

AVA - DBA Comments through March 3, 2106

DBA stands for “Doing Business As” - it is the operating name of a company, as opposed to the legal name of the company. Here are the comments received to date regarding the DBA of “AVA – Americas Walking Club”.

- Love "America's Walking Club!" If no one else has nabbed this name, AVA should not just walk, but hop, skip, jump or run to claim it as our own.

We need a DBA that says we're a walking club. Volkssporting may be great in Germany for people who speak German, but Americans need to know we're a walking club in a clear and concise way.

My vote is "yes" for the DBA.

- Although I understand the need for a "snappier" name for the AVA (I have been an advertising and marketing professional for over 40 years) ... please remember that your organization is NOT a "walking club".... it is a SPORTS organization. Which translates into so much more than a "club". What you do is not just "walking" ...it is "volkssporting" ... it is a sports event.

If you want to attract the younger generation, they are all about fitness ... and they like to participate in sports events ... not join a walking club. A walking club denotes something small ... a walking sports organization denotes something larger and much more compelling.

My thought would be: Sports Walk America

- I like it.
- I have been volksmarching since 1978 in Germany.

90% of the time I say volksmarching to a person I get a blank stare. I then say we are a walking club that operates under specific rules about the distance and everything related to the walk.

I think that we should DBA a walking club and not a volksmarching club. I think that we should work the word “Family” into the title, i.e. the “American Family Walking Club”.

- Thumbs up from Vancouver USA Volkssporters.
Even though we are more than a Walking Club, DBA America's Walking Club is a good way to introduce us and open up the dialogue that allows us to introduce biking, swimming, skiing, etc.

- Since the AVA is not a club, I don't like the DBA. How about Organization or Association?
- Love the new DBA name. It is simple and easy to understand. We did the same with our club name. Younger folks do not relate to the German origins like us older folk do.
- Yes, absolutely do this!
- I like the original: short, sweet, focused on our core activity, and honoring AVA without having to explain Volksmarching.
- I think it would be a mistake to call it a "club". That infers you must join something, go to meetings, pay membership fees, etc. One of the things that keep new people from participating is the fact that they have so many things competing for their time. Joining a club should naturally evolve from having good experiences and seeing that it is volunteer run, and that the club both values the members, and offers a great social connection by being a member.

If the name only states "walking", it also will miss the newer cycling enthusiasts, of all ages, who ride for transportation, fun, and getting out of cars. That is one of the growth activities in the nation, helped by expansion of rails to trails, of course. What about the swimming, and skiing events? They may not be the bulk of activities, but add variety. The name needs to be inclusive, more like America Moves, or Action America, etc.

- There is the British Walking Federation and the Canadian Volkssport Federation. I think our DBA should be AMERICAN WALKING FEDERATION, or at least the U.S. WALKING FEDERATION. It is a name that makes it clear what we are about. Thanks for finally bringing this issue forward.
- When sports teams promote themselves as "America's Team" or some such, they do not use it as a DBA. Rather it is used as a slogan or similarly to a trademark.

I like the concept of "America's Walking Club." But when I was looking for volksmarching a couple of years ago, I did not look for a walking club in general. I looked for volksmarch in particular. When I found the AVA, I knew I had found the real deal.

Perhaps in new logos, AWC can be in big letters and AVA in small letters or some such solution. After all, are people really looking for Alphabet, or do they still look for Google? Over time, it may change, but heritage is worth something.

- It appears that we refuse to be affiliated with IVV-Americas and now we want to be America's Walking Club? This is just very wrong - we are not America. How about something like Walking Club of the United States.

Did not anybody point out the arrogance of thinking that the United States of America was America? We are not even North America and certainly do not represent Central America or South America. I guess you hit a hot button for me.

- I like it.
- Two things to offer:
 1. Concentrates on walking, does not include biking, swimming, etc. Do we keep the "4 tile" gif of those primary activity symbols?
 2. Connotes AVA as one big club. There may be some plus or minus. AVA is not a big club and should certainly not be run as such, but it does move towards a "with local Chapters" model, if that is where we are headed?

Could it be?

"AVA, America's Walking Clubs"