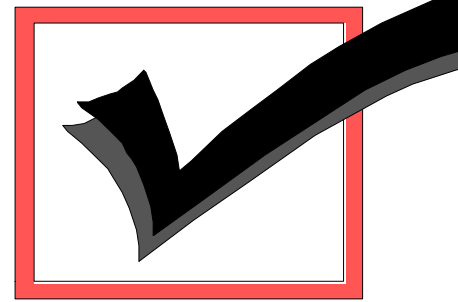


AVA CHECKPOINT



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TAW Deadline

The deadline for the June, 2009 issue of *The American Wanderer* is April 25. All articles and photographs should be submitted directly to: The American Wanderer, Laurel Parrott, Editor, 3526 Humboldt Ave. N., Minneapolis, MN 55412, email TAW@bhi.com Be sure to include "TAW" in the subject line of the email. Some folks continue to send these to AVA Headquarters and this causes delays in your information getting in.

Club Tips By Bob Wright

Bob shares 33+ years of experience, research, and insights about building stronger volkssport clubs, better IVV events, and greater participation. Got tips to share or a topic to suggest? Contact Bob Wright at rwright2@jhu.edu or 43224 Cardston Place, Leesburg, VA 20176. Include an evening phone number for any follow-up.

101 Places to Advertise Your Club and Events

Where do you advertise? All of the usual places? Have you explored all of the possibilities?

The Usual Places

After you've been volkssporting a while, you learn the places where other volkssporters go to find out about events. The AVA provides information in *The American Wanderer* and at www.ava.org. Year-round and seasonal event information is printed in *Starting Point*. Some AVA regions and state associations have their own websites and publications.

Club newsletters and websites are a great place to publicize your own and others' events.

At events, other clubs distribute their brochures. Some clubs also advertise their next event(s)—a way to encourage walkers to return. Clubs sometimes put them in start boxes at year-round and seasonal events.

And don't forget the national WalkList list service ((found in "related links" – online forums on the AVA website). Check out your AVA region or state association for one too.

The Less Usual Places

You could stop there, but what about the millions of walkers who don't know about volkssports yet?

Sure, some of them find us through web searches. But that still leaves a lot of other potential walkers that you could reach out and touch.

Do you use these other forms to advertise your events and club?

- Bulletin boards and brochure racks in local libraries, recreation and community centers, fitness centers and gyms, athletic shoe stores, grocery stores, and coffee shops.
- Local weekly newspapers—they are more interested in your news. If you have a big special event, your regional paper would be interested.
- Regional magazines that focus on families, fitness, and health.
- Web sites for the local visitors center, local businesses that share our interest in fitness such as non-chain athletic shoe stores, community/homeowners associations, and community sites.

Some Unusual Places

Ready to go all out? Reach out to national publications that cater to walkers. Check regional and state travel magazines. These usually use professional writers, so you want to pitch the story line to something big, and then wait.

One final note: Pay attention to deadlines and standards for submissions. Publications can be very strict. If you're late, you may have missed a golden opportunity.

Did I list 101 places? Well, no and yes. Not 101 categories, but when you add up all the places on your list (such as the 3 Starbucks, 5 libraries, 3 recreation centers,) you'll be well over 100.

Next month: Robert's Rules

From John Ferguson's Family

The following was received from David Ferguson, John's son. If you have stories to share, please send them to the AVA National Headquarters. You can mail them to 1001 Pat Booker Rd, Suite 101, Universal City, TX 78148 email them to avahq@ava.org or fax them to 210-659-1212.

Good day to you all,

I am David Ferguson and as you already know my Father, John Ferguson, passed away last week. I met so many of his friends and co-hikers at the visitation and funeral.

Please write me with any stories you wish to share with my family and pass the word along to others. I thank you for all your support.

David

AVA Vice President

By vote of the National Executive Council, Lynn Clark, former AVA President and IVV Vice President was selected to fill the position of Vice President for the remainder of the term.

Voting at the AVA Biennial Convention

All clubs must have all reports and debts current as of May 11, 2009 in order to vote at the AVA's Biennial Convention. This means that no stamp or required report is past due and all finances must be less than 60 days past due. Check your items now to protect your vote.

Canadian Volkssport Association Convention

An invitation to the Canadian Convention is being sent with this **Checkpoint**.

New State Bars

Just a reminder that the AVA has added Brazil, China and Slovakia to our list of country bars. Watch the Merchandise Store on the web and the **Checkpoint** for information as others are added.

Just a Reminder

Remember that May is National Physical Fitness and Sports Month and the AVA has a very nice patch available for your events. Order forms were sent with the March **Checkpoint** but you may also call them in at 210-659-2112 or email them to Kevin@ava.org

On-Line Store

After many changes and much testing, the on-line store is up and running once again. Please give it a try. Instructions are attached for your use when placing your first order.

Welcome Home!

Tom Elms recently returned from Germany and will be volunteering at the AVA National Headquarters. Part of his "job" will be work on the museum.

YRE/Seasonal Start Boxes

Please remember to check your boxes to make sure they have maps/instructions and all other supplies for your walkers. Everyone has had the experience of trying to attend an event only to find no supplies in the box and knows how frustrating it is.

Enclosures:

Canadian Convention Invitation
On-Line Store Instructions