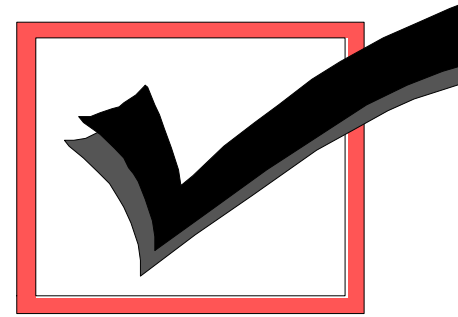


AVA CHECKPOINT



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Trail Marking Signs by Candace Purcell

Any stock of trail marking signs that a club has in their possession at this time with the *New Balance* logo, must cover the *NB* logo after December 31, 2010 per an agreement that AVA has with *New Balance*. If your club needs "Start Area" signs large/small or "Trail Marking Kilometer" signs, an order form is attached with this *Checkpoint* issue. Before shipping to your club, AVA will cover the *NB* logo with a "Moving together toward a healthier America" sticker. Your club will be invoiced for the shipping cost. When stock is gone, we will not reorder these types of signs. "Trail Marking Tape" and "Arrow" signs will be in stock for Club use.

National Executive Council Meeting

The next meeting of the NEC will be held during President's Day Weekend on February 18 – 19, 2011 at the Perdido Beach in Orange Beach, Alabama (Floribama).

Nominating Committee by Ed Tod Nominating Chair

Anyone interested in running for National Office or to nominate someone, contact Ed Tod, 1215 Cannonade Court, Florissant, MO 63034 or (314)-838-7359 or Edtod@msn.com.

New AVA Events Coordinator

Cathy Turman's last day will be December 3, 2010. We wish her much happiness with the upcoming birth of her daughter. She has been a great asset to our organization and will certainly be missed. We would like to "welcome" Kelly Scott who has joined our team to work closely with the needs of AVA Clubs and Event coordination. Please use kelly@ava.org for all future correspondence regarding events and club questions.

AVA "Moving together toward a healthier America"

A high resolution logo/tag line have been attached to this *Checkpoint* issue. Please utilize this new look everywhere you can. We want everyone to see what we are about. AVA is "Moving together toward a healthier America".

Money Bag by Candace Purcell

Please read at your next meeting and make attachment available to all members.

IRS Report 990-N (E-Postcards)

Many club officers are calling confused when they input their club EIN number and the name shows American Volkssport Association instead of their club name, and when they are finished filing, at the bottom of the IRS confirmation it again shows American Volkssport Association but with the club's address. The reason you see the name of AVA instead of your club name is that each club's EIN number is registered under a group exemption for the official name, *American Volkssport Association, Inc.* Each club is a subordinate of AVA. As long as you input your club's correct EIN number and fill out the section labeled dba with your club name and address, you have entered the correct information.

When you receive the confirmation from the IRS for filing your 990-N, you need to forward the email confirmation you receive to AVA. We keep a hard copy of your IRS confirmation in your club file. This proof of your filing each year ensures that should the IRS ask for proof, we have it handy. Please forward these to candy@ava.org or kelly@ava.org. Kelly is replacing Cathy as AVA Events Coordinator.

Why it is necessary to include the second page of the Annual Financial Report

The second page is not a requirement of the IRS to be submitted along with the list we send every year for those clubs under our Federal Tax Umbrella, but as the Parent Corporation, AVA is required by IRS regulations to have this detail of the first page information on file in the event AVA is ever audited. An audit takes in the financial detail of any subordinates. These reports are filed in your club file and are not released to any one outside the Governing Board,

the ED, or myself as the Financial Director. It would be a huge chore to round up this data from prior years in the event of an audit because we would be asking the clubs to come up with data that was in the past and to provide it quickly. In past years it was thought that in the event of an audit we could just go out to the clubs and ask for the data at that time, however; many clubs do not maintain their data, so I prefer to have it on hand before we need it, while the information is still available. The IRS can audit any particular year, if we were unable to supply the data they needed, it would cause serious problems for the organization and more than likely close us down.

By submitting the first page you are in compliance for the date due, however; it is essential that you provide the second page as soon as you can.

The Online Merchandise Store

It has been a very long time since our online Merchandise Store has not had some kind of glitch, pages that could not be displayed, or some other problem. With that said, I am happy to say that the store problems have been repaired and the store pages have consistently stayed up. We would like to encourage you to use the store for ordering. The type of browser you use makes a difference; we recommend Firefox. To refresh everyone's memory on placing orders:

When ordering it does not matter what email address you are using to get to the home page and the merchandise site, however; it does matter what email address you input when you "sign in". To order for a club you must use the email address set up for your club and the password. If the correct email address and password are not used, and you enter "bill the club" in the payment section, the system will delete your order and send you a message. This happens because only clubs are allowed to be billed and if the system does not recognize you as a club, it can not allow the order to be billed.

If you are a member, your password is your Volkssport Associate Member number, such as VAI-XXXX, VAF-XXXX, or VAL-XXXX. Your member account must be entered with capital letters and a dash before the numbers. Members must also use the email address set up when they joined. To change your email address you must call AVA and ask for membership services. Clubs change their email address online.

Please read the comments written for each item, these comments tell you if there is a limit on order quantity per order or other information that will help.

TAW Deadline

Due to the holidays, the deadline for articles and advertisements in the February/March 2011 issue of *The American Wanderer* is December 23, 2010. All articles, advertisements 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.

AVA Checkpoint Distribution

Each month AVA Headquarters emails *Checkpoint* to every Club President. We would like to expand this to include all officers listed in your Club Officer listing in the AVA Club pages on the website. Please review your Club Officer page to ensure that the email address is listed in the email address line for all of your Club Officers.

AVA Club Due Dates requested by Becky Forsythe

Clubs are required to meet many deadlines involving required forms and data entry input. To assist you in this task, a list of those important dates are attached.

Starting Point

2011 Starting Point Books ordered by clubs will ship out November 29, 2010 direct from the publisher if you ordered 10 copies or more.

Please remember that when you announce a Starting Point Change or Event Closing, please send a short email to linda@ava.org and include the YRE#, City, State and what the change is. Also, don't forget to update the Event Details with the information that you are changing. That is what it is all about, making those participants enjoy your event, and not be disappointed about any details. All of the participants of your event will "thank you".

Event Mapping Software requested by Sandy Reid

Sandy Reid from the Sherwood Merrywalkers, Oregon has asked for guidance from other clubs pertaining to a good software package/online facility that clubs can use for mapping walks? Please send an email with your suggestions to thereidshome@gmail.com.

IVV European Liaison by Hans Dieter Fuhr

Hans has invited you to email him for help if you have future travel plans to Europe. Include travel dates and country destination when you email hans-d.fuhr@t-online.de. Hans has helped many a traveler find events and point of contacts to make their trip something special to remember.

New Year Round Event Start Boxes

Get everyone off on the right foot by taking the time to ensure that your Event Start Boxes are fully stocked with updated maps, brochures and supplies. You will no doubt leave a lasting "first impression" of what a great organization we are. Please don't forget to change the 2010 year slug out prior to your 2011 Year Round Event start date.

AVA Publicity Contest by Joan Lampart Publicity Chair

Instructions and entry form for the AVA Publicity Contest are attached to this issue of the *Checkpoint*. The entry form must arrive before March 1, 2011.

Publicity Pointers by Joan Lampart Publicity Chair

Have you ever seen the GEICO Geko commercial, or the Ever Ready Bunny? They stick in your head, don't they? They all seem silly, but repetition of seeing them causes you to remember.

Do you have a logo or mascot for your club? Do you use it in publicity? If your answers are yes and yes, your club has great turnouts at events. If your answer is no and no, you are scratching your head and wondering why your events are not successful. Of course having a great trail is prime, but getting people has won you round one.

There are two clubs that I know of personally that are successful, Sacramento Walking Sticks. Contact Barbara Nuss at nussb@surewest.net, she will be able to give you some of her best ideas for using your logo or mascot for publicity. Then there is Susquehanna Rovers, contact Amy Trommer, avtrommer@aol.com she would be happy to tell you what they do. Since I am from the Atlantic Region, I have seen the great mascot appear at walks - and people are curious to find the reason for this strange looking dog walking about.

Another pointer: Jane Leider, Sherwood Merrywalkers suggests that members of her club try to get to as many events as they can and photograph as many people as they can. On a recent weekend they went to Whidbey Island for their 3 day event and had four of their members act as official photographers. The club had photographers on different walks and the different events at the start point. They also passed out quite a few of their cards so people would look at the pictures. They are also trying to tag as many of the pictures as possible. This way they are starting to know other members from other clubs. In fact, Jane just checked the stats on the web site and had over 700 hits because of people wanting to see the pictures and reading the blog. Check it out - www.sherwoodmerrywalkers.org

Bottom line - If you want success, you most certainly have to find ways to get it.

Don't forget the AVA Publicity Contest will take place at the 2011 AVA Biennial Convention in Iowa.

Convention News

Help Clubs Celebrate 35 years of American Volkssporting.

As part of our celebration, we are working on a pictorial history of volkssporting in the US. We hope to feature photos from every club in the US. We need your help to do this!! Please send us your photos recent and past events. Each photo should include your club name and number, information about the event (date, location, as much as is known), and who is in the photo. Send photos to: Kim Young, 701 S 25th Ct., West Des Moines, IA 50265. If you need the photos returned, you must put your name and address on the back of each photo. They will be available for pickup at the convention or returned by mail if a stamped self-addressed envelope is included. Photos may be emailed as an attachment in tiff or jpeg format to: kimyong1981@gmail.com. Be sure to include all the identification information in your email.

AVA Checkpoint News from Headquarters

Email your ideas that you would like considered for the January *Checkpoint* to linda@ava.org no later than December 15th. Please remember to forward the valuable tips and information in the *Checkpoint* and attachments to all club members. The more knowledge they have will assist and support your hard working efforts.

AVA Sponsor Brazos Walking Sticks

Attached to this *Checkpoint* issue is the AVA Sponsor *Brazos Walking Sticks* advertisement. Remember Christmas is just around the corner!

**Wishing all AVA Clubs and fellow Volkssporters
a Joyous and Happy Holiday Season from our
AVA Headquarters family to yours.**

Attachments: Trail Marking Supplies Order Form
AVA Logo/Tag Line
Money Bag by Candace Purcell

AVA Club Due Dates Listing
AVA Publicity Contest
Brazos Walking Sticks Marketing