our revenue streams. Excluding the time of the Executive Director, as of to date the AVA has spent approximately \$3,000 on fund development services and activities. This equates to 0.01% of our annual budget! The average nonprofit organization spends approximately 5-10% of total revenues on fundraising activities to maximize the return on investment and further scale the operation.

The good news is that there is still time to raise additional revenues before the end of our fiscal year (June 30th, 2016) so that we finish our second year in a row with a surplus! In order to accomplish this it will require the support of everyone. Our three main strategies to accomplish this by June 30th are:

1. **Grant Writing** - Continue to submit grants that will have a quick turnaround time.
The following grant requests have been submitted in the last quarter:
 - **Walgreens:** To partner with senior centers in the promotion and organization of health and wellness activities. Amount requested - \$7,000
 - **Kronkosky Charitable Foundation:** To conduct a health and welfare collaborative campaign for seniors to articulate, educate and create awareness of the multiple healthy benefits of walking. Amount requested - \$15,320
 - **Greehey Family Foundation:** To collaborate with local medical centers and senior center officials to conduct a series of four quarterly walking events for seniors and to evaluate results. Amount requested - \$10,320
2. **Event Participation-** The months of April-June are ideal for walking, biking and even swimming in some areas! Hopefully we can generate good paid participation numbers for these events. Please continue to invite your family and friends to join us!

3. **The Big Give** – Due to the great success we had last year, this event will be our Annual Individual Donor campaign. Once a year we will invite our members, friends and family to support the mission of the AVA by making an individual contribution. *This will be the only contribution request that will go out to our members annually.* Our goal this year is **\$50,000**, of course if we are able to raise more that is even better. For more information on the Big Give see below.

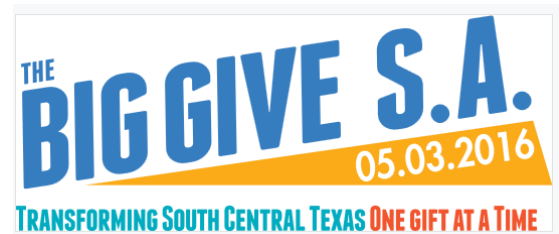
The Big Give

On **May 3rd, 2016**, the American Volkssport Association will join San Antonio and surrounding counties in The Big Give S.A. which is a 24-hour day of giving that brings donors and nonprofits together by creating a shared region-wide experience and connecting people to the causes that matter to them the most. In the case of AVA this is a nation-wide experience and fundraising campaign to support the continued mission of the AVA. Last year individuals, clubs, and state associations came together to raise \$58,641 of which \$30,000 was an individual match from our beloved lifetime Volkssporter Ms. Charlotte Phillips. **Help us reach our goal of \$50,000! You can track our \$ goal on our website at www.ava.org**

I ask you, our clubs and their members to join the National Executive Council and myself on May 3, 2016 by going online at www.TheBigGiveSA.org. and making a contribution of \$10.00, \$20.00 or more to support the mission of the AVA. Of course if you would like to send a check that is also appreciated. If donating online you can only do it on May 3, 2016. Everyone who makes an online donation will immediately receive an email receipt from the San Antonio Area Foundation confirming the gift. If you are sending us a check you can send that to us at any time prior to May 3, 2016. Please note "The Big Give" on the memo line.

Article by Susan Medlin, NEC Southwest RD, on the Importance of the Big Give

As we try to get AVA back on its feet, we need to reach out to corporate sponsors, get grants, and form partnerships. I've identified half a dozen potential partners just in the last 2 months. For example, in today's San Antonio Express Newspaper, there was an article titled "Celebrate Foot Health Awareness Month with a Vigorous Walk". The sponsor was the American Podiatric Association, and its President (Dr. Michael King) was quoted in the article. They desperately want folks to walk more. So do we.



That seems like a perfect match. So, what's the catch? Well, there's a little site called Charity Navigator that folks look at when they consider partnering with a non-profit, or donating to a non-profit. It lays out the last 3 years of financial data for the non-profit in question, I am sorry to report that AVA looks like a bad option, financially. It has already cost us one grant in Dec 2015.

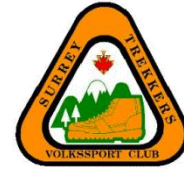
Our solution this year is simple: at San Antonio's Big Give 2016 on 3 May, I am asking each club member nationwide, each club and all NEC members to make a contribution in any amount they feel comfortable with. If we get anything close to 100% participation, we will wipe out our \$60,000.00 deficit, and end up with two profitable years in a row. That is a much more appealing story to present to prospective sponsors and partners.

New Support Our National and International Friends!



CVF/FCV Convention May 26-29, 2016

Langley BC
Hosted by
Surrey Trekkers Volkssport Club
www.surreytrekkers.com



Surrey Trekkers Volkssport Club welcomes Volkssporters to the CVF/FCV Convention and AGM, 2016 at the Coast Hotel & Convention Centre in Langley B.C. **Thursday May 26th-Sunday May 29th**. Register today at www.cvfconvention2016.ca
For more information click here: [Convention](#) or [Walk, Wine & Dine Tour](#)

National Trails Day[®] Event in 2016

Saturday, **June 4, 2016**, marks American Hiking Society's 24th Annual National Trails Day[®]. Across the country, thousands of individuals and organizations will offer local recreational opportunities to celebrate America's magnificent trail system. Register your event. NTD is a great opportunity to build community engagement and support for your volkssport club! To learn more or host an event go to: <http://nationaltrailsday.americanhiking.org/>



3rd Europiade, Kitzbuehel. –May 26-28, 2016

Dear hiking friends,

In about 2 months we hope to welcome many members of your federation for the 3rd Hiking Europiade (26.-28.05.2016) in Kitzbühel, Austria.

For more information I send you the official brochure of the event attached to this mail. [Click here for attachment.](#) By clicking on the following two links you find more information online, including a direct inquiry for accommodation booking:

<http://angebote.kitzbuehel.com/en/wandereuropiade.html>

https://www.kitzbuehel.com/en/events-lifestyle/top-events/3rd+hiking+europiade%2c+kitzb%C3%BChel+2016_te125936

Please be so kind and forward the information to the members of your association! If you have any questions, please don't hesitate to contact me.

Best regards from Kitzbühel, the most legendary city of sports in the Alps,

Daniel Draxl, MA
Marketing Manager

2016 International Walking Trip - Swiss Hiking Vacations

AVA is proud to announce the 2016 International Walking Trip to Switzerland with Swiss Hiking Vacations! They offer 4 amazing trips to choose from starting July 3, 2016 through August 26, 2016. Their trips include the following: hotel accommodations, breakfast and dinner, Swiss Travel Pass, WiFi, luggage transfers, other transportation costs and experienced guides. Whether you want to amble or go for a more challenging walk, they will have a guide to meet your needs. When you sign up for a trip, you will receive a \$100 discount on your trip and a matching \$100 donation will be made to the AVA. If you are ready to sign up for a trip or you would like to view more information, please click on this link <http://www.swisshikingvacations.com/#!ava/j0upx> This link is password protected. Please use the password



(lowercase): ava. If you would prefer to talk to someone directly, please contact Jim Mathis (AVA Associate Member) at Toll Free (855) 999-5200 or email at jim@swishikingvacations.com



Support the Alzheimer's Association by Joining a Walking Team!

What Will You Do To Fight Alzheimer's on June 20?-Join teams around the world on [The Longest Day](#), an event to raise funds and awareness for the Alzheimer's Association! Held annually on the summer solstice, the duration of this sunrise-to-sunset event symbolizes the challenging journey of those living with the disease and their caregivers. Teams are encouraged to create their own experience as they fundraise and participate in an activity they love. Start a team with your fellow club members and track your fundraising progress along with other AVA clubs across the country! Register now at alz.org/ava.

The Alzheimer's Association recognizes that some teams/individuals may have conflicts or challenges with participating on a Monday. Embrace activities and fundraising leading up to June 20 and take some time to celebrate accomplishments and honor those facing Alzheimer's on the actual day. The goal is to participate in a way that works with your schedule.

AVA DBA – “AVA- America’s Walking Club”?

Keep sending us your thoughts on what you think about our new DBA. Do you like it, not like it or do you think we should modify it and if so how? Send you comments to execdir@ava.org. Please put “AVA DBA” on the subject line.

Help us improve OUR monthly newsletter!

The AVA Headquarters is still exploring ways to reformat our monthly newsletter, the Checkpoint, in effort to send out information to clubs that is timely, relevant and qualitative. Please send us your ideas regarding the type of information you think is pertinent to your clubs so that we can refine the information in the Checkpoint to better meet your needs. Email your ideas to Executive Director at execdir@ava.org Please note on the subject line “*checkpoint ideas*”.

Checkpoint Available Via Email to All Club Members Who Request It

To receive an electronic copy of the Checkpoint send us an email to the attention of Samanta requesting that you be put on our distribution list for the Checkpoint. Please note on the subject line: Request for Checkpoint. Send your request to intern@ava.org.



The American Volkssport Association

The Mission of AVA is to promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.

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