

**American Volkssport Association  
National Executive Council Meeting  
November 7 & 8, 2008**

**1. Call to Order**

The regular meeting of the National Executive Council was called to order by President Curt Myron at 7:00 p.m. at the La Quinta Hotel, Oklahoma City, Oklahoma. President Myron said we are departing from our usual schedule to accommodate the fact that there is an event which we want to attend on Saturday. By email we decided to dispense with the informal meeting and start the formal meeting this evening and then recess it until tomorrow morning at 8:00 a.m. Curt would like to go to about 8:45 p.m. and then ask for a motion to recess until tomorrow. He does have one issue to discuss in executive session at 8:45 p.m. For the audiences information, executive session is a closed meeting. There will be no decisions or motions made. Usually executive session is used to discuss matters that are better not discussed in a general meeting, such as personnel matters, awards, or things that have national or international implications. We do not want these matters to show up on the minutes.

**2. Introductions.**

a. National Executive Council members present: Curt Myron (President), Pat Lucero (Secretary), Edward Tod (Treasurer), Skip Coburn (Atlantic RD), Ginny Drumm (Mid America RD), Bonnie Johnson (North Central RD), Phil Hait (Northeast RD), Becky Forsythe (Northwest RD), Wayne Holloway (Pacific RD), Mike Nelson (Rocky Mountain RD), Glen Conyers (South Central RD), Marvin Stokes (Southeast RD), Heinz Johnson (Southwest RD), Jacklyn Wilson (AVA Executive Director).

3. Guests Signed In (Friday): Doris Conyers (Dogwood Trailblazers) Joplin, MO; Martha Myron (NW Tulip Trekkers), Washington; Beate Hait (Walk'nMass Volkssport), Massachusetts; Joe Fountain (Wandergruppe WC), Oklahoma; Leslie Penton (Houston Happy Hikers/Texas Volkssport Assn.), Texas; Al Heberleiu (Wandergruppe WC), Oklahoma. (Saturday): Doris Conyers, Leslie Penton, Beate Hait, Martha Myron, Grace Holloway (Placer Pacers), Auburn, CA; Teresa Arnold (Tulsa Walking Club) Tulsa, OK; Ron Drumm (Queen City Skywalkers), Cincinnati, OH; Deborah Carter (Dallas Trekkers), Mesquite, TX; Helen Bateman (Dallas Trekkers), Dallas, TX.

**4. Approval of Agenda**

There were no changes to the agenda. **Wayne Holloway moved to approve the agenda as presented. Marvin Stokes seconded the motion. The motion carried.**

**4. Consent Agenda**

a. **Approval of Minutes** - NEC Meeting, June, 2008 Heinz Johnson said the club number mentioned on page 13, item 13, under Heinz's comments, club should be #66. There were no other changes. **Glen Conyers moved to approve the minutes as amended. Ed Tod seconded. The motion passed.** The minutes are approved.

b. **Recognition of Donations – List below.**

<u>Donor</u>	<u>State</u>	<u>Unrestricted</u>	<u>Type</u>
Inami-Asai, Joanne	LA	70.00	
Harder, Shawn	CA	20.00	
Callahan, Martin	TX	5.00	
Koerschner, Robyn	NM	20.00	
Staat, John	WA	50.00	
Clark, Connie	GA	25.00	
Wilder, Phill	MD	50.00	
Tobin, Jo Anne	DE	50.00	

Hill, Dexter	OH	25.00	
Frontier Walkers Inc. AVA-0232	OK	2,000.00	Donated remaining bank account monies. Donation due to Linda's wonderful customer service.
Lisle, Lorance	VA	538.00	
Long, Richard	MD	25.00	
Dumas, Evalee	MD	20.00	
Liebig, Mary Beth	WI	50.00	
Jarmulnek, Fern	VA	75.00	
Yegerlehner, Carol	OH	25.00	
Dose, Jeanette	MA	25.00	
Winer, Fredric	OH	25.00	
Fieldhouse, Wayne	MI	25.00	
Mosely, Capt. Tommy L.	MD	250.00	
Reigel, Franklin	OK	25.00	

Curt thanked everyone for their donations. There was a \$2,000 donation from the Frontier Walkers which is greatly appreciated.

**c. & d. Acceptance of New and Reactivated Clubs, Inactivated Clubs  
November 2008 Meeting**

**New**

07AVA-0943	Angels Volkssport Club	06/05/08
11AVA-0944	LoneStar Walkers Volkssport Club	06/11/08
07AVA-0945	Footsore Fiends	07/15/08
10AVA-0946	Ready Set Walk! Club	09/08/08
10AVA-0947	Smithville Volkssport Club	09/18/08

**Reactivated**

11AVA-0066	Global Hq AFSVA/SVPAR	06/12/08
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**Inactive**

09AVA-0232	Frontier Walkers, Inc	06/13/08
03AVA-0798	Traveling Trekkers	06/30/08
02AVA-0180	German American Volkssport Assn	06/10/08
Eur005	Ramstein Roadrunners	07/23/08
08AVA-0119	High Plains Drifters	07/24/08
02AVA-0803	Mid-Atlantic Walking Association	08/22/08

Skip Coburn asked what was the story on the Ramstein Roadrunners. Curt responded that a by law change eliminated Associate Members. They still have a hosted site on our web site. They can't sanction an event through AVA – must be DVV. Heinz Johnson asked if there had been any feedback. Curt responded no. He did try to contact them when he was in Europe a while back. They were not able to work out a time and place.

**Skip Coburn moved to approve the New and Reactivated Clubs, and the Inactivated Clubs.  
Heinz Johnson seconded. Motion carried.**

**5. Audience Comments –**

Joe Fountain welcomed our group to Oklahoma City on behalf of the Wandergruppe Walking Club AVA #26. He appreciates that we changed our agenda so that we could attend their walk on Saturday.

Al Heberleiu commented that there are a number of good restaurants in the area.

Leslie Pinton is a former President of the Wandergruppe, as well as Al and Joe.

There were no other audience comments.

**6. Reports of Officers**

**a. President –**

**1). FOCUS ON GROWTH.**

**a). AVA Clubs.** We have tracked the net change in the number of AVA clubs, beginning with the clubs shown in the October/November issue of *The American Wanderer*. The results:

Region	No. Clubs	Net Change
ATLANTIC	39	-2
MID AMERICA	54	-1
NORTH CENTRAL	27	-1
NORTHEAST	13	-1
NORTHWEST	57	even
PACIFIC	30	+1
ROCKY MOUNTAIN	16	-1
SOUTH CENTRAL	17	+1
SOUTHEAST	25	even
SOUTHWEST	39	+3
<b>NATIONAL</b>	<b>316</b>	<b>-2</b>

**GAINS**

**REG STATE CLUBS**

NW WA Extreme Volkssport Adventures  
 RM WY Buffalo Pathfinders  
 PA CA Angels VC  
 PA CA Footsore Fiends  
 PA CA Sierra Gold Striders  
 SC MO Hermann VC  
 SC MO Ozark Hill Hikers  
 SW TX Rainbow Rovers  
 SW TX BTC Oddsports Club  
 SW TX Lonestar Walkers VC

**LOSSES**

**REG STATE CLUBS**

AT VA German American Volks Assn.  
 AT DC Mid-Atlantic Walking Assn.  
 MA IL Traveling Trekkers  
 NC MN Crow River Crawlers  
 NE NY North Country Wanderers  
 NW OR Rivercity Strollers  
 RM MT Big Sky Wanderers  
 RM CO High Plains Drifters  
 PA CA WIC Merced-Mariposa VC  
 PA NV Sierra Nevada Striders  
 SC OK Frontier Walkers, Inc.  
 SE AL CV Hobo Hikers

**b). Participation.** I have attached a chart showing participation by region through the middle of 2008. See attached.

**2). ACTIVITIES.**

**a). AVA Projects.** AVA Clubs in Schools, Clubs on Military Bases and marketing of the AVA College Volkssporting Course are moving very slowly, due mostly to a lack of volunteers. We have had a handful of requests for information about clubs in schools and the college volkssporting course, but there is little progress to report. The leader of the Rambling Rockets club (Ar-We-Va school club in Iowa) is working to expand or duplicate her club in the local high school and has asked for college volkssport course information as well. There has been no activity in establishing clubs on US military bases.

**b). Pilot for Online YR registration.** The pilot for online YR registration is ready to begin on January 1. The test is sponsored by the Footsore Fiends and includes online registration for 16 year-round events in southern California. The Executive Director and I approved this test based upon an unsolicited proposal prepared by Footsore Fiends President Jane Jensen Holmes. If our experience from the pilot proves that the project is feasible, we will likely seek a larger pilot test before allowing online registration as an alternative to standard registration. Please assure your clubs that online registration is meant as an alternative way to register, not a replacement for the current registration procedure. An alternative is needed to reach those who are more likely to participate in AVA events if registration is online.

*There was quite a bit of discussion about this project. This has a lot of potential. Tracking the success will hard to measure. There will not be a regular start point – no box. It will be a “virtual” start point. You can not just drop in to a start location to register. People will have to plan ahead. Discussion about how this will affect the Starting Point. Will the events appear on the interactive map?*

**c). Active Network.** I'm convinced that if AVA is to grow, we need to begin capturing the names and addresses of those who come to our website and events so that we can market to them through coming-event announcements, join-a-club info and general volkssport info. I'm not confident that our current ability to manage servers in-house will grow to enough to handle all the things we want to do in the future while paying attention to equipment replacement and expansion of capacity. It may be easier to have someone else do that and avoid hiring an IT person.

I've had several conversations with a representative of The Active Network, a company we looked at a few years ago. The Active Network creates and manages websites for sports organizations and leagues, and offers online registration for events. Our discussions focused on event registration and website management.

Event registration. Active understands that their event registration fee is higher than the maximum an AVA club can charge for credit, making online registration not feasible for nearly all AVA clubs. That leaves AVA mega-events, where online registration includes other items offered for registration, like socials and T-shirts. Savannah, Florida, the Gorge Events, Whidbey Walking Festival, Crazy Horse, Discovery Walks and a few others come to mind. Example: The AVA would pay to set it up, but the registrants (users) would pay the fee to register. They also would build a file with contact information that could be marketed.

Active Networks registration programming can also be modified for use at AVA conventions. It may benefit AVA to purchase a standard event registration program and offer/lease it for larger AVA events and the AVA convention. One benefit is the ability to capture names and addresses of attendees for future marketing. Another is the standardization of AVA's registration process so we don't have to reinvent the process at every convention.

Website management. Active Network offers two prices. A basic website uses templates for the various page functions and has limitations on size, but costs \$500 to set up and about \$1,000 per year for them to operate. The custom website is just that – custom, and costs \$2000 to set up and the same \$1,000 per year to operate. Their website captures and manages contact information from those who visit and can provide the same public-private division as our website has now. They can support our sanctioning system. The website includes an online store within its programs and the financial data from the store is compatible with MAS90 (provides a dump file for loading into MAS90, possibly on an automated basis).

FYI, I also reminded Active Network that they should consider having a booth at the Dallas convention to market event registration software directly to AVA clubs.

Active Network has sent a detailed proposal containing what they think they can do for AVA. I propose that we form a group to analyze the proposal.

### 3). IVV REPORT.

#### a). 2008 IVV Congress.

i). **Summary.** Overall, the 2008 Congress was much more productive than in 2007. I believe the more positive results came because AVA was better prepared and took part in the process. A coalition developed among English-speaking countries and several European countries, and it was effective in rejection of a formula to allocate member votes in such a way that nine European countries would have held 51% of the total votes. The compromise prevented 18 smaller members from a reduction in their voting power. AVA will gain two votes for a total of six votes.

ii). **Revised Statutes.** The revised IVV Statutes are an improvement and clearer to English-speaking members. The Presidium deferred consideration of revised policy until the 2009 Congress in five areas: Finance, Disciplinary Board (complaint against an individual made by an individual), Arbitration Court (country against country and has a fee), Standing Rules, and Events. It was decided to defer action on these until the next IVV Congress.

iii). **English-speaking representation.** Elections were held for the Disciplinary Board, the Arbitration Court and the Audit Committee. Graham Fawcett (Canada) was elected Chair of the Disciplinary Board, I was elected as (one of the two people who act as judges) to the Arbitration Court and Brian Tilbury (Great Britain) was elected to the Audit Committee. Further, Graham Fawcett and I were formally added to the Rules Committee.

iv). **Resignation of IVV Treasurer.** Karl-Heinz Beckmann, the long-time Treasurer of IVV, resigned during the Congress. His resignation came as a surprise to the Presidium. Mr. Beckmann's official reason was to devote more time to assisting a local health care group. I suspect, however, that a major factor in his decision was the results of the 2007 Congress, where all the Presidium officers were replaced against their will, and budget issues with the new leadership.

#### b). 2009 IVV Congress of Delegates & IVV Olympiad. Kawaguchiko, Japan May 14-17

i). **AVA Delegates to 2009 Congress.** The approval of revised IVV Statutes altered the formula for calculating member country delegates. AVA will have six delegates at the 2009 Congress. I have appointed Claudia Johnston, Dave Johnston, Kevin Cross, Dale Boone, all from Colorado, and Martha Myron and myself as AVA Delegates for 2009. Each delegate has been an AVA club President. They attend the Congress at their own expense. Ed Tod mentioned that we seem to have the delegates from one area of the country. Curt responded he had to ask a number of people before getting people to go, since it is at their own expense.

ii). **Workshops at Olympiad.** The 2009 Olympiad will offer one day of workshops. I am scheduled to present 'Walking in the USA'.

c). **IVV World Report.** The IVV World Report is now published every two months. You can see the most recent copy and the Report Archives at [www.ivv-web.org](http://www.ivv-web.org). The Italian Federation agreed to underwrite cost and produce report.

d). **Links to IVV from AVA website.** I have asked ED Jackie Wilson to add links from the AVA website to the IVV website for the following informational areas: IVV World Report, Minutes of each annual IVV Congress of Delegates, IVV Statutes and Rules.

Heinz Johnson had a question about the name of a club in Item 1a AVA clubs. He wondered if the Lonestar Walkers should be Castroville. Curt will check his records to clarify that.

b. **Vice President** – no report

c. **Secretary** – no report

d. **Treasurer** – Ed Tod – Ed requested that any changes to the budget be in to Ed before next meeting.

## 7. Report of Executive Director

Maps have been added to the event and club search features. The event searches are being updated to allow folks to search by event type, special event programs, etc. This will be put up on the web site as soon as it is finished (hopefully by the time of our meeting). Clubs must be careful of the spelling of what is in the event city.

The only thing that can be in the "event city" field is the event city. Example: Orlando Disneyworld can not be done. "Disneyland" must be put in the "event name" field. They are still working on the "Event Listings" so a list can be printed of a state's events.

The "e-commerce site is down temporarily while upgrades are being done.

Information for Starting Point has been sent to the printer. Thanks to Chris Mellen for the many hours he spent proofing and contacting you about things that you might want to get updated before printing.

The MAS90 upgrade has been completed and Candy is working with them to work out the bugs that always occur when you have an upgrade. This upgrade is supposed to take care of some of the problems we were having with the e-commerce site.

As soon as Kevin is up to speed on the changes that occurred with the upgrade, cross training in his position will start. Cathy and Connie still need to have that training and Linda will be given a refresher to bring her up to speed on the changes.

Headquarters has now taken over the handling of the new banner. We will not keep these in stock but will order as clubs decide they want them. That being the case, we will not be able to help when a club suddenly needs one "this weekend." Please help us get the word out to your clubs. Notice has gone out in Checkpoint but I know that some items are always missed.

We have received a second round of start cards, courtesy of The Walking Company. These, too, have a coupon on the back.

Insurance has been renewed for 2009. The price is still the same. The new certificate is posted on the web. The form can be printed by looking under Publications, then Forms.

The current policy says the awards have to be to the awards committee by March 1<sup>st</sup>. Since they have to be approved by the NEC, she wonders if we need to change the due date.

Curt mentioned that Betty Boyd, wife of Tom Boyd, and longtime Volkssporter, has passed away. The office sent flowers.

**P.S. to President's report** – Curt would like to present an idea and would like some feedback. It's not a motion.

He would like to see added on to the convention's location a one day "IVV Conference of the Americas." We could sponsor it and invite the other two America's members (Canada and Brazil), who we would invite for the convention anyway. Maybe we could do something like comp their rooms or registration. The countries of Canada, the US, and Brazil, and the direct member club who is not yet a country, Argentina. Talk about things like how do you do your sanctions? How do you get your income, this is how we do ours. There apparently has not been any communication between these countries. Curt will check into Argentina and see what kind of club it is, ie, German tour group.

Curt asked if we would like him to look further and come up with a proposal.

Heinz asked what the objective of this would be. Curt responded he sees three objectives: promote growth of our sport; learn and share with other countries in our hemisphere; and work out plan to get other new countries.

Marvin asked about divisiveness and whether this would contribute to that problem. Curt didn't think it would any more than the present European Conference. Question was asked if IVV would be invited. Curt said we could let them know about it and if they want to attend, let them. Also question asked about Mexico.

Ed said he would like to see Australia included even though they are not in the Americas. Question was asked about how much will this cost and how will this be paid for.

Curt would like to have an executive session at this time to discuss the situation with Guam.

**Curt Myron moved to recess this meeting until 8:00 am tomorrow and convene a quick executive session. Phil Hait seconded. Motion carried.**

**Marvin Stokes moved to adjourn the executive session. Ed Tod seconded. Motion carried.**

**The Executive Council meeting was reopened November 8, 2008, at 8:00 am.**

Curt Myron asked Wayne and Grace Holloway to come to the front of the room. He presented Certificates to Wayne and Grace for completing walking in all fifty states. Wayne commented that in addition to doing their fiftieth state they were celebrating their fiftieth wedding anniversary. He also presented each with a shirt.

Curt asked for suggestions for dinner this evening. There have been two suggestions – a Mexican restaurant and Toby Keith's I Love This Bar. Curt asked for a show of hands. Toby Keith's was chosen unanimously. Jackie needs to know who is coming and a time frame for her to try for.

## **8. Reports of Standing Committees**

### **a. Audit, Fred Sheets, Chair; Marvin Stokes, Liaison**

Marvin reported Fred Sheets had told him the audit is in progress.

### **b. AVA Biennial Convention**

**2009 Convention, Heinz Johnson Liaison**

Heinz reported he attended the committee meeting last month. It was a very productive meeting. There will be five events and they will be run like Year Round events. There will be some staffing needed on those days. The Texas Volkssport Association will be responsible for the finish.

Curt added that late last year the chairs of the convention committee had to resign for personal reasons. We have been functioning without a formally named chair. The co-directors of operations Dave and Deborah Carter have done an outstanding job. AVA Vice President John Ferguson had stepped into the breach and he has been involved, as well as Heinz Johnson (SWRD) and Glen Conyers (SERD). Curt plans to do all the pre-walks. The committee had asked for volunteers to do the workshops. Curt will be doing one on "How to do Quality Events." There a number of other club related subjects. Curt encouraged anyone interested in doing one of the workshops to let the committee know.

Heinz added that the five events all starting at 7:00 am will be as follows:

Monday	Downtown Dallas	3 Special Programs	10K - 5K
Tuesday	Downtown Ft. Worth	7 Special Programs	10K - 5K
Wednesday	White Rock Lake	2 Special Events	16K - 10K - 5K
Thursday	Uptown Dallas	3 Special Events	11k – 6K
Friday	Presidents Walk	1 Special Event	10K – 5K

There will be an addition to this report after Deborah Carter arrives (see page 14).

**2011 Convention, Susan Pinneke, Chair; Bonnie Johnson, Liaison**

**ACCOMPLISHMENTS:**

- Negotiated the contract to rent the Des Moines Convention Center, the main venue for the 2011 convention.
- Negotiated the contract with the Downtown Des Moines Marriott, the main convention hotel and site of the banquet.
- Had AVA convention training with Candy.

ACTIVITIES:

- Working on the preliminary budget
- Working on convention awards and specialties, including preconvention items.
- Planning & organizing committees for specialized tasks.
- Continuing to work on walk arrangements

CONCERNS: None

RECOMMENDATIONS: None

GOALS (by next NEC):

- Preliminary budget
- Committee organization
- Web site live
- Awards finalized

Wayne Holloway commented about the discussion held at the last meeting regarding having the commercial and club exhibits in separate areas of the hall. Phil Jones, who ran the exhibit hall at the 2007 convention, thought it was a terrible idea. The commercial exhibitors are interested in the traffic coming through.

Ed Tod commented it is not too early to start thinking about the 2013 convention. He asked if anyone knew if there was interest in 2013. Curt responded his club, and others in the area, is interested and checking into it. They are looking at Bellingham. It is a 50/50 proposition at this point.

**c. Publicity, John Ferguson, Chair**

There is no report from John. Curt reported that since our last meeting the AARP Convention had taken place in Washington, DC. Skip is preparing an after action report.

The Girls Scout Convention is this month in Indianapolis. The ACSM (American College of Sports Medicine) was also in Indianapolis. For the audiences benefit, this year we made three national appearances. Two happened to be in Indianapolis. AARP and Girl Scouts we have done for at least three years and we continue to do that. These are expensive propositions – anywhere up to 2,000-2,500 dollars for the booth. Materials would be an additional expense. This year we did something new. We picked the AARP Convention and had one of the officers attend as a delegate. Glen Conyers attended. The purpose was to observe and see how things were done, etc. It's different than staffing a booth.

Next year we plan to continue those three. We are constantly evaluating the effectiveness of each booth. Changes may be made.

Heinz Johnson asked how we measure value of having booths. Curt responded that Co. John McClellan, who manned the AARP booth in Boston. He kept track of how many visited the booth – what was handed it and how much interest there was in the local club and outside the area.

We are in the walking, not running stage with these booths. In DC we learned that we could not carry our own materials in to the building. That had to be done by their union at the rate of \$1 per pound. Also, the basic fee may be one price, but everything is added on, such as carpet, electricity, tables, chairs, etc.

Becky said she feels you need to have 11 contacts with someone before you get they “own” something. There seems to be a 1% return on the materials given out. Glen had some suggestions to make more contacts. Ginny said we need to make better use of website. She asked if we are going to ACSM in 2009. Jackie commented if we have a wireless connection there is no reason we can't take a laptop and pull up the information.

Skip reported that he felt the DC AARP convention was just as successful as the one in Boston. There were 84,000 attendees. The organization is no longer just for retirees. They are marketing their services and insurances to families. It was very family oriented. They had clowns and kids for games. He got a mix of people: those who had walked in Europe, those who had never heard of Volkssporting, etc. It is hard to document the results. Skip feels we need to be more organized and professional about it. He guesses about 95% of exhibitors have them designed professionally. Skip made reference to the display boards the AVA had a few years ago. He recommends that the President, the head of the Marketing Committee, or someone else go to these events as an observer and hobnob, network and trade information with the other exhibitors.

Skip commented we need to work with AARP and try to get one of our people involved with putting on a workshop; fitness, health and wellness, travel.

If you want continuity, it will have to be the ED, the only person who is around more than four years.

Curt is putting in a plug for the Convention. The keynote speaker is a dynamic individual, Jeff Crilley, a former news reporter in Dallas. His subject is "Publicity: How to get Media Involved."

Ed Tod commented the best publicity is still personal contacts and word of mouth.

Becky agreed with Ed. If we could get everybody to bring a friend, we would grow.

**d. Standards and Evaluation**, Ginny Drumm, Chair

She is continuing to work on the Event Handbook. It will be done for the February meeting.

**9. Reports of Special Committees**

**a. AVA Website**, Steve Hughart, Chair; Jacklyn Wilson, Liaison

**Proposed Website Reorganization for [ava.org](http://ava.org)**

The current website has everything that anyone could possibly want to know about the American Volkssport Association. Although there's lots of information on the website, there is a problem. Many things are very difficult to find on the AVA website, which is a problem of organization, not a of lack of information. This is a common problem with many websites, especially those that are managed primarily by volunteers and have been developed over a long time period. What our website needs is a new plan for how it should be organized, a plan that looks at the entire website and organizes it from the top down, or in web terms, from the home page down.

At the same time we are writing this document, there is an effort underway to get input on what club's and individuals want to see added, modified, and deleted from the website. On the face of it, it might seem that a reorganization of the website might be premature given that there will be a list of recommended changes.

However, if the recommendations are clear and logical enough, new pages and functions should be obvious where they would go in the new organization. In other words, the new organization of the website should be logical and flexible enough to allow for future change without creating a need for another total redesign.

By focusing on the logical organization of the website, we can also allow for future graphic enhancements to the website and minimize disruption and development time. Right now, there is no overarching graphic theme that says to the reader "Yes, I'm still on the

AVA site." This is most obvious when one goes into the club administration area of the site – there is no graphic continuity among major areas of the website. This can be disconcerting to the visitor and might even imply disorganization.

The organization of the website should also reflect the priorities given to the different types of visitors we have. The first priority should be given to the person who is looking to walk and probably doesn't know anything about AVA. This should be reflected in the organization of the home page especially, which should be easy for the non-initiated to navigate. It should be easy for the newcomer to find events and clubs so they can get involved quickly and easily. We want to attract as many newcomers as possible.

These are the folks that will make AVA grow.

The second priority should be given to the AVA insider, those that know, at least, something about the organization and may be looking for documents or detailed information on an aspect of AVA. This second priority should be reflected by having a 2<sup>nd</sup>, subservient, “home page,” titled something like “Inside AVA.” For lack of a better title, we’ll use “Inside AVA” as a working title (and be willing to replace it with a better one at any time).

There will be three main areas of the website, home (new walker), Inside AVA, and Club Administration. These areas will be designated by an “Area Color Bar” that will appear just below the AVA banner, which should appear on every web page on our website. The home area bar will be green, the Inside AVA area bar will be blue, and the Club Administration area bar will be red.

### **The Home Page**

The current home page has too many navigation options which turns out to be confusing to the new visitor. Home Pages should be clean, simple, and easy to understand. The current home page is too cluttered and is trying to accomplish too many things.

The following is the recommended navigation links that should appear on the new home page. They top to bottom order is reflected in the following list.

- Find Events in Your Area
- Find Clubs in Your Area
- Inside AVA
- AVA Merchandise Store
- Sponsors
- Partners
- Advertisers
- Contacts

Note that the AVA Merchandise Store has been moved down from its current top position. The top position usually denotes the top priority of the website since it is most easily seen and the first to be read when looking at the navigation options. The Website Committee does not want to send the message to newcomers that our first priority is to get them to buy something from the store. Most websites have stores, and most of our visitors will not be surprised to find that AVA has one too. One of the most refreshing things this author has found with AVA and the local clubs is that the focus is NOT always on money, unlike many other non-profit organizations.

The content of the home page should be pared down as well. The pictures that appear from the various clubs (and change often) are good and should probably remain. The rest of the content should probably be one-sentence explanations of the major navigation options that are to the left of the content. Trying to sell patches, Starting Points, etc. should be moved to the “Inside AVA” page or the events page and removed from the home page – remember this page is aimed at the newcomer, not the seasoned veteran. The AVA address and contact information should remain on the home page pretty much as it is. The KISS Principle (Keep It Simple, Smartypants) really needs to be applied to the home page.

### **The Inside AVA Page**

This page is designed to be a “mini-home page” that organizes all the AVA specific information, other than the event and club pages. This should help the home page be simpler and easier to navigate. It is aimed at our 2<sup>nd</sup> priority visitor, the seasoned veteran who already knows something about AVA, or the person who wants to learn more about AVA. Here are the main navigation links that should appear on this page:

- What We Are About
- 20xx AVA Convention (whichever one is next)
- Starting a New Club
- Membership

- Publications
- Incentive Program
- Special Programs
- Related Links
- AVA Leadership (NEC)
- Club Administration/ESR
- Club Help
- Club Updates

The last 3 “club” options really represent a group of their own, since the Administration/ESR process requires a logon. It will have its own “area color bar” that is different from the AVA Home area and the Inside AVA area. These pages are aimed at those people who are running local clubs.

### **General Website Principles**

There are some general principles that should be applied to websites whenever they are being designed or implemented. Not every principle is achievable on every page, but they stand as “rules of thumb” to guide developers when designing web pages, not as inflexible rules to be obeyed no matter what.

- **The KISS Principle:** (Keep It Simple, Smartypants). This sounds easy, but pages often get complex and confusing when there are a lot of people giving input.
- **Keep each page to one topic:** When pages get longer they usually are wandering away from their primary purpose. Writing down the purpose of the page, before development happens, can help keep the focus of a page.
- **Keep text to a minimum:** This is often hard to accomplish, especially when describing policy. The use of lists and tables can often help break up long text documents.
- **If a topic is complex, break it up into appropriate pages:** Not all topics are simple, but web pages are made to break up complex logic and display single points on separate pages.
- **Remove unrelated links:** Resist temptation to put in lots of links in the content area of web pages. Each link is a broken link waiting to happen.
- **Reduce the size of graphics files to a minimum:** This is usually accomplished by a photo handling program, like Photoshop Elements, which has a “Convert to Web” function where graphics files can be made any size the user wants.
- **Have a naming standard:** This needs to be established as early in the process as possible. Specifically, this means that there should be standards for file names and folder names. Naming standards also should cover the use of (or prohibition of) abbreviations, and if abbreviations are allowed, a list of approved abbreviations that are agreed upon before anything is developed. The abbreviation “AVA” should almost never be seen as a part of names. Everyone working on the website should know that what they are doing is part of the AVA website and is simply redundant as part of a name.
- **Minimize, if not eliminate, the use of animated gifs:** “Animated gifs” are those moving graphics that are found on some websites. Thank goodness that AVA is not currently guilty of this sin. Most IT professionals would agree that websites that have lots of animated gifs scream “amateur.”
- **Make sure the web server folder organization mirrors the web page organization:** This helps developers and others locate files easily.
- **Enough Talk, Show Me the Mone....Web Page!**

Since a picture is worth a thousand words, there is a demonstration/test website that is available to anyone who knows the address. This test website is not complete, but it does illustrate most

of the features and principles outlined in this document. To see the test website, go to the following address:

<http://www.ava.org/test-steve/index.htm>

The Website Committee would appreciate feedback on this document and/or the demonstration/test website. Contact:

Steve Hughart  
[hugharts@sbcglobal.net](mailto:hugharts@sbcglobal.net)  
(916) 364-5063

Curt said the most progress that has been to the website is by the office staff. In order for the interactive maps to work correctly, the city must be spelled correctly. A second data field –Event Name - was created to identify multiple events in the same city.

Curt has been looking at the postings to the walklist. Most comments have been positive. One comment that came up was that some of the clubs were using the old style event lists in order to cut and paste events for their newsletters. Two of the officers have websites: Skip (Atlantic Region) and Curt (President's page). The official list of clubs with their addresses is what appears in The Wanderer.

Curt has gathered a document, using a number of suggestions. It is about nine pages long and is called "The Future AVA." It is a continuing document and it deals with what do we want to have on the AVA website or office systems that we do not have now. He circulated it to the officers. If anyone is interested in reading it, he will put it on his President's webpage.

We need to have a box to check "Yes, I'm Interested in Volkssport. Information would be sent out from the local club.

Phil said he has been asked for a General search button or an expanded Index. Curt agreed we need to have a Site Map and that will be forwarded on to be taken care of.

- b. Awards & Recognition**, Sam Korff, Chair; John Ferguson, Liaison  
Wayne was asked to compliment Linda for the work she has done on the award forms. The Meritorious Service, Certificate of Service and Certificate of Appreciation that are done at the Regional level need to be given to the Awards Chairman Sam Korff by March 1, 2009, in order to have them included in the Awards Book.
- c. Bylaws**, Leonard Wojtysiak, Chair; Pat Lucero, Liaison  
No report. Curt is aware of two items that have been referred to By Laws Committee. They will need to be reviewed and forwarded to the EC with a recommendation for the next meeting. Bylaw changes have to be built into the Convention agenda and voted on by the entire membership. One was Becky Forsythe's – submitted by the Interlaken Trailblazers, asking that we change the bylaws so that there are no nominations for officers from the floor. There would be no opportunity to review. Another was from the copyright lawyer recommending some changes to the Bylaws to protect us. The final one was submitted by Wayne Holloway regarding term limits. Wayne inquired what had happened to his request to look at the term limits. How can he get that back on the table. Curt will take the responsibility to make sure those three things are on the Bylaws committee chair's plate.
- d. History**, David Toth, Chair; Curt Myron, Liaison  
David has asked all of the officers to submit a bio sketch. If you haven't done one yet, please do so.  
Curt is working with David to document every event that has ever been done. Curt is doing the Year Rounds and David is doing the traditional events.
- e. Marketing**, Becky Forsythe, Chair  
OBJECTIVE:  
The Objective of the Marketing Committee is to create value in the AVA for participants, clubs, potential participants and sponsors/partners.  
ACCOMPLISHMENTS:  
Some of the things started the meeting before last have come into fruition. The accomplishments of the Marketing Committee have been to publish marketing articles in the TAW, have had sixteen of the

AVA banner made that continues to brand the look of the AVA as presented on the grabber. Art work for an additional banner of 3X6 has been created and used to make a banner used in a parade. Northwest clubs are working hard to earn regional publicity awards for each of their events.

#### ACTIVITIES:

The translation of the Grabber and the AVA business size card into Spanish. The AVA office is working on that.

A daily walking program is being developed. She has found that Yamax (our pedometer supplier) has a daily walking program. Jackie is checking with them to see if we can link up with them. This is in the beginning stages.

The ordering of additional "grabber" banners has been transferred from the committee to the AVA office.

Last month Weight Watchers Magazine had a little blip in a feature article. It said one of the ways to keep motivated on your walking program was to join an AVA walking club.

Becky did an event with Prevention Magazine. As a result she had dinner with the marketing director for the magazine. He took a recorded interview from her. She got to talk quite a bit about the AVA and his interest in our clubs. Who knows if anything will come of it, but at least a contact has been made.

The Portland Marathon, is an organization that the Oregon state organization has been associated with for nearly fifteen years now. Becky has been on their board. She has actually been involved with planning. Runners Magazine considers the Portland Marathon the most walker friendly marathons in the country.

The marketing committee continues to consider ways to create value in club membership and walking for credit. A survey is being developed to ask clubs their suggestions.

The committee has suggestions coming in from lots of people. One suggestion that came in was to have a World Walking Day. This is something that goes on Curt's project list.

#### CONCERNS:

Committee members are needed. One committee member resigned due to family concerns. There are now two members and one potential new member.

There remains confusion about how to release budgeted marketing dollars.

#### RECOMMENDATIONS:

The committee recommends the work on the AVA website include a way for individuals to log onto the site and track daily walking. She mentioned a Google program that tracks the numbers.

Each region have the ability and equipment necessary to make a professional presentation at a health expo or other local festival. This was discussed at the last meeting. Is there a region represented that does not have the equipment necessary to give a presentation promoting the AVA? She means a display board already set up. Someone suggested a rollup type. Becky feels they should all look the same. There was much discussion about size, type, shipping, and whether it would be used.

**Becky Forsythe moved that the AVA office purchase a digital projector for the purpose of giving informational presentations by officers and the executive director. Jackie Wilson seconded.**

Jackie would recommend that with constant changes in technology, shipping, etc. we rent the equipment. Curt feels the office should have at least one. Perhaps the Marketing Chair should be in charge of it, since it would be the Marketing Committee using it the most. Becky believes it is already in the budget. **Motion passed.**

**2009 Convention** (see page 7 for beginning of report)- Curt has asked Deborah Carter to report on the 2009 Convention.

There will be a box on the registration form for people to indicate if they want to volunteer. She is going

to talk to a couple of people today about the workshops. She has someone working diligently on sponsors. Pat Lucero mentioned she had sent in the times she wanted for the Credentialing booth. She hasn't had any response and wondered who to talk to. Deborah said she was the one to talk to. Curt said Pat needed to coordinate with Jackie Wilson, Deborah, and himself. The other function is giving the ballots out on the last day. That will be done in the meeting room. Deborah has a tentative schedule. Curt suggested it be open the same as the registration booth. Curt said it is a logistics issue. Wayne Holloway said he was impressed with how they have gotten things done in short amount of time.

f. **Nominating**, Chelane Priller, Chair

No report. Curt said there wasn't much going on now, but there would be a report for the next meeting.

Curt went on to say he had accelerated the meeting schedule to have the first meeting in August instead of September. This allowed the new council to start functioning sooner. He and Jackie have worked out a plan that hopefully will help. They need to assemble a list of all the things that a potential officer or regional director needs: all the reference books, all the handbooks, all the IVV bylaws and policies, a digital copy of the Come Walk With Me Power Point Presentation. When they need to give these things to the candidates is when they declare themselves a candidate. In addition, there will be a short meeting on the Wednesday afternoon after the regular session. Since the new RDs will already have been elected, he will personally invite all the incumbents, and the candidates for national offices to come to the meeting also. We can get a jump on things and be functional sooner. He suggests it be left to the end of this meeting when the officers are making their comments. Phil asked if Chelane Priller has been in contact with the RDs to tell them how, what, when, and where the RD elections should be done. Curt doesn't know but will check with her.

g. **Office Systems**, Mike Nelson, Chair; Jacklyn Wilson Liaison

The AVA has changed email providers. This change allows us to send mass emails to each club to their official email address. This is a vast improvement. We have also upgraded to a new version of MAS90 software. This is an Employee Time/Payroll, and Reporting and Hardware business accounting program. The new upgrade should help with some of the e-commerce problems we've been having.

Jackie reported some of the clubs have more than one email and it has to be only one. If there is an official email address for the club it will be emailed. She has a program that spits out labels and it goes in and looks at the email field and if there is anything in there it doesn't print a label. If they don't want things to go be emailed then they need to take the email address out of that field.

h. **Partners**, Curt Myron, Chair, and

k. **Sponsors**, Curt Myron, Chair

Curt will combine the reports at this time.

We signed new 5 Year contract with Yamax with a value of \$8,000.

TAFISA – application for membership was approved. We are the second American corporate member.

The other is the President's Council on Physical Fitness and Sport. We can use this in our efforts to promote Volkssport internationally and in our country. Curt suggested we have like a World Walking Day and have it be AVA's anniversary. (AVA doesn't have a designated birthday.)

He placed before us a complementary pen and CD from eCountryLifestyles. It's kind of like a town hall.

Would have interaction between many organizations. Curt told them he would like to work with them and get the AVA name on their website. There is a possibility of a partnership out of this.

Curt plans to devote some of his personal time to reviewing and hoping to reconstruct a number of AVA's old partnerships. He gave us a list in his report last time.

Skip Coburn inquired if he could work with the many organizations having events in DC. He had made several contacts with no response except for the Muscular Dystrophy Assoc. Unfortunately the event would be taking place 30days after the contact was made and we need more lead time.

Curt responded to go for it if the criteria were met. Becky Forsythe told Skip to see her. Jackie Wilson said a problem in the past was that we could not ask AVA participants to raise money for the cause walks. Curt said we should not be listed as a “sponsor” not a “partner.” It has a different connotation.

i. **Special Programs**, Phil Hait, Chair

Phil said there are a couple of attachments. The most recent report, ending 6-30-2008, shows the activity. He needs to have the information from the POCs in a timely manner for the December 31 report. **SEE ATTACHED.**

Following the June meeting, we were charged to try and get some clarification into the Special Event Policy so as to avoid future problems with the auditor group. Phil has a proposed revised Special Events Management policy attached. There are a number of changes. It will be controversial. Phil feels that the programs that have two years or less remaining should not be required to change the process.

Skip asked what would happen if the books and awards were sold separately. Curt felt it would confuse the accounting. One of the problems is that some of the clubs hold back money to cover future expenses instead of sending in any of the money.

Ed Tod said one of the things the auditors have hammered us on is inconsistency.

Curt used the Islands program and explained how it should work. There was much discussion of the different scenarios and impact they had on the reporting process.

**Phil Hait moved that the revised Special Events Management policy manual be approved with an effective date of 1 January 2009. Glen Conyers seconded. Motion passed.**

**SEE ATTACHED REVISED MANUAL.**

Phil presented two new programs to look at.

**Hooray for Hollywood**

Walking through America’s cinema history sponsored by the Footsore Fiends of Carlsbad, CA. Qualifications are to participate in 20 events that walk by a movie star’s home or grave, a motion picture studio, or a site that was used as a location in a film (home made videos don’t count!). Many existing YRE’s throughout the US already qualify. Examples: Seattle, WA #814 Bruce Lee grave, Eugene, OR #413 “Animal House”, Philadelphia, PA #482 “Rocky”, Beaufort, SC #327 “The Big Chill”, Savannah, GA #1336 “Midnight in the Garden of Good & Evil”, Mystic, CT #1508 “Mystic Pizza”, Pensacola, FL #274 “The Winds of War”. The list goes on!

The program is proposed to start July 1, 2009 & end June 30, 2012

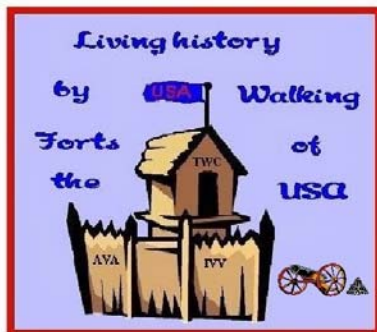


**Phil Hait moved that the Footsore Fiends Hooray for Hollywood proposal be approved. Ginny Drumm seconded. Motion passed.**

### **Forts of the United States**

The Tulsa Walking Club proposes a new program based upon the theme of Forts of the United States. Qualifications are to participate in 25 events that take place in towns or parks with “fort” in the name, or military installations with “fort” in the name. Walk by an actual fort or by a marker where one has been. Walkers will learn more about the early frontier history of our country, & appreciate the part that forts played in the establishment of our country, as well as become more aware that forts still protect & defend our country today. There are forts in every state in the nation.

The program is proposed to start on January 1, 2010 & end on December 31, 2012.



**Phil Hait moved that the Forts of the United States program be approved. Ginny Drumm seconded. Motion Passed.**

Phil said a week ago he and his wife had an opportunity to meet a bus trip that was coming into the region. They were coming to do a couple of walks in Connecticut and New York. Phil had emailed a questionnaire to the bus organizer to find out how these folks felt about the Special Programs. There were 45 people on the bus and he got 30 responses. Fifteen carried Special Program books and fifteen do not. The average number was 4.25. One person responded he carried books, which is all of the programs the AVA currently have. Another person said they had nine, because they had finished the others. They wished there were more programs. The consensus felt the Special Programs benefited the AVA.

Curt said this is one of win-win things. It gives clubs the opportunity to review their walk routes whenever a new one comes up.

Curt tacked on to this report his own recognition and thanks to Phil for taking on what has often been a difficult task and he has thoroughly handled it, is on top of it, and has provided more information that we have had in the past.

Pat Lucero mentioned she has encouraged clubs to find out if their walks qualify for any Special Event Programs. The lack of any hurts the clubs.

- j. **Special Funds Development**, Jacklyn Wilson, Chair (Inactive)  
No report.

I. **Strategic Planning**, Marvin Stokes, Chair

The current plan is valid and runs through June 2009. An updated revision for 2009-2011 is in draft form and will be forwarded to the NEC in January for review. Hopefully, it will be approved in February for implementation in July 2009.

He would like all the committee chairs to check to see who on the Strategic Planning Committee is responsible for your particular committee. Fred Sheets and Nancy Stenger are on the committee. If you need assistance in keeping goal oriented, they can help you.

m. **Training Development**, Wayne Holloway, Chair

ACCOMPLISHMENTS:

Submitted draft AVA Region Director Web Site Guide for comments.

Developed and submitted Club Web Guide – Adding Special Events for use/comments.

Developed and submitted Club Web Guide – Submitting an Electronic Sanction Request for use/comments.

Developed and submitted Club Web Guide – Renewing Year Round Events for use/comments.

He provided a copy of training packages, for president and other club officers, to members of the National Executive Council. (This package is to be used by the Region Directors and others to train club leaders.)

ACTIVITIES:

Work on the event guide abandoned.

RD and club website guides continue under review (review activity unknown – no reports).

Development of a Web Guide for State Association and Club Presidents is in planning (thinking about it).

Work on training packages and web guides will continue as comments are received and changes become necessary to accommodate web design/program changes.

Work on Awards Procedures with the Awards Committee continues. Presented a CD containing past award books and a list of AVA Award recipients to members of the NEC.

(Hold over from March and June Reports) Submit excerpts from the Policy Manual and the Events handbook for review, or as attachments to the CHECKPOINT, with a “work in progress” product by spring 2008. It is envisioned that this product will provide guidance and helpful hints, but may include direction or rules.

(Hold over from March and Reports) Contemplating, and welcoming suggestions on what training “notes” from the Policy Manual and Events Handbook to place in the Checkpoint and TAW.

CONCERNS:

There’s a long way to go and an even shorter while to get there.

RECOMMENDATIONS: None.

n. **Youth Program**, Nancy Wittenberg, Chair; Bonnie Johnson, Liaison

ACCOMPLISHMENTS:

1. Responded to inquiries from Girl Scout Councils, Girl Scout troop leaders, volkssport clubs and individuals regarding volkssports, Girl Scout Walk-Togethers, and the AVA Master Program. I receive inquiries daily, increasing as the school year is beginning.
2. Finalized the design for the 2008-2009 Participation Patch for Girl Scout Walks, published an article in July’s Checkpoint about the new patch, and had the AVA’s website updated with the new patch

design, and an updated brochure describing Walk Together. The patch was designed by Callie Dunn of Centreville, VA with Girl Scouts of the Nations Capitol council. Callie received a plaque and certificate from the AVA via Bob Wright of the Loudoun Walking and Volkssport Club, who worked with the council to hold a design contest. The patch is currently being used.

3. Worked on updating the Youth Brochure.
4. The Indy "G" Walkers of Indianapolis, IN will help me staff the AVA booth at GSUSA's National Convention October 30-November 2. They have altered the directions of their YRE in Indianapolis to start at the convention center, only a couple of blocks off the route, and we'll register interested girls and adults at the exhibit booth for the YRE. Clarence Wright, president of the Indy "G" Walkers, has saved us money by letting us ship to his business address, bringing all supplies to the exhibit hall and helping us set up.
5. There is some activity in the Northwest Region with other youth groups. Sue Black, an area coordinator for Seattle area clubs for the Evergreen State Volkssport Association (ESVA) has met with Campfire leaders to interest them in volkssports. The ESVA has a "footprint patch" pilot project. These small patches can be used by other youth organizations or as additional walk patches for Girl Scouts around their participation patches during a year.

#### ACTIVITIES FOR THE NEXT PERIOD:

1. Continue to respond to inquiries about the AVA Youth Program and provide support for AVA clubs, Girl Scout Councils and leaders, families and others who want to participate in AVA youth programs.
2. Successfully staff the AVA booth and inform visitors to the Girl Scout National Convention about volkssports.
3. Advertise to recruit members to the Youth Committee who will be willing to work on other ways we can involve youth, develop a plan for action, and carry out the work. I have done nothing on this item as yet.
4. Work with the AVA office to rethink the way the Girl Scout participation patch ordering is done. It is very difficult to get accurate information about how many girls will come to an event, and often clubs return large numbers of patches. This makes it difficult for the AVA office to gauge how many patches to have on hand. In some areas, Girl Scout councils are reluctant to do the registration for events, due to the cost of their own personnel. This puts more of the burden on AVA clubs. Although girls like to have the patches at the event, it may be necessary to order them after the fact and distribute to a troop leader.
5. Find a volkssport club who will be willing to work with their Girl Scout council to design the 2009-2010 Participation Patch for Girl Scout walks.
6. Create a patch to use for other youth groups in place of the Girl Scout participation patch. It has been suggested that the first Girl Scout patch, designed by the AVA could be altered to serve this purpose.
7. Finish reworking the Youth Brochure with Connie Runkel at the AVA office. We want to make it more usable for other mentoring organizations such as Boys and Girls Clubs. The Master Program patch as it is designed still specific for Girl Scouts. It's possible we could alter it or make a more generic version.

RECOMMENDATIONS: None at this time.

#### **10. Unfinished Business –**

None

Curt reported two meetings ago we tabled a motion. Last meeting we declined to take that motion back to the table. Under Roberts Rules of Order if it was not taken back (the meeting following the tabling action) it disappears.

#### **11. New Business**

##### **a. Sanctioning in Non-IVV Countries**

## INTRODUCTION OF BUSINESS

**Curt moved that the paragraph below be inserted into the AVA Policy Manual as Paragraph 4.04 and succeeding paragraphs be renumbered. Glen Conyers seconded.**

### **4.04 INTERNATIONAL VOLKSSPORT EVENTS**

#### **I. GENERAL**

As an IVV member country, AVA approves events within the United States, its possessions and territories. In addition, AVA may sanction events in countries where IVV membership does not exist, provided that approval is consistent with IVV goals for promotion of popular sport and international friendship.

#### **II. POLICY**

A. Any AVA club may submit a request for approval of an event in a non-IVV country. Approval is granted only by the AVA President, or the President's designee.

B. Rules for conducting events in non-IVV countries are as those shown in 4.06 GENERAL RULES FOR EVENTS. The approving authority may allow exceptions to event rules to accommodate local cultural requirements.

C. Rules for submission of requests are as shown in Paragraph 4.0x, RULES FOR EVENT SANCTIONING. Sanctioning. Submit requests via the AVA Electronic Sanctioning System with a Regional Code of FN, denoting a 'foreign' event. The approving authority may allow a manual request.

D. In addition to the requirements of Section 4.07, each club seeking approval for an event in a non-IVV country must:

1. Submit proof of liability insurance to protect both the club and AVA. Proof of insurance is required before event approval.
2. Describe how the event meets IVV goals to promote international friendship, non-competitive sport and creation of organizations that may become affiliated with IVV. This description must be entered into the Justification portion of the automated sanction request.
3. The IVV certification stamp for each event must show at least the year of the event, the IVV logo, the initials AVA and identification of the country in which the event takes place, and a stamp number.
4. The club requesting approval may request a custom stamp showing a logo or other identifying mark. The request is subject to approval by the AVA Headquarters. The club shall be billed at the established rate for custom stamps.

E. Inquiries concerning AVA-approved events in non-IVV countries must be addressed to the AVA President or Executive Director.

**SUMMARY OF PROPOSED ACTION:** IVV has no established policy for how or whether an IVV country may sanction events outside its own borders. As a result, the only promotion of volkssport is done by tourism-oriented clubs, which may have conflicting goals of profit. Further, because IVV is concentrated in Europe, there is also little emphasis or interest in spreading volkssport to South America, the Caribbean and Pacific Rim countries.

IVV rules contain goals for promoting volkssport. These goals are incorporated into this motion, which seeks to set policy to increase promotion of volkssport within the western hemisphere. Any AVA club is eligible to hold an event in a non-IVV country, subject to approval of that club's efforts to promote volkssport and to obtain appropriate liability insurance coverage for the event (AVA liability coverage is restricted to the US and its possessions).

In additional, approval of such events is limited to the President, AVA, who is the official AVA representative to IVV in international matters, and because AVA Regional Directors have defined geographic areas within the United States.

**Skip Coburn moved to amend D3 to replace “the name” with “identification.” Wayne Holloway seconded. Amendment passed.**

**Skip Coburn moved to amend II A to add the requirement to notify a government entity in the country in which the event takes place. Marvin Stokes seconded. Motion failed.**

**Heinz moved to amend II D 3 by inserting the word “certification” between IVV and stamp. Skip Coburn seconded. Motion passed.**

Mike Nelson asked if under II D 1 is there a minimum amount of insurance required. Curt responded he would interpret it as leaving it as part of the approval process to judge whether the insurance is adequate.

Heinz asked what the number referred to in 2 D as 4.0X. It would be 4.07.

All those in favor of the motion as amended: **Curt moved that the paragraph below be inserted into the AVA Policy Manual as Paragraph 4.04 and succeeding paragraphs be renumbered. Glen Conyers seconded. Motion passed.**

## **B Change to YRE sanctioning dates**

### INTRODUCTION OF BUSINESS

**Jacklyn Wilson moved that the final date of submission for YRE/Seasonal events for Starting Point and the IVV Calendar be moved to 15 July; allowing for approvals to be completed by August 1. Seconded By: Wayne Holloway**

SUMMARY OF PROPOSED ACTION: The IVV has moved the date due for the IVV Calendar of Events to August 15. In addition, working with the printer for Starting Point in order to get it out to folks in time for Christmas is getting harder and harder. A change to the date will accommodate both functions.

There was much discussion on this subject. Skip Coburn proposed backing the approval date up to July 1 so that the responsibility falls on the outgoing Region Director. This was followed by more discussion.

**Curt Myron moved to table the motion. Glen Conyers seconded. The motion passed.**

## **11c. After Action Late Fees**

### INTRODUCTION OF BUSINESS:

**Becky Forsythe said: I move that the Policy Manual Appendix B, AVA Fee Structure, be changed to add the following line below the Year Round/Seasonal Walking Event Quarterly Processing Fee \$5.00, “Year Round Seasonal After Action Report Late Fee \$10 per event, not to exceed \$50 per quarter.” And to add the words “Regular Event” before the words Late Fee in the line above Year Round/Seasonal Walking Event Quarterly processing fee .....\$5.**

### SUMMARY OF PROPOSED ACTION:

Currently the YRE/Seasonal After Action Quarterly report late fee is charged at the same rate as regular event report late fee. Clubs are being assessed a fee of \$10 per YRE/seasonal event report, per quarter for making a late report. Many clubs have multiple YRE/Seasonal events for the purpose of group walks in a club's community area. These group walks encourage new walkers and invite the local community to walk authentic volkssport events with the sponsoring club. Since most treasurers send these reports together, being late on YRE/Seasonal Quarterly reports can become very expensive for clubs. Adding a limit of \$50 per quarter is an adequate fee to encourage timeliness of these reports.

## **Seconded By Glen Conyers**

Jackie Wilson commented she has tried to work with the clubs on this subject. She has waived the Late Fee where there was a clear reason for it to be late (slow mail, etc.).

There were a number of comments and discussion.

### **Motion Fails.**

## **11d . Boating Policies**

### INTRODUCTION OF BUSINESS:

**Jacklyn Wilson moved that the policy for boating events be accepted as written below and added to the Policy Manual as paragraph 4.02, II, G.**

### **4.02 REGULAR VOLKSSPORTING IVV EVENTS**

#### **II. POLICY**

G. Boating events include canoeing, kayaking and row boating. The minimum distance for boating events is 1500 meters, but the course may be completed more than once to achieve the event's specified distance. The sponsoring club must comply with the following:

1. Boating events must be conducted in a controlled water environment like a reservoir, a lake, a river with negligible current (rated 1 or less) or other acceptable venue;
2. The course must be an out-and-back course so the event finishes at the point at which it started;
3. Each participant must wear a life jacket, and;
4. The presence of a certified Life Guard at the Start/Finish is required.
5. Participants can receive only IVV event credit for these events. They will receive no distance credit for a boating event.

### SUMMARY OF PROPOSED ACTION:

In a previous meeting, the NEC approved going to the IVV to see about getting non-motorized boating events approved. It was approved by the IVV and procedures needed to be put into the policy manual to cover the operation of these types of events.

### **Seconded By: Heinz Johnson**

**Skip Coburn moved and Heinz Johnson seconded to amend G1. to include "rated 1 or less" after negligible current. Motion passed.**

**Marvin Stokes moved that paragraph II. G. 3 be deleted in its entirety and the subsequent items renumbered. Ginny Drumm seconded. The motion passed.**

Wayne Holloway, referring to subparagraph G4, asked what liability does the Life Guard have. The response was none. The idea of having a "course marshal" was brought up and discussed.

**Wayne Holloway moved to amend item G4 to add "a course marshal" after Life Guard. Marvin Stokes seconded. The motion carried.**

**The motion as amended passes.**

## **11e. US Territories**

### INTRODUCTION OF BUSINESS

**Wayne Holloway moved that the territories of the United States be assigned the Regional Directors**

as follows:

**Guam – Pacific Region**  
**Northern Mariana Islands– Pacific Region**  
**Puerto Rico – Southeast Region**  
**United States Virgin Islands – Southeast Region**  
**American Samoa – Pacific Region**  
**Baker Island– Pacific Region**  
**Howland Island– Pacific Region**  
**Jarvis Island– Pacific Region**  
**Johnston Atoll– Pacific Region**  
**Kingman Reef– Pacific Region**  
**Bajo Nuevo Bank– Southeast Region**  
**Serranilla Bank– Southeast Region**  
**Midway Islands – Pacific Region**  
**Navassa Island– Southeast Region**  
**Wake Atoll – Pacific Region**

#### SUMMARY OF PROPOSED ACTION:

The territories of the United States have not been designated the responsibility of Region Directors. As Volkssporters have expanded their travel to reach more exotic volkssport venues, and as the American Volkssport Association works to expand its sphere of influence, the management and oversight of events in these outlying Islands may become a necessity, and that responsibility should be formalized. This motion assigns the responsibility for promoting and administration of Volkssporting in the US Territories to the appropriate geographical area Region Director, as indicated.

Curt pointed out that in past NECs a motion was made and approved that gave the approval of all the events in all US Possessions and Territories in the Caribbean area to the Southeast RD and it gave the approval of all the events in the Pacific US Possessions and Territories to the Northwest RD. This new motion has been presented and is more specific than what we have on the books.

Wayne said he was unaware of the previous assignment of the Pacific region territories to the Northeast RD. The purpose of the motion is to follow up on the previous agenda item 11a regarding US possessions and territories.

#### **Phil Hait seconded the motion.**

Curt said the impact of this motion doesn't change the responsibility of the Southeast RD. There would be a change in the responsibilities of the Northwest RD. Responsibility would change from Northwest RD to Pacific RD. Discussion followed.

#### **The motion passes.**

For the benefit of the audience, we did discuss an issue where the Japanese Walking Club has authorized a club in Guam. AVA was consulted years ago with regarding Saipan, in the Northern Marianas, and it was decided years ago to let them do it on their own. We have not been consulted on the issue of Guam.

## **12. Audience Comments**

Deborah Carter has some of the 2009 T-shirts left and is selling them for \$5. She has a few of them with her.

Doris Conyers said she enjoyed the meeting and found it very interesting.

Leslie Pinton asked Becky what issue of Weight Watchers Magazine the article she referred to is in. Becky told her to send her email address to Becky and she would email it to her. Leslie also mentioned photos and encouraged folks to enter the Photography contest.

Teresa Arnold thanked the NEC for the opportunity to be at the meeting. She went on to talk about a daily walking program. Tulsa instigated a Tulsa Million Miles Program. There is a website. People can log in and

sign up. There is walking, biking, swimming, running, hiking. She has contacted them about linking with the Tulsa Walking Program.

### **13. Officer Comments**

Heinz Johnson said he wished we would use the word “traditional” instead of “regular” for regular scheduled events. Also, he doesn’t know if he will run again. He is spending an inordinate amount of time with some of the clubs.

Phil Hait said he spends far more time being committee chair of the Special Programs Committee. He did tell he region’s nominating committee chair that he would run again.

Becky Forsythe said she liked the split meeting. She did miss having the informal meeting and the opportunity to exchange ideas, etc. She has the region with the most clubs and therefore more people to work with. She also is quite active with the Marketing Committee. She is termed out as RD. She doesn’t know if she will run for the of the other offices.

Mike Nelson said he really enjoyed working with the Office Systems Committee, especially the number one person on it. He will definitely run again.

Jackie Wilson is not running again (laughter). She intends to retire in March 2010 (or possibly December 2009). She said the restaurant does not take reservations. We need meet out front at 5:30 pm so we can get there by 6:00 pm and hopefully miss the big crowds.

Pat Lucero said she has really enjoyed the job. She will run again.

Curt Myron.said he has gotten involved in other aspects of volkssport: 1) He now has a GPS and has discovered geo-caching. 2) He has also discovered Nordic walking (American Nordic Walking Association – ANWA.com). 3) He wants to look in to starting a new category “affiliate club.” He is a candidate for President for the next term.

Ed Tod said he has had six years of fun in various jobs. He feels it is enough and is not going to run again.

Bonnie Johnson said since she left on Thursday there has been 50 inches of snow in Deadwood and 56 inches in Bismarck. She is having hip surgery the day before Thanksgiving. She does plan to run again.

Ginny Drumm is retiring (term limited). She would like to invite everyone somewhere in the 2009-2010 time frame to make an extended trip to Ohio and participate in the Historic Lincoln Highway Program in Ohio. There are five walks in Ohio and one in West Virginia. Each event has its own award. If you do them all for credit and/or award, you will receive a complimentary “I Walked Them All” patch. Early spring or late fall is probably the best for the weather.

Marvin Stokes said he is term limited. He really enjoys the volkssporting community. On another note, he is very seriously concerned about John Ferguson. The information that Marvin has is that John is not doing well at all.

(Curt mentioned that John is undergoing tests and is on oxygen.)

Wayne Holloway is term limited. His region is looking at article 6.7 that says you are in office until you are relieved. He does intend to run for Vice President.

Glen Conyers said he really enjoys his position. He does intend to run again.

Skip Coburn said the care and feeding of some clubs and individuals is time consuming. He enjoys the job and its challenges. He does intend to run again.

### **Miscellaneous:**

Drive on our own to the walk.

Meet in lobby at 5:30 pm to go to Toby Keith’s for dinner.

### **12. Adjournment**

**Glen Conyers moved to adjourn the meeting. Phil Hait seconded. Meeting was adjourned.**

Respectfully submitted,

Pat Lucero, Secretary



## AVA Participation by Region and Quarter

January 1, 2005 to present

## AVA Participation by Region and Quarter Beginning January 1, 2005

ATLANTIC	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	3623	6635	4743	4161	4410	4325	4586	4299		3774	4696	5560	4490	18520
Traditional Event Total	2550	8705	2972	6369	2173	4496	3867	6512		2225	4686	2376	7163	16429
TOTAL PARTICIPATIO N	6173	1534 0	7715	1053 0	6583	8821	8453	1081 1		5999	9382	7936	1165 3	34949
TOTAL ANNUAL PART.				3975 8				3466 8	-12.80%				3494 9	0.8%
YR/Seasonal Events				204				212	3.92%				164	-22.6%
Traditional Events				151				161	6.62%				151	-6.2%
TOTAL EVENTS				355				373	5.07%				315	-15.5%
Avg Participants per YR/Sea				93.9				83.1	-11.52%				112.9	35.9%
Avg Participants per Trad.				136.4				105. 9	-22.37%				108.8	2.8%
Avg Participants - All Events				112.0				92.9	-17.01%				110.9	19.4%

ATLANTIC	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		4132	4391							
Traditional Event Total		2930	5076							
TOTAL PARTICIPATION		7062	9467							
TOTAL ANNUAL PART.										

YR/Seasonal Events  
Traditional Events  
TOTAL EVENTS

Avg Participants per YR/Sea  
Avg Participants per Trad.  
Avg Participants - All Events

## AVA Participation by Region and Quarter Beginning January 1, 2005

MID AMERICA	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	1295	2568	2570	1354	1481	2673	2692	1575		1152	2301	2709	1542	7745
Traditional Event Total	709	3290	3270	2990	921	4293	3725	2516		1304	3776			
TOTAL PARTICIPATION	2004	5858	5840	4344	2402	6966	6417	4091		2456	6077	3507	2392	10979
TOTAL ANNUAL PART.				18046				19876	10.14%			6216	3934	18724
YR/Seasonal Events				144				164	13.89%				132	-19.5%
Traditional Events				152				161	5.92%				169	5.0%
TOTAL EVENTS				296				325	9.80%				301	-7.4%
Avg Participants per YR/Sea				54.1				51.3	-5.05%				58.7	14.3%
Avg Participants per Trad.				67.5				71.1	5.42%				65.0	-8.7%
Avg Participants - All Events				61.0				61.2	0.31%				62.2	1.7%

MID AMERICA	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		799	2037							
Traditional Event Total		598	3441							
TOTAL PARTICIPATION		1397	5478							
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

NORTH CENTRAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	532	2783	2401	1034	645	3057	2822	1031		369	2687	3064	1697	7817
Traditional Event Total	752	12123	1545	1281	852	11294	2084	1230		697	11036	1862	1097	14692
TOTAL PARTICIPATION	1284	14906	3946	2315	1497	14351	4906	2261		1066	13723	4926	2794	22509
TOTAL ANNUAL PART.				22451				23015	2.51%				22509	-2.2%
YR/Seasonal Events				116				138	18.97%				139	0.7%
Traditional Events				99				104	5.05%				105	1.0%
TOTAL EVENTS				215				242	12.56%				244	0.8%
Avg Participants per YR/Sea				58.2				54.7	-5.92%				56.2	2.7%
Avg Participants per Trad.				158.6				148.7	-6.27%				139.9	-5.9%
Avg Participants - All Events				104.4				95.1	-8.93%				92.3	-3.0%

NORTH CENTRAL	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		475	2737							
Traditional Event Total		785	12077							
TOTAL PARTICIPATION		1260	14814							
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

NORTH EAST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	594	3075	2799	2014	799	1921	2270	2372		461	1739	1983	1624	5810
Traditional Event Total	219	1962	1973	1357	46	1741	1282	1059		197	1036	1511	773	3429
TOTAL PARTICIPATION	813	5037	4772	3371	845	3662	3552	3431		658	2775	3494	2397	9239
TOTAL ANNUAL PART.				13993				11490	- 17.89%				9239	-19.6%
YR/Seasonal Events				104				104	0.00%				94	-9.6%
Traditional Events				86				46	- 46.51%				56	21.7%
TOTAL EVENTS				190				150	- 21.05%				150	0.0%
Avg Participants per YR/Sea				81.6				70.8	- 13.20%				61.8	-12.7%
Avg Participants per Trad.				64.1				89.7	40.04%				61.2	-31.8%
Avg Participants - All Events				73.6				76.6	4.01%				61.6	-19.6%

NORTH EAST	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		417	2318							
Traditional Event Total		207	1094							
TOTAL PARTICIPATION		624	3412							
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

NORTH WEST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	6918	6611	6849	4371	5420	6993	7642	4526		5229	7081	7097	4266	23695
Traditional Event Total	5740	10273	8748	5236	5840	11927	9829	5666		4994	9816	8877	4685	28637
TOTAL PARTICIPATION	12658	16884	15597	9607	11260	18920	17471	10192		10223	16897	15974	8951	52332
TOTAL ANNUAL PART.				54746				57843	5.66%				52332	-9.5%
YR/Seasonal Events				357				391	9.52%				386	-1.3%
Traditional Events				198				193	-2.53%				174	-9.8%
TOTAL EVENTS				555				584	5.23%				560	-4.1%
Avg Participants per YR/Sea				69.3				62.9	-9.32%				61.4	-2.4%
Avg Participants per Trad.				151.5				172.3	13.76%				164.6	-4.5%
Avg Participants - All Events				98.6				99.0	0.41%				93.5	-5.7%

NORTH WEST	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		4763	6086							
Traditional Event Total		5195	8854							
TOTAL PARTICIPATION		9958	14940							
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

PACIFIC	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	3840	3079	2339	2854	3492	2403	2771	2909		3501	3848	2823	2908	13090
Traditional Event Total	1467	2182	1171	2082	2263	2031	1531	1815		2309	8625	2406	1428	14794
TOTAL PARTICIPATION	5307	5261	3510	4936	5755	4434	4302	4724		5810	1247	5229	4336	27884
TOTAL ANNUAL PART.				1901				1921	1.06%		3		27884	45.1%
				4				5						
YR/Seasonal Events				169				179	5.92%				191	6.7%
Traditional Events				93				105	12.90%				106	1.0%
TOTAL EVENTS				262				284	8.40%				297	4.6%
Avg Participants per YR/Sea				71.7				64.7	-9.77%				68.5	6.0%
Avg Participants per Trad.				74.2				72.8	-1.96%				139.6	91.8%
Avg Participants - All Events				72.6				67.7	-6.77%				93.9	38.8%

PACIFIC	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		3737		2708						
Traditional Event Total		2023		2246						
TOTAL PARTICIPATION		5760		4954						
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

ROCKY MOUNTAIN	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	603	1118	1413	443	486	1379	1339	506		361	1272	1820	472	3925
Traditional Event Total	642	1053	803	963	588	1443	349	669		460	1210	703	919	3292
TOTAL PARTICIPATION	1245	2171	2216	1406	1074	2822	1688	1175		821	2482	2523	1391	7217
TOTAL ANNUAL PART.				7038				6759	-3.96%				7217	6.8%
YR/Seasonal Events				80				87	8.75%				106	21.8%
Traditional Events				60				87	45.00%				61	-29.9%
TOTAL EVENTS				140				174	24.29%				167	-4.0%
Avg Participants per YR/Sea				44.7				42.6	-4.63%				37.0	-13.2%
Avg Participants per Trad.				57.7				35.0	-				54.0	54.0%
Avg Participants - All Events				50.3				38.8	-				43.2	11.3%

ROCKY MOUNTAIN	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		397	1224							
Traditional Event Total		429	1604							
TOTAL PARTICIPATION		826	2828							
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

SOUTH CENTRAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	1525	1633	1596	1501	1699	1519	1611	1485		1197	1370	1194	1416	5188
Traditional Event Total	496	1700	1535	1425	224	1220	1428	900		375	1002	813	1203	3393
TOTAL PARTICIPATION	2021	3333	3131	2926	1923	2739	3039	2385		1572	2372	2007	2619	8581
TOTAL ANNUAL PART.				11411				10086	-11.61%				8581	-14.9%
YR/Seasonal Events				83				83	0.00%				78	-6.0%
Traditional Events				113				49	-56.64%				81	65.3%
TOTAL EVENTS				196				132	-32.65%				159	20.5%
Avg Participants per YR/Sea				75.4				76.1	0.94%				66.5	-12.6%
Avg Participants per Trad.				45.6				77.0	68.71%				41.9	-45.6%
Avg Participants - All Events				58.2				76.4	31.24%				54.0	-29.4%

SOUTH CENTRAL	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		983	1344							
Traditional Event Total		263	1249							
TOTAL PARTICIPATION TOTAL ANNUAL PART.		1246	2593							
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

SOUTH EAST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	4528	2836	2095	2492	4340	2947	1905	2617		4450	2711	2188	2550	11899
Traditional Event Total	1242	1525	733	1299	3678	1116	947	1579		2167	962		1278	5031
TOTAL PARTICIPATION	5770	4361	2828	3791	8018	4063	2852	4196		6617	3673	553	3828	16930
TOTAL ANNUAL PART.				16750				19129	14.20%				16930	-11.5%
YR/Seasonal Events				200				192	-4.00%				203	5.7%
Traditional Events				96				126	31.25%				101	-19.8%
TOTAL EVENTS				296				318	7.43%				304	-4.4%
Avg Participants per YR/Sea				59.8				61.5	2.93%				58.6	-4.7%
Avg Participants per Trad.				50.0				58.1	16.21%				49.8	-14.3%
Avg Participants - All Events				56.6				60.2	6.30%				55.7	-7.4%

SOUTH EAST	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		3877		2494						
Traditional Event Total		3382		1032						
TOTAL PARTICIPATION		7259		3526						
TOTAL ANNUAL PART.										
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## AVA Participation by Region and Quarter Beginning January 1, 2005

SOUTH WEST	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	2502	2099	1670	2049	2457	1858	1821	2199		1980	1882	1744	1735	7450
Traditional Event Total	2481	2864	1034	4025	2001	2670	1163	2883		2509	2064	1147	2246	8054
TOTAL PARTICIPATION	4983	4963	2704	6074	4458	4528	2984	5082		4489	3946	2891	3981	15504
TOTAL ANNUAL PART.				18724				17052	-8.93%				15504	-9.1%
YR/Seasonal Events				127				127	0.00%				128	0.8%
Traditional Events				91				89	-2.20%				83	-6.7%
TOTAL EVENTS				218				216	-0.92%				211	-2.3%
Avg Participants per YR/Sea				65.5				65.6	0.18%				58.2	-11.3%
Avg Participants per Trad.				114.3				97.9	-				97.0	-0.9%
Avg Participants - All Events				85.9				78.9	-8.09%				73.5	-6.9%

SOUTH WEST	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		2450	1843							
Traditional Event Total		2611	2685							
TOTAL PARTICIPATION		5061	4528							
TOTAL ANNUAL PART.										

YR/Seasonal Events  
Traditional Events  
TOTAL EVENTS

Avg Participants per YR/Sea  
Avg Participants per Trad.  
Avg Participants - All Events

## AVA Participation by Region and Quarter Beginning January 1, 2005

NATIONAL	1st 2005	2nd 2005	3rd 2005	4th 2005	1st 2006	2nd 2006	3rd 2006	4th 2006	% Inc/Dec	1st 2007	2nd 2007	3rd 2007	4th 2007	% Inc/Dec
YR/Seasonal Total	25960	32437	28475	22273	25229	29075	29459	23519		22474	29587	30182	22700	105139
Traditional Event Total	16298	45677	23784	27027	18586	42231	26205	24829		17237	44213	23755	23184	108730
TOTAL	42258	78114	52259	49300	43815	71306	55664	48348		39711	73800	53937	45884	213869
PARTICIPATION TOTAL ANNUAL PART.				221931				219133	-1.26%				213869	-2.4%
YR/Seasonal Events				1584				1677	5.87%				1621	-3.3%
Traditional Events				1139				1121	-1.58%				1096	-2.2%
TOTAL EVENTS				2723				2798	2.75%				2717	-2.9%
Avg Participants per YR/Sea				68.9				64.0	-7.16%				64.9	1.4%
Avg Participants per Trad.				99.0				99.8	0.76%				99.2	-0.6%
Avg Participants - All Events				81.5				78.3	-3.91%				78.7	0.5%

NATIONAL	1st 2008	2nd 2008	3rd 2008	4th 2008	% Inc/Dec	1st 2009	2nd 2009	3rd 2009	4th 2009	% Inc/Dec
YR/Seasonal Total		22030		27182						
Traditional Event Total		18423		39358						
TOTAL PARTICIPATION TOTAL ANNUAL PART.		40453		66540						
YR/Seasonal Events										
Traditional Events										
TOTAL EVENTS										
Avg Participants per YR/Sea										
Avg Participants per Trad.										
Avg Participants - All Events										

## SUMMARY OF INCREASE/DECREASE IN PARTICIPATION AND NUMBER OF EVENTS BY REGION, YEAR OVER PREVIOUS YEAR

REGION	PARTICIPATION			EVENTS		
	2006/2005	2007/2006	2008/2007	2006/2005	2007/2006	2008/2007
ATLANTIC	-12.8%			5.07%		
MID-AMERICA	10.14%			9.80%		
NORTH CENTRAL	2.51%			12.56%		
NORTH EAST	-17.89%			-21.05%		
NORTH WEST	5.66%			5.23%		
PACIFIC	1.06%			8.40%		
ROCKY MOUNTAIN	-3.96%			24.29%		
SOUTH CENTRAL	-11.61%			-32.65%		
SOUTH EAST	14.20%			7.43%		
SOUTH WEST	-8.93%			-0.92%		
<b>NATIONAL</b>	<b>-1.26%</b>			<b>2.75%</b>		

Source: AVA HQ

*Effective: January 1, 2009*

**AMERICAN VOLKSSPORT ASSOCIATION  
ADMINISTRATIVE POLICY**

**SPECIAL EVENTS MANAGEMENT**

**POLICY OVERVIEW.**

**This policy sets forth procedures for all AVA Special Events.**

**1. GENERAL.** An AVA Special Event is a special program approved by the AVA. Special events include a specific booklet, which volkssporters complete by entering AVA stamp numbers from qualified events and submit to the special event coordinator for an award that recognizes completion of the special event. National Headquarters staff and AVA Special Event Chairperson supervise all financial and operational activities; AVA Special Event coordinators conduct all preparation of financial and operational activities related to approved events. Requirements established by this policy apply to all Special Event coordinators and volunteers.

**2. PURPOSE.** AVA Special Events are designed to promote interest in fitness, fun and friendship, and create public interest in volkssports. Through challenges, which require a person to complete a pre-determined number of qualifying events, the participant in return, earns an award that recognizes their accomplishment. A dual purpose for these events is to raise funds for the AVA General Fund in order to assist in the promotion of Volkssporting, and raise funds for the sponsoring club.

**3. APPROVAL OF AVA SPECIAL EVENTS.**

A. Any AVA club in good standing may submit a proposal for a special event.

Each proposed event must focus on a theme; examples include U.S. Presidents, Civil War battlefields, Lewis and Clark, lighthouses, etc. The proposed theme must enable volkssporters from several AVA regions to participate in the program, (the more multi- regional participation, the better the special event will be). Themes that focus on historical events, natural or scenic beauty or have educational or cultural enrichment opportunity for the walker are preferred. The proposal must conform to general rules and policies of AVA, and the requirements of this policy.

B. Each proposal for an AVA Special Event must be submitted in writing to the Chairperson of the AVA Special Events Committee. Each proposal shall include a complete description of the event theme and how the sponsoring club intends to conduct the event, a sample booklet for recording events, a sample of the proposed (rendering, drawing or picture) and an agreement by the submitting club to conform to AVA financial policies. The proposal may include a budget, but must, at a minimum, address the price of the program booklet to participants and the estimated cost of purchase and issuing the award including mailing and processing, and other supplies. The Chair shall review each request, and recommend approval or disapproval to the National Executive Council of the AVA.

C. Special Events are only approved for a specific period of time, but may be extended or curtailed with the approval of the AVA National Executive Council based upon the popularity of the program and other circumstances.

1. Start Date: After a new Special Event has been approved by the NEC, the sponsoring club & POC need to prepare an article to appear in the TAW outlining the criteria and details that make up the special event. After the article has been published, the club may begin the sale of new booklets, however; if the booklet sales begin earlier than one (1) semi-annual reporting period prior to the start of the event, status reports need to be filed with the Special Events Committee Chair. (For example, if a program starts on January 1, the prior semi-annual reporting period would be July 1 – December 31). Under no circumstances can the booklets be distributed more than three (3) weeks prior to the NEC approved start date.

2. End Date: The sponsoring club & POC, with input from the Special Events Committee Chair and Headquarters, will determine when to cease sales and end the program, subject to the following:

- A. Booklet sales cannot continue beyond the approved program end date.
- B. Redemption of completed booklets and finalized program accounting must be complete within nine (9) months of the approved end date. The sponsoring Club & POC must submit the end date details to the Special Events Committee Chair for approval. The event will be put on the AVA website and in the TAW continually to notify all program participants well in advance of the end date.

#### **4. GENERAL RESPONSIBILITIES.**

A. The sponsoring AVA club presents a written proposal for a special event to the Chair of the Special Events Committee, who will evaluate the proposal and recommend approval or disapproval to the National Executive Committee. The sponsoring club shall operate, with the supervision and recommendations of the Special Event Committee Chair and Headquarters, the special event; including printing and award contracts, if applicable, as well as distribution of booklets, sales, and completion of awards, accounting, record keeping and reporting.

B. The National Executive Council of AVA approves each special event and sets starting and ending dates for each new event with the advice and input from the Special Event Committee Chair and AVA Headquarters.

C. The AVA Special Events Committee Chair, with assistance from the AVA Executive Director, as needed, shall provide assistance by promotion of the special event through AVA's website, *The American Wanderer (TAW)* and other publicity, at no cost to the sponsoring club. The Executive Director and Financial Director will assure that AVA's share of net profit are deposited in AVA's General Operating account, and that special event income is included in the annual budget and in financial statements.

D. Net profits of each approved special event shall be shared on a 50/50 basis between the sponsoring club and AVA Headquarters.

#### **5. EVENT RESPONSIBILITIES**

The sponsoring club is responsible for all services, materials, supplies and inventories related to the special event.

#### A. Bank Accounts.

All sales, receipts, expenditures, and other monetary transactions shall be handled through the club's own bank account, or a separate bank account established by the club for the special event. Under no circumstances shall a club member's personal bank account be used to operate an approved AVA special event.

#### B. Record Retention Responsibility.

It is the sponsoring club's duty to ensure that all documents relating to the special event are available to the AVA Committee Chair, AVA Executive Director and the AVA Financial Director when requested. Just as each club is subject to the rules, regulations, policies, and procedures that govern the AVA as a corporation, so is the special event subject to those same rules, regulations, policies and procedures. The adherence to proper record keeping and document retention is crucial for proof of good governance during the AVA annual audits.

#### C. Financial and Accounting Procedures and Definitions.

The special event coordinator shall collect and deposit all funds, and make all payments for activities related to the special event. All special events will be accounted for using the cash basis of accounting, meaning that income is only recorded and reported when income is actually received and deposited. Expenses are reported and recorded when they are actually paid.

1. Clubs and the Special Event POC need to ensure that items are not over purchased, over priced, and that expenses are reasonable, therefore helping to ensure the continuity of the event. Proof of income collected and expenses paid in the form of deposit slips and expense receipts and /or vendor invoices must be retained and attached to each semi-annual report that is sent to Headquarters. The remittance of these attachments is necessary to document and provide proof to the auditors of AVA's 50% share of income less expenses. Attachments must equal to the amounts written on the report that they accompany.

##### a. Types of expenses that can be paid from Special Event

Income are below, this may not be all-inclusive:

mileage at the IRS volunteer rate, which is currently .14 cents per mile, this would be only for conducting driving for Special Events, and must have who, what, when, and where documented on any reimbursement receipt to an individual. Each year, if this rate changes the POC will be notified.

Postage, printing, copy charges, purchase of mailing materials, a percentage of replacement costs of printer cartridges; the percentage would be determined by how much is used for Special Events.

Office supplies for filing, documentation, and record retention. Set up, art charges and purchase of awards including shipping. Telephone call costs necessary to conduct Special Event business with the Chairperson, Headquarters, or other Special Event members; again must document who, what, when and where when counting this expense reimbursement.

B.Clubs are responsible for all start up costs. Start-up costs refer to the initial capital outlay needed to get the program started before income is earned on the booklets sold.

c. Once these start-up costs are recouped by the club or individual loaning the start-up funds, then the following net profit earned will be split 50/50 with AVA. As it becomes necessary to re-purchase items during the term of the program, these additional expenses are to be deducted from net income and shown on the reports as they are paid. There shall be NO holding of income back for future expenses. Income generated less actual expenses paid receipts will be submitted each reporting period along with the semi-annual report. If expenses paid exceed income received for that reporting period, it will be shown on the report as a negative, which is a net loss until from reporting period to reporting period the net loss is recovered and net income is made once more. Once Net income has been generated, then this amount will be split with AVA. AVA does not share the net loss of the program; meaning that clubs will not be reimbursed if the program fails to contribute positive net income.

d. If the program continually stays in a negative position after the initial start-up costs have been recouped, the Special Events Committee Chair will review the program and advise the sponsoring club on how to get the event back on track. If the event has little popularity and/or cannot sustain itself financially, the Chairperson will advise the Executive Council. The Executive Council will review all pertinent documentation and make a decision on the future of the event.

D. Participation Rosters. Clubs must maintain a roster including mailing address and if possible email addresses of all those who have purchased booklets. A complete list shall be maintained throughout the life of the program. This list shall be made available as requested. Those names, which have completed the program, are required to be noted on the roster.

E. Semi-Annual Reports. The coordinator must submit an activity/financial report to AVA, through the Special Events Committee Chair, semi-annually for the six (6) month period ending December 31 and June 30. Any monies due AVA must be sent directly to AVA Headquarters, attention – Financial Director, with a copy of the report and required attachments. The original report only needs to be sent to the Special Events Committee Chair. The Committee Chair reserves the right to request an interim report for the five (5) month period ending May 31 during AVA Convention years. The final report is still required for the period ending June 30, which is AVA's fiscal year end. All reports, attachments, and monies are due within thirty (30) days from the end of each semi-annual reporting period, similar to all other AVA events.

**6. INTERNAL CONTROL.** Audit procedures utilized by the external auditors to review AVA's Internal Controls over programs have increased, requiring more detail, therefore, to ensure proper internal control for AVA's annual audit, all policy statements and procedures must be adhered to, and reports plus attachments must be received within the set periods. The AVA Financial Director shall monitor special event reporting, income, and expense. The Financial Director will keep the Executive Director and Special Event Committee Chair apprised of any non-compliance. The Executive Director and the Chair share responsibility for monitoring AVA special events and will take appropriate action, including withdrawal of event approval, to assure compliance with this policy and procedures.

BY SIGNING THIS PAGE, YOU AGREE TO ABIDE BY THE ABOVE POLICY AND ITS REQUIREMENTS.

NAME OF SPECIAL EVENT: \_\_\_\_\_  
Please print

SPONSORING CLUB NAME: \_\_\_\_\_  
Please print

SPECIAL EVENT POC: \_\_\_\_\_  
Please print name and sign

DATE SIGNED \_\_\_\_\_

Please send this page to the Special Event Chairman.

Effective: March 1, 2008

**AMERICAN VOLKSSPORT ASSOCIATION  
ADMINISTRATIVE POLICY**

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NAME OF SPECIAL EVENT: \_\_\_\_\_  
Please print

SPONSORING CLUB NAME: \_\_\_\_\_  
Please print

SPECIAL EVENT POC: \_\_\_\_\_  
Please print name and sign

DATE SIGNED: \_\_\_\_\_

Please send this page to the Special Event Chairman.

**Special Event Programs**

Start Date	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	End Date
6/23/2003	Walking the USA - A - Z										none
1/1/2003	College Campus										12/31/2008
4/1/2004	American Revolution										12/31/2008
6/1/2004	Lighthouses USA										12/31/2008
7/4/2004	US Presidents										7/4/2009
1/1/2005	Great Lakes										12/31/2009
1/1/2005	Europe in the USA										12/31/2009
1/1/2006	Pony Express										12/31/2010
1/1/2006	Riverwalk America										12/31/2010
1/1/2006	Railroad Heritage										12/31/2010
7/1/2006	American Authors										6/30/2011
7/1/2006	Cemetery Stroll										6/30/2010
1/1/2007	Courthouses										12/31/2009
1/1/2007	State Parks										12/31/2009
1/1/2007	Covered Bridges										12/31/2011
6/1/2007	Native American Culture										12/31/2010
6/1/2007	Islands										12/31/2010
1/1/2009	Artistic Heritage										12/31/2011
1/1/2009	Museums										12/31/2011
1/1/2009	Veteran Memorials										12/31/2011
1/1/2009	Waterfalls										12/31/2011
1/1/2009	Americas Gardens										12/31/2011
7/4/2009	Liberty Bell										7/4/2012
1/1/2009	Historic Churches										12/31/2011
1/1/2009	Americas Firehouses										12/31/2011

## Special Events Programs - Contact List & Reports

Program	Contact	Start Date	End Date	Qualifying events as
				of
Walking the USA, A - Z	Becky Adams <a href="mailto:RADAMS37@woh.rr.com">RADAMS37@woh.rr.com</a>	6/23/2003	None	<b>20-Oct-08</b> All
US Presidents	Nancy Stenger <a href="mailto:walkvirginia@erols.com">walkvirginia@erols.com</a>	7/4/2004	7/4/2009	449
Great Lakes / Walks	Jim Muma <a href="mailto:michiganjim@sbcglobal.net">michiganjim@sbcglobal.net</a>	1/1/2005	12/31/2009	56
Walking Europe in the USA	Jan Wood <a href="mailto:jpw6391@msn.com">jpw6391@msn.com</a>	1/1/2005	12/31/2009	168
Walking Courthouses USA	Jan Wood <a href="mailto:jpw6391@msn.com">jpw6391@msn.com</a>	1/1/2007	12/31/2009	425
Walking State Parks USA	Jan Wood <a href="mailto:jpw6391@msn.com">jpw6391@msn.com</a>	1/1/2007	12/31/2009	158
Pony Express	Millie Haupt <a href="mailto:m.haupt@charter.net">m.haupt@charter.net</a>	1/1/2006	12/31/2010	61
Riverwalk America	Lorraine Weaver <a href="mailto:RRandRW@yahoo.com">RRandRW@yahoo.com</a>	1/1/2006	12/31/2010	1035
Rail Road Heritage	Lorraine Weaver <a href="mailto:RRandRW@yahoo.com">RRandRW@yahoo.com</a>	1/1/2006	12/31/2010	1295
American Authors	Patty Proulx <a href="mailto:JeffPattyProulx@copper.net">JeffPattyProulx@copper.net</a>	7/1/2006	12/31/2011	975
Cemetery Stroll	Dennis Michele <a href="mailto:dmichblue@aol.com">dmichblue@aol.com</a>	7/1/2006	6/30/2010	944
Covered Bridges	Sharon Smetzer <a href="mailto:LBWanderers@aol.com">LBWanderers@aol.com</a>	1/1/2007	12/31/2011	58
Native American Culture	Sharon Snyder <a href="mailto:walkingfan@aol.com">walkingfan@aol.com</a>	6/1/2007	12/31/2010	503
Islands	Helen Nehr <a href="mailto:close2u@fidalgo.net">close2u@fidalgo.net</a>	6/1/2007	12/31/2010	163
Artistic Heritage	Lois Head <a href="mailto:lmhead@stcloudstate.edu">lmhead@stcloudstate.edu</a>	1/1/2009	12/31/2011	269
Americas Gardens	Lois Head <a href="mailto:lmhead@stcloudstate.edu">lmhead@stcloudstate.edu</a>	1/1/2009	12/31/2011	152
Museums	Robert Coonney <a href="mailto:rdcwalk@ptd.net">rdcwalk@ptd.net</a>	1/1/2009	12/31/2011	504
Veteran Memorials	Sharon Snyder <a href="mailto:walkingfan@aol.com">walkingfan@aol.com</a>	1/1/2009	12/31/2011	295
Waterfalls	Colleen Hailey <a href="mailto:chailey@binghamton.edu">chailey@binghamton.edu</a>	1/1/2009	12/31/2011	48
Liberty Bell	Nancy Stenger <a href="mailto:walkvirginia@erols.com">walkvirginia@erols.com</a>	7/4/2009	7/4/2012	19
Historic Churches	Kay Collie <a href="mailto:sydnakay@yahoo.com">sydnakay@yahoo.com</a>	1/1/2009	12/31/2011	355
Americas Firehouses	Sharon Streitt <a href="mailto:raneysl@aol.com">raneysl@aol.com</a>	1/1/2009	12/31/2011	283