

From: Joel Bonewitz <spc4ava@gmail.com>
Date: February 12, 2017 at 16:14:31 HST
To: Volkswalkers **Cc:** nw_rd@ava.org
Subject: AVA Future - Improved Communications

Greetings. I am **David Bonewitz**, and I am a candidate for AVA President. I am taking this opportunity to contact your club to both introduce myself and to highlight a critical issue for AVA's future.

My personal introduction will be very short. While my full name is **Joel David Bonewitz**, I go by my middle name. I had a "**candidate profile**" in the February/March issue of TAW, and I have a web page on my home club's website. I would like to encourage you to take a look at that web page to learn more about me. You can access the web page here: <http://www.easttennesseewanderers.org/David.html>

A critical issue that I would like to address today is communications. AVA is an association of clubs. This very nature of AVA sets it apart from most non-profits. As an association, it is critical that we have solid lines of communication from the national level to the club level and from the club level to the national level. While we have gotten better, I think we can continue to improve in the area of communications. We must reduce the feeling of us versus them when it comes to AVA Headquarters and the clubs. We will do that in part by improving these lines of communications. The efforts to date to use social media (particularly Facebook) are commendable, but we need more. I would propose that in addition to use of social media, TAW, and Checkpoint, we establish routine e-mail "blasts" from the national leadership (AVA President, Executive Director, etc.) to three groups (AVA clubs, AVA Associate Members, and potential members whose e-mail addresses that we have acquired). Since communications should not be all one way, I will encourage the clubs, Associate Members, and potential members to respond as appropriate to these e-mails. Through all of these mediums we can build enthusiasm and establish a stronger sense of belonging to something greater than ourselves (i.e., our Association).

Now, I'd like to address another issue. That issue is ensuring that your club is represented at our Biennial Convention in Billings. Check out the convention website (<http://2017avaconvention.org/index.html>). It is clear that this is going to be a great convention, and one that is quite

affordable. So, do you have members who are going to attend? If so, good on you. If not, be sure that you have someone at convention holding your proxy. Watch for the proxy paperwork when it is sent out by AVA Headquarters. No matter who you vote for or how you vote on the motions (e.g., ByLaw changes) that come before the membership, make sure that your club's voice is heard.

OK, that is it for now. While I hope that you will want to support me, more importantly I hope that we all can work together to ensure that AVA (our association of clubs) has a bright future.

Don't hesitate to contact me at spc4ava@gmail.com with questions, comments, ideas, or other input.

Happy trails,
David Bonewitz
Southeast Region Director
Candidate for AVA President
AVA: America's Walking Club