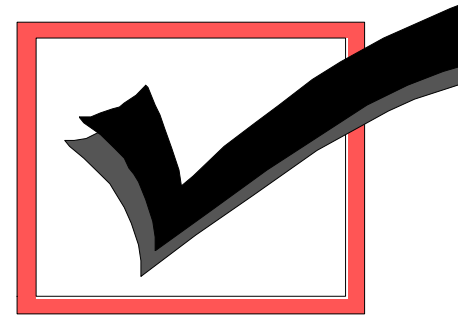


AVA CHECKPOINT



Official Voice of the American Volkssport Association • 1001 Pat Booker Rd, Ste 101 Universal City, TX 78148
Phone (210) 659-2112 Fax (210) 659-1212 Email avahq@ava.org

Volume 18 • Number 5

May 2010

TAW Deadline

The deadline for the August 2010 issue of *The American Wanderer* is June 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.

Vacancy Announcement for AVA Executive Director

Jackie Wilson, our current Executive Director, will retire effective August 31, 2010. To fill the vacancy, AVA seeks applicants for the Executive Director position. Anyone interested in applying for the position should go to <http://www.ava.org/ExecDirPosition.htm> for a copy of the announcement, job requirements and instructions for how to apply for the position. The deadline for applications is midnight, May 3, 2010.

Questions should be referred to the AVA President at president@ava.org.

Helmets for Bike and Skate Events

A change to Paragraphs 4.02.II.B and C of the AVA Policy Manual was approved by the NEC at the March meeting. It states that, "Helmets must be worn by all participants." Please be sure to add this information to your brochures and Sanction Requests.

Special National Officer Books

The sale of special books for collecting the stamps of the National Officers, Executive Director and Region Directors was approved by the NEC. Books may be purchased for \$10.00 from the on-line store or from the Officers and RDs. Proceeds from sales will go into Special Funds Development at Headquarters.

Starting Point and Associate Memberships

Sale of the *Starting Point* and Associate Membership enrollments are lagging. Please encourage club members to buy the *Starting Point* and become Volkssport Associate Members as a "help your Association" thing to do. Both order forms are posted on the AVA website under the "Membership" link.

YRE Planning

Get your club's 2011 YRE planning going. The sanctioning window opening is almost upon us. Approving YRE sanctions is a heavy workload for your Region Director, and will be exacerbated this year as they process award nominations for the 2011 Convention. Visit our help links on www.ava.org in the "AVA Clubs Only" menu selection. Click the "Help for Clubs" link. Several helpful links are posted to assist in entering your events.

Clubs' Award Committees

The AVA Awards Committee recommends that clubs appoint an Awards Committee and get them moving for individual, club, and publicity award nominations. Don't wait until the last minute and overlook someone....or get them lost during YRE sanctioning. Nomination forms can be found at www.ava.org; click

the “**Publications-Forms**” link and then click the “**AVA Club Forms**” link where you will find all of the AVA forms including these award forms.

Volkssport Software Applications

Does your club use a special software application for anything from a great spreadsheet to an event checklist or report? If so, submit it to AVA and we'll produce a CD that will be available for all clubs at the Convention.

Weight Watchers

Please report your club's local partnerships with Weight Watchers. We'd like to gather the stories to share with the corporate offices of Weight Watchers. Send the info to avahq@ava.org

Publicity

This is the first installment of bits and pieces of why Publicity is necessary for successful events.

Can you answer the following?

Are your events well attended?

If you say yes, you probably have a good way to publicize the events. Let me know what it is so I can publicize it to other clubs (jmlampart@verizon.net)

How do you publicize your events?

Do you contact the newspaper, radio, TV?

Are your brochures prepared to catch the eye of the reader? I call them GRABBERS.....

How are your brochures distributed? Do you drop them off to the local Visitor Center, Chamber of Commerce, Borough or Township Office, Supermarkets, shoe stores, doctors offices, etc? What other sources can you think of?

Remember, volkssporting is a very well kept secret. It doesn't have to be.

What's on your club website? Are you willing to share? Let me know how you keep record of your events, what forms you use, if any. What other wonderful bits of information are on there? There are so many websites, we can't check them all, so you will have to let me know what you have. You can reach me through my email, (jmlampart@verizon.net)

Look for details on the Publicity Contest to be held at the Iowa Convention in June, 2011, in the next issue of **Checkpoint**.

Maximum Order Amounts

In an effort to ensure that we have enough of some items in stock to cover all clubs, we must set a maximum order amount. If you have a special reason for needing more than these amounts, please let us know when you submit the order. We will try to accommodate your order if at all possible.

Start Cards	300
Insert Cards	100
Trail Marking Tape (any color combination)	9 rolls
Arrows (25 of each color)	75 total

On-Line Forms

When you fill out an on-line form and want to email it to us, simply save it and then send it as an attachment. We are working on being able to make this an easier process where you simply push an “email” button but for now, you'll have to save it and then send it.

Planning Your Events

Club Trailmasters and Event Planners should consider the special event qualifications for their YRE/Seasonal events. Be sure to add these when submitting your sanction requests.

Club Reminders

1. **Payments to AVA:** Please wait to pay for sanctions and after action reports until you get your statement. It is no longer necessary to send payment when you submit the items. It sometimes causes confusion when the payment gets posted before the billing does.
2. **Submission of After Action Reports:** ALL after action reports are now submitted electronically. If your club is having problems or cannot submit this way, please contact your Regional Director for assistance. The paper copies may be used for your records or discarded. They should not be sent to AVA. Paper copies will not be sent in the future.
3. **Changes to YRE/Seasonal Events:** When you have changes to your YRE/Seasonal events, be sure to send them to Linda (Linda@ava.org) so they can be posted to the web pages under 2010 Starting Point Changes. This helps the general public see the changes quickly. Be sure to include the Y number, City and State as well as the details that have changed. Ensure any changes have also been updated by the club in the events database first. Posting information to the "Walklist" email forum does not notify the AVA Headquarters of your changes.
4. **New Walker Book Info:** New Walker Books are only good for the first 10 events or first 500km. Please do not sell them to folks who are above these levels as they will not be accepted.
5. **Insurance Information:** If you need an additional insured, please put in your request at least 60 days in advance as stated in the Policy Manual. While the insurance company will try to accommodate late requests, there are no guarantees. We are having clubs call the week of their event needing to get the additional insured certificate within a couple of days. Too many of these will result in the insurance company not being able to handle them and/or raising the costs. Please help us to keep the cost of insuring your event as low as possible.
6. **Old Stock Needs to be Updated:** Please check your stock of New Walker Packets to ensure they have the most current info included. If you have any that have the old 2009 Starting Point order form, just let us know (avahq@ava.org) and we'll send you replacements.
7. **National Physical Fitness and Sports Month:** If your club is holding an event in May, they can order the annual patch to have available. The form is posted on the AVA website under the Publications-Forms link, then click on AVA Club Forms link.

TAW Advertising

If your club wants to place an ad in TAW, please remember the deadlines. There is also a form that needs to be submitted with your ad so that we have all of the information we need. Please go to the AVA web page and then to publications and then to forms. The form and your ad MUST be here by the deadline or we will not be able to place it.