

**American Volkssport Association
National Executive Council XVIII Meeting
Tucson, Arizona
January 10 - 11, 2014**

Prior to starting the meeting, President Dennis Michele called for a moment of silence in honor of Jackie Wilson, former AVA Executive Director, who passed away this week.

1. Call to Order

The Meeting of the National Executive Council XVIII was called to order at 7:01 P.M. January 10, 2014 by President Dennis Michele at the Hotel Tucson City Center, Tucson, AZ.

2. Introductions

a. National Executive Council Members Present:

Dennis Michele (President), Holly Pelking (Vice-President), Bonnie Johnson (Secretary), Bob Morrison (Treasurer), David Scull (Atlantic RD), Linda Neu (Mid-America RD), Phyllis Olson (North Central RD), Doug Reynolds (Northeast RD), Nancy Wittenberg (Northwest RD), Wayne Holloway (Pacific RD), Frank Sayers (Rocky Mountain RD), Glen Conyers (South Central RD), David Bonewitz (Southeast RD), Joanne Forinash (Southwest RD), Candace Purcell (Interim Executive Director).

We have a quorum.

b. Guests signed in:

Jackie Reynolds, EMPIRE State Capital Volkssporters, AVA-410; Sherry Sayers, Woodland Wanderers, AVA-915; Wendy Breen, Thunder Mountain Trekkers, AVA-746; Paul Lamb, Thunder Mountain Trekkers, AVA-746; Grace Holloway, Placer Pacers, AVA-686; Jane Kempf, Twin Cities Volkssports, AVA-114, Stephanie S Sinclair, San Antonio, TX.

President Dennis Michele formally introduced and welcomed Stephanie Sinclair, selectee of the Executive Committee as the new Executive Director. Stephanie will be here and available at lunch, breaks, and during the walk to meet and talk to each of the NEC members and get to know them.

3. Approval of Agenda

If there is no objection, President Dennis Michele would like to add one item to the agenda. Add between number 13 and 14; a Closed Session regarding employee matters.

Nancy Wittenberg would like to add as 9. I, the Online Box Report under the Ad Hoc Committee

David Bonewitz requested a correction to agenda item 9. H. It should read Biking in the USA- David Scull, Chair (not David Bonewitz, Chair)

No other additions or corrections to the agenda.

Motion by David Bonewitz to accept the Approval of the Agenda with the additions and the corrections made. Seconded by Glen Conyers

Motion passed

4. Consent Agenda

a. Approval of Minutes – NEC Meeting, August 23-24, 2013 Schertz, TX

Wayne Holloway noted corrections needed:

On page 8, 11a David Bonewitz called the question – the name who seconded the calling of the question is missing.

On page 13, # 20 reads 'Representing workload issues and inequities.....' (should read 'Representation, workload issues, and inequities....')

Motion by Bob Morrison: I move we approve the minutes for the NEC Meeting as amended and corrected. Seconded by David Bonewitz

Minutes approved as amended and corrected

b. Recognition of Donations

Report of donations in the amount of \$2485.57 received from August 1, 2013 through December 31, 2013.

Attachment #1: Recognition of Donations report.

c. Acceptance of New, Reactivated, and Inactivated Clubs

New: None

Reactivated:

| | | |
|-------------|-------------------|----------|
| 02-AVA-0595 | Annapolis Amblers | 12/05/13 |
|-------------|-------------------|----------|

Inactive:

| | | |
|-------------|--------------------------|----------|
| 02-AVA-0636 | Diamond State Trekkers | 12/30/13 |
| 05-AVA-0960 | Great Lakes Seaway Trail | 08/26/13 |
| 06-AVA-0210 | Bavarian Volkssport Assn | 12/30/13 |
| 11-AVA-0182 | Buffalo Chip Kickers | 12/30/13 |

Bob Morrison stated there is no forward action required for the Donations Report and Acceptance of New, Reactivated, and Inactivated Clubs Reports. They are informational only reports with no action needed. These reports should be removed from the consent agenda and moved to the Executive Director Report. President Dennis Michele agreed

5. Audience Comments

Wendy Breen - Welcome to the sunshine.

6. Reports of Officers

a. **President:** Dennis Michele

Dennis reported on attending the 2013 Walking Summit in Washington DC October 1-3, 2013. Websites for Walk America will be made available to the NEC to follow up on any ideas which may help our organization.

Dennis also thanked Holly Pelking for heading up the detailed selection process in the hiring of an Executive Director. Holly did an outstanding job in setting up and running this election process.

Attachment #2: President's Report

b. Vice President: Holly Pelking

Holly reported on the challenge of finding and hiring a full time Executive Director. The time span for the process consisted of the initial motion being passed in August, 2013 through the final NEC ratification taking place at the January 2014 NEC meeting.

The three EC members Dennis Michele, Holly Pelking and Glen Conyers had agreed the top candidate was the first choice for the position. This offer was extended and accepted by the candidate and waits for approval by the NEC.

c. Secretary: Bonnie Johnson

The recommendation of Past President Heinz Johnson to have the 18th Biennial Convention Meeting minutes available for approval at the first meeting following the Convention was confirmed with the approval of those minutes at the August 2013 meeting. This alleviates having to wait for two years for approval of the Convention minutes. The NEC XVII meeting minutes were also approved from the April 30, 2013 meeting in Orlando, FL at the August 2013 meeting.

7. Final Report of Interim Executive Director: Candace Purcell

Candace Purcell gave her report on the following: Audit, Information Technology and Hardware, Strategic Planning, Staff, Clubs, Events, Fees, Associate Memberships, Awards and Book Processing, Merchandise, Starting Points, Marketing-Publicity-Social Media and Conventions.

Attachment #3: Final Report of Interim Executive Director

Following a discussion on the Starting Point book, President Dennis Michele tasked Frank Sayers, IT Chair, to come up with a recommendation how we can handle the Starting Point electronically. How or what can we do with the data in the Starting Point and on the website?

Following discussion on needing a new strategic plan: Stephanie Sinclair spoke on plans to pursue using the grant process for strategic learning and submitting a request to various groups for study. This would involve a test which is then analyzed followed by a summary returned to show results of where you stand and the areas of strengths and weaknesses. From the area of weaknesses they can come up with a strategic plan of action and depending on the results, it could lead to another grant program to hire a consultant or for a rebranding project and that could lead to a possible internship. President Dennis Michele has asked Stephanie to take action on this plan and noted this will also involve each of the NEC as well as others, to complete questionnaires used for the evaluation.

8. Reports of Standing Committees:

a. Bylaws – Phyllis Olson, Chair

The Bylaws Committee has established a list of competent committee members, developed Standard Operating Procedures, determined important deadline dates to assure proposed bylaw changes are on the agenda for the 19th Biennial Convention in Oregon and developed a form for submitting a bylaw change.

Recommendation by the Bylaws Committee: The form for submitting a bylaw change be included with each *Checkpoint* until the deadline in November 2014.

Additions to recommendation: The form for submitting a bylaw change to be included with each Checkpoint, TAW and on the AVA website until the deadline of November 15, 2014.

Recommendation with additions: The form for submitting a bylaw change to be included with each Checkpoint, TAW, and on the AVA website until the deadline of November 15, 2014.

Vote by show of hands to accept the recommendation with additions.

Recommendation with additions accepted

Attachment #4: Bylaw Change Form

b. 19th AVA Biennial Convention –Sam Korff, Chair: Nancy Wittenberg, Liaison

The group rooms agreement with the Grand Hotel in Salem, OR has been signed for June 13 - 21, 2015 with the contract available.

The contract with the bus company has been signed. Buses will be provided only for Monday - Thursday events.

Events and locations have been determined.

Some of the events will be used for the 2014 NW Regional Conference, June 2014, for a dry run.

9. Reports of Special Committees:

a. Special Programs - Bonnie Johnson, Chair

Recommendation#1

Seven new Special Programs are being introduced and recommended for approval. All Special Programs have been approved by the specific area Regional Director prior to being sent to the Committee Chair. The Special Programs are introduced alphabetically.

1. Amphitheatres

Participant walks in or by an amphitheatre. Commercial amphitheatres for entertainment, performances or sports do not qualify, nor do indoor amphitheatres. Examples may be located in national/state parks, Boy Scout camps, city parks, and at museums. Qualifier for 15 different sanctioned events. Program runs from 1/1/15-12/31/17. Patch is 4 ½"x3 ½"

Motion made by Bonnie Johnson for the Special Program ' Amphitheatres', proposed by Sam Tollett, Virginia Vagabonds Volkssport Club, Hampton, VA be approved. Seconded by Phyllis Olson

Motion passed

2. Animal Safari

Any county, city, town, village, park or preserve, body of water or bridge, mountain or distinctive building or designation used to identify an animal feature of the place qualifies. Qualifier for 15 sanctioned events. Program runs from 1/1/15-12/31/17. Patch is 3 ½" x 4"

Motion made by Bonnie Johnson for the Special Program 'Animal Safari' proposed by Lois Head, Central Minnesota Volkssports Club, St Cloud, MN be approved. Seconded by Phyllis Olson

Motion passed

3. Boardwalks

A boardwalk is a constructed pedestrian walkway that is utilized as a walking path and trail over bogs and wetlands and above fragile ecosystems. Boardwalks may be along or overlooking beaches. The boardwalk must be at least 25 feet in length, usually built of wood but those constructed with a type of composite lumber are acceptable for use in the special program. ~~Boardwalks in commercial districts and tourist attractions made of concrete, brick or other construction material and not made of wood or a type of composite lumber will not qualify~~

~~as they allow bicycles, skateboards and non-motorized transportation. Examples of non-qualifiers are Atlantic City, NJ or the boardwalk in Venice Beach, CA.~~

Qualifier for 15 different sanctioned events. Program runs from 1/1/15-12/31/17. Patch is 4 ½"x3 ½"

Motion made by Bonnie Johnson for the Special Program 'Boardwalks' proposed by Art Whittaker, Virginia Vagabonds, Hampton, VA be approved.

The description from the word 'Boardwalk' to the end of the description 'Venice Beach, CA' will be eliminated from the verbiage.

Motion made by Bonnie Johnson for the Special Program 'Boardwalks' proposed by Art Whittaker, Virginia Vagabonds, Hampton, VA be approved as amended. Seconded by David Bonewitz

Motion as amended passed

4. Doin' the Louisiana Purchase

The objective is to do one walk in each of the fifteen states that were made in whole or part from the territory of the Louisiana Purchase which makes up about 23% of the territory of the US. Regions included in this program are the North Central, South Central, Rocky Mountain and Southwest. Qualifiers for 15 different sanctioned events- 1 per each of the 15 states. Program runs from 1/1/15 – 12/31/17. The patch is 4"x6".

Motion made by Bonnie Johnson for the Special Program 'Doin' the Louisiana Purchase' proposed by Butch Spaulding, Nebraska Wander Freunde Trailblazers, Council Bluffs, IA be approved Seconded by Glen Conyers

Discussion to accept as is or change to 'Doin the States of the Louisiana Purchase' since there are no walks within the boundaries of some of the Louisiana Purchase in some states and extending the time frame to end the program on 12/31/2019 due to the travel time and distance for the 15 states.

David Bonewitz moved to postpone until we get more information from the club. Seconded by Bob Morrison (returned to motion on page 8)

5. Food for Thought

This program encourages walkers to select from a menu of events that have food named or food related characteristics. County, city, town or village, park or preserve, body of water or bridge, mountain or distinctive building or the designation can be used to identify a feature of the place. If the name of the place or feature uses the name of a food or beverage item or a food related term, it qualifies. Qualifier for 15 different sanctioned events. Program runs from 1/1/15-12/31/17. The patch is 3 ½"x4".

Motion made by Bonnie Johnson for the Special Program 'Food for Thought' proposed by Lois Head, Central Minnesota Volkssports, St Cloud, MN be approved. Seconded by Phyllis Olson

Motion Passed

Recess: 8:35 pm

Reconvened: 8:50 pm

6. U.S Route 1

U.S. Route 1 is a major north-south U.S. highway serving the East Coast of the United States and includes 13 states and the District of Columbia. The participant would walk at least one block along U.S. Route 1 and if there should be safety concerns, the club may elect to have the walk route parallel U.S Route 1 for a distance of 1 block as long as the deviation is within 2 blocks of Route 1. Qualifier for 15 different events. Program runs from 1/1/15 – 12/31/17. Patch is 3 1/2"x3 1/2"

Motion made by Bonnie Johnson for the Special Program 'U.S. Route 1' proposed by Sam Tollett, Virginia Vagabonds, Hampton, VA be approved. Seconded by David Bonewitz

Motion failed

(Refer back to #4 Special Programs Motion on page7)

Back to Special Program #4 'Doin' the Louisiana Purchase'

During the recess, Bonnie Johnson contacted Butch Spaulding on "Doin the Louisiana Purchase' Special Program. Butch wants the program to stay as promoted, 1 walk in each of the 15 states but is willing to change the dates to 1/1/2015 -12/31/2018.

Motion made by Bonnie Johnson for the Special Program 'Doin' the Louisiana Purchase' be approved with the date change of 1/1/15 and end 12/31/18 (end of book sale date)

Motion passed with end of book sale date change.

7. Volcanoes

Volcanoes are listed in 18 states within the United States including Alaska and Hawaii, to the east as far as Mississippi, Missouri and South Dakota. Walks qualify if there is a volcanic cone, crater or caldera seen on the walk route. Qualifier for 10 sanctioned events. Program runs from 1/1/15 – 12/31/17. The patch is 3 ½”x5 ½”

Motion made by Bonnie Johnson for the Special Program ‘Volcanoes’ proposed by Ric Catron, East County Windwalkers Volkssport Club, Silverdale, WA be approved. Seconded by Glen Conyers

Motion passed

#2 Recommendation from the Special Program Committee

Bonnie Johnson made the recommendation: I recommend any new Special Program being introduced by a club for a start-date of January 1, 2016, pay a flat fee of \$275 (AVA’s portion of income) within six (6) months of the approval of the program and alleviate the six (6) month reporting by the club and sending in payments.

Changes and additions made to recommendation

I recommend any new Special Program being introduced by a club from the effective date as of January 1, 2016, pay a flat fee of \$300 (AVA’s portion of income) within six (6) months of the start of the program and alleviate the six (6) month reporting by the club and sending in payments. All clubs will be required to make a summation report at the program’s end of three years (or at the end of a designated end date if longer than 3 years) of the number of books sold and number of books completed. The Special Programs approved today will have the option to pay the \$300 flat fee or continue on the old system.

Recommendation as amended passed

b. Training Development – Nancy Wittenburg, Chair

Becky Forsythe was appointed to the Training Committee to work on revising “A Practical Guide on How to Start a Volkssport Club” and Leonard Wojtysiak was appointed to the Training Committee to work on training on best practices for the traditional event start location.

Motion made by Nancy Wittenberg: I move that each RD can sign the Certificate of Completion for those who complete the Trail Master Program in their region and order Trail Master patches from AVA. Seconded by Phyllis Olson

Motion passed

c. IVV-Americas- Bob Wright, AVA Representative to IVV-Americas Organizing Committee

President Dennis Michele gave the report. Nothing new has come up since the last NEC meeting. We are still waiting for IVV-Americas procedures so they can be looked at. Bob Wright, Liaison, has been asked to contact Curt Myron again so this can be resolved before the next convention. Dennis Michele, Candace Purcell and Stephanie Sinclair will investigate and contact a tax lawyer to check into the effect on AVA's 501.c3 status.

Report of Ad Hoc Committees

d. Star Program (Club Merit Program)- Wayne Holloway, Chair

This report will be given on Saturday, January 11, 2014

e. Stamp Kits – Nancy Wittenberg, Chair

Three clubs were picked in the NW region to pilot the use of stamp kits for traditional events to replace headquarters sending stamps to clubs.

After discussion on the cost of stamp slugs needing to be purchased for each stamp kit per each club, it was not cost effective.

Recommendation to purchase stamp kits withdrawn

f. On Call – Glen Conyers, Chair

An emergency label has been submitted by Glen Conyers and is located on the AVA website with other AVA forms. It can be filled in on line and then printed and transferred to your walk directions. The POC and RD phone numbers should be put on the label. An article will be put in the *Checkpoint* and in *TAW* so clubs will know what they should be doing for an emergency situation.

We will adjourn and reconvene in the morning at 7:30 a.m. Wear walking clothes as we will be walking the Tucson City walk with the local club at 10:00 a.m.

Meeting adjourned 9:44 p.m.

7:33 a.m. Saturday, January 11, 2014 Meeting reconvened

Guests Signed In:

Stephanie S Sinclair, San Antonio, TX; Wendy Breen, Thunder Mountain Trekkers, AZ AVA-746; Paul Lamb, Thunder Mountain Trekkers, AZ AVA-746; Norma Wessel, Greater Des Moines Volkssport Association, IA AVA-250; Sherry Sayers, Woodland Wanderers, CO AVA-915; Grace Holloway, Placer Pacers, CA AVA-686

d. Star Program (Club Merit Program) – Wayne Holloway, Chair

Completed draft Excel workbook, which includes a Data Entry worksheet, Data (calculation) Page worksheet, generic Budget worksheets, and supporting documentations.

Motion made by David Bonewitz: I move that we move forward with a test of a self-assessment /award program to facilitate club improvement. Seconded by Nancy Wittenberg

Motion passed

Motion made by David Bonewitz: I move that in the test program the requirement for traditional events be four, or one more than done in the past year.

Motion withdrawn

Updates and changes made to refine the Star Program on the draft worksheets and documentation provided:

Point totals will be given to a club on the number of traditional events not to exceed 200 points based on a formula.

RD's will sign papers for a club verifying what the club says is true and accurate

The name of the program will be 'Pathway to Excellence'

Add new line item in section 9: Club uses social media such as Meet-up, Twitter, Facebook; etc,

Add new line item in section 3: Club has an officer succession plan

This is a voluntary self assessment program

The program will be made available on the AVA website

RD's will provide information to the clubs, stressing it is a voluntary program

The 'Pathway to Excellence' Program will be managed by the Training Committee/Nancy Wittenberg-Chair.

Bob Morrison is tasked to find out the rules on switching from a fiscal to calendar year to determine if the Pathway to Excellence Program will be fiscal or calendar reporting. Bob will report at the next meeting.

Nancy Wittenberg will write an article on the Pathway to Excellence Program and send it to the NEC by February 1, 2014 to critique - prior to submitting to TAW by the February 25th deadline.

Thanks given to Wayne Holloway for the good job in developing this program.

g. Region Realignment: Duncan Brantley, Chair

Reviewed the present 10 region alignment and explored realigning into 6 regions. Recommend realignment not be done.

Motion by Linda Neu: I move we accept the committee recommendation that the realignment not be done. Seconded by Glen Conyers

Motion Passed

As it had completed its tasking, President Dennis Michele declared the Regional Alignment Ad Hoc Committee dissolved.

h. Biking in the USA – David Scull, Chair

Committee was formed and an inventory of existing YRE/S bike events for 2012-2014 and participation data for 2012-2013.

Motion made by David Scull: I move that the event search page be modified to include a category "other than walking events". Seconded by Linda Neu

Motion passed

David Scull recommended bike directions be condensed to quarter page blocks so it can be folded and made easier to read and handle while riding . Nancy Wittenberg will incorporate this into the Training Manual.

i. Online Start Box – Holly Pelking, Chair

The Committee is working to resolve the insurance sign-in issue. President Dennis Michele will contact the underwriter for information and resolutions. Candace Purcell will get the name and number of the underwriter for Dennis.

The Committee would like help to develop the Online Start Box and is asking each of the RD's to canvas their regions and ask for if there are any people who are willing to do web application to get this done. They would need knowledge of PHP, HTML and Javascript. President Dennis Michele and Stephanie Sinclair will look into internship program availability. Stephanie Sinclair suggested contacting a local marketing agency for a pro-bono project. Dennis turned this project over to Stephanie.

Frank Sayers, IT Committee Chair was asked for help with interface on the database.

Meeting adjourned: 9:55 a.m. to reconvene at 1:30 p.m.

Meeting called back to order 1:47 p.m.

10. Unfinished Business:

a. Marketing and Publicity Report - Chuck Blische

The Marketing and Publicity Report is being turned over to Stephanie Sinclair to work through and process with her ideas and answers.

11. New Business

Agenda Items:

11a. Motion made by Nancy Wittenberg: I move that the Youth Master Program logbooks become a saleable item to all AVA clubs. Seconded by Phyllis Olson

Motion passed

Debbie Kruep, Youth Committee Chairman will be writing an article explaining the program and books for TAW.

11 b. Motion made by David Scull: I move that the National Executive Council issue a challenge to all clubs to increase their paid participation by 10% at traditional events between July 1, 2014 to June 30, 2015 and then to increase their paid participation for traditional events by 10% each fiscal year thereafter.

Motion withdrawn

11 c. Motion made by Candace Purcell: I move that AVA Policy Manual Section 2, 2.01,II. B 1- add clarification.

Current Policy Reads:

State Organizations will process applications for Regular Member Clubs within their state. The State Organization will review the application for completeness and that the club meets membership requirements. It will forward the application to the appropriate Regional Director and will include a favorable recommendation for the formation of the club as being in the best interest of the AVA, or recommend against its approval. The Regional Director will either approve the application, or will return the application for transmittal back to the originator.

And the clarified policy would read:

State Organizations will process applications for Regular Member Clubs within their state. The State Organization will review the application for completeness and that the club meets membership requirements. It will forward the application to the appropriate Regional Director and will include a favorable recommendation for the formation of the club as being in the best interest of the AVA, or recommend against its approval. The Regional Director will either approve the application, or will return the application for transmittal back to the originator. **The final decision on approval or disapproval of club rests with the Regional Director**
Seconded by Bob Morrison

Motion to amend made by Wayne Holloway:

I move to amend AVA Policy Manual Section 2, Paragraph 2.01.II.B.1 to read:

State Organizations will process applications for Regular Member Clubs within their state. The State Organization will review the application for completeness and that the club meets membership requirements. It will forward the application to the appropriate Regional Director with a recommendation for approval or disapproval. Recommendations against the application must include rationale for the state association's position.

And that Section 2, Paragraph 2.01.II.B.2 be amended to read:

Regional Directors will process all applications for Regular Member Clubs and State Organizations within their regions. The Regional Director will review the applications for completeness and that the club meets membership requirements. Regional Directors will forward approved applications to AVA National Headquarters. Regional Directors will return disapproved applications through the State Organization, if appropriate, to the originator with an explanation for the disapproval

And that Section 2, Paragraph 2.01.II.B.3 be amended to read:

Each application for membership received by the Executive Director from the Region Director will be processed and an appropriate membership number assigned.

And add Section 2, Paragraph 2.01.II.B.4:

The National Executive Council will confirm or deny approval of these applications and all applications for Honorary Members.

Motion to amend passed

Back to the main motion:

I move to amend AVA Policy Manual Section 2, Paragraph 2.01.II.B.1 to read:

State Organizations will process applications for Regular Member Clubs within their state. The State Organization will review the application for completeness and that the club meets membership requirements. It will forward the application to the appropriate Regional Director with a recommendation for approval or disapproval. Recommendations against the application must include rationale for the state association's position.

And that Section 2, Paragraph 2.01.II.B.2 be amended to read:

Regional Directors will process all applications for Regular Member Clubs and State Organizations within their regions. The Regional Director will review the applications for completeness and that the club meets membership requirements. Regional Directors will forward approved applications to AVA National Headquarters. Regional Directors will return disapproved applications through the State Organization, if appropriate, to the originator with an explanation for the disapproval

And that Section 2, Paragraph 2.01.II.B.3 be amended to read:

Each application for membership received by the Executive Director from the Region Director will be processed and an appropriate membership number assigned.

And add Section 2, Paragraph 2.01.II.B.4:

The National Executive Council will affirm or deny approval of these applications and all applications for Honorary Members.

Motion as amended passed

11 d. Terminology of Volkssporting IVV Events

Motion made by Nancy Wittenberg: I move that AVA Policy Manual Section 4, 4.02, II eliminate descriptive terminology throughout the policy manual which hinders true internet searches for modern terms such as B. "Volksbikes" C. "Volkscrolls", "Volksskates" D. "Volksskis", "Skiwanderings" E. "Snowshoewanderings" and F. "Volksswims" and the clarified terminology would read Bicycling Events, Bike Events, Skating Events, Roller-Blading Events, Ice-Skating Events, Cross-Country Skiing Events. Seconded by Glen Conyers

Motion withdrawn

11 e. Clarification of Event Cancellation Policy for Weather/Safety

Motion by Candace Purcell: I move that AVA Policy Manual Section 4, 4.07, II, B 8- have the following clarifications:

Current policy reads:

Clubs may reschedule events canceled due to weather or safety conditions, including a government authority's declaration of a state of emergency by having the Sanctioning Authority change the event date without paying an additional sanction fee. This change of date must be posted to the ESS by the Sanctioning Authority no later than the day of the canceled event. In this case, the club may give a rain check to any person who has already paid the registration

Clarified policy would read:

Events cancelled due to weather or safety conditions will have sanction fee that was invoiced to club account credited or reschedule event without additional sanction fee. Clubs may reschedule events canceled due to weather or safety conditions, including a government authority's declaration of a state of emergency, by having the Sanctioning Authority change the event date. The club may give a rain check to any person who has already paid the registration fee. Headquarters must be notified no later than 2 working days after event is cancelled. Seconded by Bob Morrison

Motion to amend made by Nancy Wittenberg

I move that the first sentence be changed to read: Events canceled due to weather or safety conditions will have the sanction fee that was invoiced to the club account credited or the club may reschedule the event without additional sanction fee. Seconded by Holly Pelking

Amendment passed

Back to main motion:

I move that AVA Policy Manual Section 4, 4.07, II, B 8 - have the following clarifications:

Events cancelled due to weather or safety conditions will have sanction fee that was invoiced to the club account credited or the club may reschedule the event without additional sanction fee. Clubs may reschedule events canceled due to weather or safety conditions, including a government authority's declaration of a state of emergency, by having the Sanctioning Authority change the event date. The club may give a rain check to any person who has already paid the registration fee. Headquarters must be notified no later than 2 working days after event is cancelled.

Motion as amended passed

11 f. Clarification of After Action Reporting Policy for Traditional Events

Motion made by Candace Purcell: I move that AVA Policy Manual Section 4, 4.11, II, B 2, B 3 and C have the following clarifications.

Current Policy Reads:

B. Clubs will report event participation as follows:

2. For each Traditional Event, an Event Participation Report must be completed after the last day of the event. The AVA National Headquarters must receive this report 30 days after the last day of the event.

3. For each Year Round and Seasonal Event, a Year Round/Seasonal Quarterly Participation Report will be completed at the end of each calendar year quarter (March, June, September and December). The AVA National Headquarters must receive these completed reports 30 days after the last day of the reporting quarter

C. Failure to meet these time requirements will result in a club declared not in good standing. The AVA Headquarters will assess late fees for failure to meet the original time requirements.

Clarified Policy Would Read:

B Clubs will report event participation as follows:

2. For each Traditional Event and Seasonal lasting less than three months: A completed club Event Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days following the completion of the event. After the 30 day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

3 For each Year Round and Seasonal Event lasting longer than three months: A completed Year Round and Seasonal Quarterly Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days after the last day of the reporting calendar year quarters (March, June, September, and December). After the 30 day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case, report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

C. Clubs failing to meet the above submission deadlines will be assessed late fees and placed on the “Not in Good Standing” list. Upon receipt of report, club will be removed from the list. Seconded by Wayne Holloway

Motion to amend by David Bonewitz

I move that Amendment to AVA Policy Manual Section 4, 4.11, II, B 2, B 3, and C have the following clarifications.

As amended Clarified Policy Amendment Would Read:

B. Clubs will report event participation as follows:

2. For each Traditional Event a completed club Event Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days following the completion of the event. After the 30-day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case, report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

3. For each Year Round a completed Year Round/Seasonal Quarterly Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days after the last day of the reporting calendar year quarters (March, June, September and December). After the 30 day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case, report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

4. (added) For each Seasonal Event

a. lasting less than three months and not overlapping calendar year quarters: A completed club Event Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days following the completion of the event. After the 30 day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case, report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

b. lasting longer than three months or lasting less than three months but overlapping calendar quarters: A completed Year Round/Seasonal Quarterly Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days after the last day of the reporting calendar year quarters (March, June, September and December). (added) If the last day of the event is not coincident with the end of a calendar year quarter a final Event Participation Report must be entered electronically and received by AVA National Headquarters no later than 30 days after the last day of the event. After the 30 day submission deadline, the ESR system no longer allows entry and the report is considered late. In this case, report must be emailed, faxed or mailed to AVA HQ Events Coordinator.

c. Clubs failing to meet the above submission deadlines will be assessed late fees and placed on the "Not in Good Standing" list. Upon receipt of report, club will be removed from the list.

Seconded by Phyllis Olson

Motion as amended passed (The amended motion is the complete motion)

Recess 3:28 p.m.

Reconvene 3:42 p.m.

11 g. Clarification of After Action Reporting Policy Seasonal Events

Motion made by Candace Purcell: I move that AVA Policy Manual Section 4, 4.11, II – add item B4 and A for clarification

Current Policy Reads:

B. Clubs will report event participation as follows:

1. Paid Participants...
2. For each Traditional ...
3. For each Year Round...

C. Failure to meet these...

Clarified Policy Would Read:

B. Clubs will report event participation as follows:

- 1. Paid Participants...**
- 2. For each Traditional...**
- 3. For each Year Round...**
- 4. For Seasonal Events. Seasonals longer than 3 months will report by 30 days after the quarter. Same as Year Rounds**

a. Seasonals less than 3 months will report no later than 30 days, at the end of event.

Motion to amend by Phyllis Olson:

I move that 4.11, II, B 3 be changed to remove any reference to Seasonal Events. Add B 4 for Seasonal Events:

a. Reports for Seasonals longer than 3 months shall be submitted by 30 days after the quarter.

b. Reports for Seasonals less than 3 months shall be submitted no later than 30 days after the end of the event. Seconded by Holly Pelking

Amendment passed

Back to the main motion:

I move that AVA Policy Manual Section 4, 4.11, II – add item B4 – a., b., for clarification

B. Clubs will report event participation as follows:

- 1. Paid Participants...**
- 2. For each Traditional...**
- 3. For each Year Round...**
- 4. For Seasonal Events....**

a. Reports for Seasonals longer than 3 months shall be submitted by 30 days after the quarter.

b. Reports for Seasonals less than 3 months shall be submitted no later than 30 days after the end of the event. Seconded by Holly Pelking

Motion as amended passed

11 h. Clarification of IVV Certification Stamp Return Policy

Motion made by Candace Purcell: I move that AVA Policy Manual Section 4, 4.12, II, E 1, E 2, Appendix B and Appendix C to comply – have the following clarifications.

Current Policy Reads:

E. The IVV Certification Stamp used for an event must be returned to AVA and be postmarked by the tenth day after the final day of the event. The IVV Certification Stamp used for a seasonal event be handled in one of two ways.

1. For a seasonal lasting 3 months or more, follow the guidelines for year round events, treating the stamp for a Seasonal Event the same as a YRE.
2. For a seasonal lasting less than 3 months, the stamp will be returned in not later than 30 days, upon completion of the Seasonal Event.

Clarified Policy would Read:

E. The IVV Certification Stamp used for an event must be returned to AVA and be postmarked by the tenth day after the final day of the event. The IVV Certification Stamp used for a seasonal event be handled in one of two ways.

- 1. For a seasonal lasting 3 months or more, follow the guidelines for year round events, treating the stamp for a Seasonal Event the same as a YRE. Un-renewed Year Rounds and Seasonal longer than 3 months will return stamp no later than 30 days upon completion of event or quarter end.**
- 2. For a seasonal lasting less than 3 months, the stamp will be returned in not later than 30 days, upon completion of the Seasonal Event. These Seasonals will send stamp when event ends, consistent with the report.**

Motion to amend by Phyllis Olson: I move that Policy 4.12,II, E 1 & E 2 be changed to read:

- 1. The stamp for Seasonal Events lasting 3 months or more may be kept from one year to the next. The stamp for un-renewed Seasonals shall be returned no later than 30 days upon completion of event or quarter end.**
- 2. The stamp for Seasonals lasting less than 3 months shall be returned no later than 30 days upon the completion of the Seasonal Event. Clubs will send stamp when event ends, consistent with report. Seconded by Bob Morrison**

Amendment passed

Back to the main motion:

I move that AVA Policy Manual Section 4, 4.12, II, E 1, E 2, Appendix B and Appendix C to comply – have the following clarifications.

E. The IVV Certification Stamp used for an event must be returned to AVA and be postmarked by the tenth day after the final day of the event. The IVV Certification Stamp used for a seasonal event be handled in one of two ways.

1. The stamp for Seasonal Events lasting 3 months or more may be kept from one year to the next. The stamp for un-renewed Seasonals shall be returned no later than 30 days upon completion of event or quarter end.

2. The stamp for Seasonals lasting less than 3 months shall be returned no later than 30 days upon the completion of the Seasonal Event. Clubs will send stamp when event ends, consistent with report.

Motion on amended motion passed

11 i-1 Motion made by David Scull: I move that clubs who increase their paid participation for traditional events during the fiscal year be given a credit to their account by the following graduated scale:

\$1 for an increase of 10%

\$2 for an increase of greater than 10% to 12%

\$3 for an increase of greater than 12% to 14%

\$4 for an increase of greater than 14% to 17%

\$5 for an increase of greater than 17%

Motion withdrawn

**11 i-2 Revision of Policy Manual Section 4-Volkssporting IVV Events
4.04 International Volkssport Events.**

Proposal to eliminate 4:04 from the International Volkssport Events Policy Event

Withdrawn

Paul Lamb – AVA Parliamentarian: information given to NEC upon entering into Executive Session

- a. Anything that happens in Executive Session is secret.
- b. Do not make any votes within Executive Session
- c. Discuss, make up your minds and come out of Executive Session to make the motion and vote.
- d. Do all action parts outside of Executive Session

11 i-3 Draft Brainstorming Proposal - Doug Reynolds

Brainstorming concepts and discussion on Life and Associate membership

President Dennis Michele has tasked Doug and all NEC members to work on the concept on how we can do the first step and RD's pitch the information to clubs.

Stephanie Sinclair talked on working with different interactive communications for clubs.

NEC meetings scheduled:

June 13-14, 2014 Indianapolis, IN

October 17-18, 2014 Albany, NY

12. Audience Comments

None

Guests asked to leave for the Executive Session

Executive Closed Session 5:35 p.m. – 5:44 p.m.

Meeting called back to order 5:45 p.m.

David Bonewitz opened the door to invite guests back in. No one was outside the meeting room

Motion made by Bob Morrison: I move we appoint Stephanie Sinclair as our Executive Director. Seconded by David Bonewitz

Motion passed (unanimous)

Stephanie Sinclair will start effective January 27, 2014 as the AVA Executive Director

13. National Executive Council Comments

None

14. Adjournment

Meeting adjourned 5:47 p.m.

Bonnie Johnson
AVA Secretary

.Attachments:

#1: Recognition of Donations Report

#2: President's Report

#3: Interim Executive Director Report

#4: Bylaw Change Form

AVA DONATIONS

Beginning August 1, 2013

| Date | Donor | State | Unrestricted | Restricted | In-Kind | Type |
|----------|---------------------------|-------|--------------|------------|---------|---|
| 8/21/13 | Nancy Wittenberg | WA | 500.00 | | | |
| 9/6/13 | Jarmulnek, Fern | VA | 75.00 | | | |
| 9/13/13 | Mosely, Tommy | MD | 250.00 | | | |
| 9/20/13 | Johnson, Christine | AZ | 100.00 | | | |
| 10/4/13 | Gill, Karen | MD | 25.00 | | | |
| 10/4/13 | Winer, Fredric | OH | 25.00 | | | |
| 10/4/13 | Viola, Marilyn | WA | 25.00 | | | |
| 10/24/13 | Winer, Fredric | ME | 50.00 | | | |
| 10/24/13 | Freestate Happy Wanderers | MD | 200.00 | | | In memory of Chuck Fullerton & Ron Bowers |
| 10/30/13 | Randolph Roadrunners | TX | 210.57 | | | |
| 11/8/13 | Liebig, Mary Beth | WI | 500.00 | | | |
| 11/11/13 | Quinlan, Michael | MD | 75.00 | | | In memory of Ron Bowers & Chuck Fullerton |
| 11/15/13 | Andrews, Betty | TX | 100.00 | | | |
| 11/15/13 | Pryzma, Richard | MO | 100.00 | | | |
| 11/22/13 | Buran, Mark | IL | 25.00 | | | |
| 12/13/13 | Brabant, William | MD | 50.00 | | | |
| 12/13/13 | Inami-Asai, Joanne | CA | 70.00 | | | |
| 12/13/13 | Baker, Jr., Marvin | OR | 30.00 | | | |
| 12/13/13 | Mullen, Paul | IN | 25.00 | | | |
| 12/16/13 | Howard, Andrew | TX | 50.00 | | | |
| | | | | | | |
| | | | | | | |
| | | | 2,485.57 | - | - | |
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AMERICAN VOLKSSPORT ASSOCIATION OFFICER REPORT

FOR THE OFFICE OF AVA PRESIDENT

FOR THE JANUARY 10 & 11, 2014 EXECUTIVE COUNCIL MEETING

FROM DENNIS MICHELE

ACCOMPLISHMENTS:

I attended the 2013 Walking Summit in Washington DC October 1-3, 2013 sponsored by the US Surgeon General. The attendees covered the complete spectrum of organizations including various walking advocates and experts and leaders from nonprofit, civic and business sectors. The goal was to build momentum for a walking movement and advance the mission and vision of Every Body Walks.

ACTIVITIES:

The first two days consisted of speeches and work shops and the last day consisted of visiting US Representatives and Senators to gain their support for walking issues and initiatives.

One of the presentations was a survey conducted by GfK Research who surveyed 1224 adults, in English and Spanish, on the public's pulse on walking and the walkability of neighborhoods and communities. Two results stood out.

1. 94% realized the health benefits of walking in regard to lose weight, maintain a healthy weight, prevent heart disease as well as reducing depression and anxiety. 73% felt their children should walk more. Nonetheless, while a vast majority know walking was good for them, this knowledge did not turn encourage them to walk more. The prime reasons were not walking not all that fun and no places to safely walk. Based on this, we need to

emphasize the joy and fun of walking and the interesting places Volkssporting provides to do this. They already know its good for them.

2. Much of the thrust of national programs is interconnecting transportation with walking so people can avoid driving to work, play, shopping etc. They do not put a lot of consideration into recreational walking especially in the small to medium communities and in rural areas. I mentioned this at the two work shops I attended and at the general meeting. There was a consensus that this was a weakness and it needed to be addressed

The meetings with Congress were less than successful. This was during the government shut down so many weren't even there. Added on was a lady trying to run her car into the White House, thereby causing a lock down. Did have an enjoyable wait in a Congressional office during the shut down.

CONCERNS:

Things are improving slightly but we still have a long way to go.

RECOMMENDATIONS:

I hope you RDs will stress to your clubs their roles in the recovery.

Final Interim Executive Director Report
January 10-11, 2014
By
Candace Purcell

Audit:

- We will receive a clean audit for the fiscal year ended 6-30-13. The audit firm has to communicate other aspects with the Audit Chair and committee.
- Generally if a company has a high asset base they are considered stable, however; the auditors caution that with AVA going into the fifth year of net income losses that stability depends on the ability for AVA to reverse the loss position. The auditors have communicated verbally with me and with Heinz, as he was the President during the past fiscal year; that once we start using total assets to replace earned income it usually isn't long before the company can't be sustained and they would more than likely have to issue a going concern letter.
- The auditors also cautioned that sponsorship funds should supplement not replace earned income as they are temporary in nature.

Information Technology and Hardware:

- There are still areas of the data base that need re-programming. The previous IT committee liaison should send the list that was compiled to Frank Sayers so that I can get a time and cost analysis from Omnium.
- Our data base is comprised of three distinct sub data bases; events, membership, and awards. At the present time we cannot pull meaningful reports utilizing information from all three. We can extract certain information and place in an excel spread sheet, but to do meaningful comparisons for example, such as how many associate members attended a certain event or number of events within a period of time or how many associate members are members of clubs cannot be done with the human resources now available.
- Please see Chuck's report on observations, ongoing initiatives, and recommendations from his area.

- Recently a new firewall was installed to the server and anti-virus to the server and all computers. Normally computers would be replaced every three years when there is positive income to support upgrades, however; all computers have been serviced and although older than three years, their useful life has been extended.

Strategic Planning:

- We have had many strategic plans, none of which we have stayed with. Previous plans have been plans borrowed from much larger organizations, unsuccessfully tweaked to try and fit AVA.
- AVA needs a simple plan, with few steps that are attainable and can be carried out within the normal Board term of two years, no longer than four years.
- A five year plan or longer will never be accomplished as the past has shown because each new NEC has their own ideas of how to proceed, therefore each new term AVA is starting over not continuing directives from the previous NEC. If the strategic plan was realized within a term, then it can be built upon by each new NEC.

Staff:

- All staff members are working at 200% capacity. Cross training needs to become a regular part of the activities. Each staff member needs to know how to do the basics such as process a club or individual order, run the credit card machine, process books for walk-ins, be able to give directions on where to find something on the web site, look-up in the data base and give information that is allowed, and run the postage machine. Each staff member is tasked with identifying other basic steps to continue the cross training to higher levels.
- **We really need more Indians;** I would like to see the hiring and training of a part-time person to assist in whatever area they would be needed. A part-time person works under 35 hours a week and is not eligible for insurance or leave benefits; they are paid based only on the hours they actually work, up to the 35 per week. Part of the cost of hiring a part-time person will be setting up an area

for them to work. I have cleared out additional space in the area Marie and Karen occupy to accommodate another desk and computer set-up.

- **Only basic skills** in excel and word are required at this time, some employees have exceptional skills in Microsoft software, others do not. It is imperative that moving forward with a small staff that each be able to receive quality outside training during working hours to enhance their skills for the betterment of AVA; this requires budgeting a higher allowance for the staff training, but it will be well worth it.
- I would like to see an additional hour tacked on to the lunch hour for staff to walk, and to allow them to wear jeans and athletic shoes to the office. We have a walking track right next to the building. Those that might not be able to participate due to medical reasons would need to bring a note from their Doctor and would be excused. Due to family obligations and working full time it is difficult to drive to events, however; the goal is to become more active. I am looking into scrubs for the staff as sort of a uniform which would be professional and functional.

Clubs:

- Some clubs are allowing participants to mark the start card as free walkers then accepting \$3.00 because the participant does not want AVA to get the money. This continuing attitude of us against them is destroying this organization. I cannot tell you why or when this attitude developed, but the leadership needs to rally clubs behind this organization.
- Clubs that are deactivating we ask why; believe it or not it is not about the lack of money. Reasons listed are, we are tired, new people do not have loyalty to IVV and do not care about stamps and do not want to pay fees, and that they are a two person club and do not want to publicize events.
- There is a very real lack of communication within a great many clubs between club officers and a lack of knowledge of the organization by some clubs and Volkssporters in general that the staff and I see on a daily basis. We send the *Checkpoint* out to all club officers now because some Presidents were not passing it on to other officers or club members or reading it themselves. New

club officers are not trained by outgoing officers; club members do not know the club has a regional director or that there is a National organization.

- New club officers do not know all the information they need is on the web site or who to call about the requirements, reports or deadlines of running a club. **These are areas that the training committee is dealing with.**

Events:

- I am afraid that rewarding clubs for having one traditional event is not going to help; the policy needs to be changed to make it mandatory for clubs to have traditional events in order to have YREs, and more than one a year.
- An RD should be able to assign a successful club or a state association the job of mentoring a smaller club to increase their club activity without encountering resistance. We also need to realize that those clubs that do not want to grow, follow policies, or accept help will not move AVA forward. Some times for growth you have to plan for attrition. Is it better to have quantity or quality; quantity alone does not work in this organization.

Fees:

We are a chartered to collect fees from our direct members, (clubs). At some point in time we must realize that we must increase fees. Fee structure has to be simple enough for clubs to remember and staff to keep straight.

- If the participation fees were raised to \$4.00 with a more equitable split 50/50 it would help clubs and AVA.
- Knock coupon value down to \$1.00.
- Are sanction fees too low? Increase the sanction fee for traditional walks to 40, with YRE walks increased to \$50.00 invoiced all at one time, not part quarterly, this will increase cash flow and income. Keep low sanction fees to encourage more biking and other type of events.

Associate Memberships:

- These were started as supplemental income, with the store added to give benefits. 80% of each individual membership, 67% of family membership, and 50% of life time pays for the TAW only. The current contract ends November 2014. It is time to go with an electronic copy to save the postage and stop the postage due cost.
- Membership cards are expensive and we have only found one supplier, taking eight weeks to receive. I am looking into plastic cards, with different looks for the level of membership.
- If you want to increase the associate memberships then make one of their benefits be a certain amount of IVV credit coupons as part of their membership depending on their level of membership. **Do away with free walkers in general, make the members your free walkers. This would in no way violate our requirement to have all events open to the public.**
- Clubs would honor the membership card and no fee would be paid. On the back of the card would be a label with 1, 2, 3, and so forth so that the club would mark out the next consecutive number. When all have been marked off the member has used their coupons.
- A family membership would mean family members can walk for no fee along with the primary member.
- Life members would receive a higher number of coupons and would be sent new coupons each year.
- The cost of individual membership needs to be increased to \$60.00, Family to \$100.00 and Life members to a flat fee of \$500.00; no age related fee for life members which includes a buddy. Life memberships are to be paid upon application not payable in installments. Again this helps cash flow and income.
- Offer a bag for members with sayings and trinkets that say "Proud member of the AVA", how about you"? Or for like members, "Life member of the AVA, you can't top that!" **Make belonging mean something.**

- Other benefits can be added as we go along during each renewal. **If you think this won't work look again at the Centurion program; people want to achieve something others do not have.**

Awards and Book processing:

- All clubs need to keep a stock of record books. Volkssporters are being sold the wrong record book by the clubs. The policy says all clubs will carry books for sale, this needs to be enforced.
- Currently we are selling our awards to other countries for 50% plus cost and actual shipping. This causes AVA to stock enough for others. Give these countries a discount like clubs. If you gave them a 30% discount on one award patch we would bring in \$2.10 instead of \$1.42. Charge the regular shipping and handling to cover our overhead not just actual shipping.
- The awards data base needs the option to mark one or none on certificate, patch, pin for those who do not want all three, thus cutting down on award stock. Also all National programs such as A-Z and Centurion needs to have a button so we can identify these programs in the data base.
- People are waiting too long to send in books, and not copying them. Their books are being lost in the mail with no way for them to verify what they were sending in. Clubs need to alert participants that they need to do this.

Merchandise:

- Specialty goods other than New Walker Packets and record books are deemed **unrelated business income along with paid advertising. What this means is income from these sources are not related to what we are chartered to do and are potentially taxable. Because of these types of income we pay to file an additional income tax form called a 990-T. These should be the last types of income we try to increase as a non-profit.**
- We should only carry a handful of items; selling those until we are out, then bring in new items. We have too many that are not moving. We cannot compete as a

retail store and we shouldn't. If we limit how long we keep certain items we can turn over the merchandise quicker and limit how much is tied up in inventory.

- What I would like to do is to reduce the inventory by selectively offering some as event raffle items. Also a onetime purchase option if they buy so many trail marking supplies they get five of something else at a reduced price. There are many ways I can proceed to lower the inventory which is tying up cash, and help the clubs.
- Right now we offer 20% discount to clubs, 15% to Life members, and 10% to individual members. **If we are going to carry merchandise, we need to mark it up enough to cover these discounts.**
- Trail marking arrows and tape are an extreme cost for AVA because of the customization. If we cannot find a sponsor to pay for these items soon, then consider offering only to new clubs and not selling to others at just AVA's cost.

Starting Points:

- The savings in pages did not save us any money because of the low quantity we pre-sold. **Unless you lock down the data base so events cannot be printed for free, and stop giving it to the IVV now that they give our information free on their web site, we will continue to sell fewer and fewer books.**
- The IVV should be given a link only to put on their web site that sends them back to our website.
- Go with an e book, rather than printed if you are going to continue to sell this.
- The postage costs, replacement books we are having to send out free because the USPS lost our book shipments has literally cost us more than we bring in.

Marketing- Publicity-Social Media:

- There is only so much we can do internally without paying for. Branding through pininterest, tumbler, and other social media sites is what we need to do at this point to catch up. Divert as much budgeted expense to this cause as we can. Advertise Club franchise available.

- **Advertising is something you can spend cash reserves on as a strategic advertising campaign.**
- **There are only a few expense categories left we can cut down; one is the NEC meeting and travel costs. Consider one physical meeting a year; use Go to Meetings or one of the many other sites available for the other meetings.**

Conventions:

- No committee wants to have a convention that is less than the one before them. But we have continued to conduct conventions as if the economy has not changed. Luckily for us, the 2011 and 2013 conventions made \$17,000 and \$11,000. We need to make some changes.
- I have discussed many items with Sam Korff. One is to have meetings and workshops prior to the socials and events. We want to train clubs, and have meaningful meetings, but many don't attend because there is a scheduling problem with the events they want to walk. Perhaps by doing this we can say to those that obviously need the training, now there is no reason for a club rep to miss the meetings.
- We need to keep costs for the socials down, which is a big part of the registration costs. Sam and I have talked about this also.
- Dennis and I are working on securing an official hotel for all meetings in the future.
- A better way of registration needs to be found. If we had one price, no a la carte it would be easy to process and pay for. And a cheaper price for delegates that just want meetings only.

**American Volkssport Association
Proposed Bylaws Amendment**

*One proposed amendment per form.
Please attach all backup materials to support the proposed amendment.*

Title:

Motion: I move that the AVA Bylaws be amended as follows:
(List current article, section and paragraph number)

Current Wording:

Proposed Wording:

Rationale for Proposed Amendment:

Submitted By: Member (Club/State Association) Name and Number:

**Name of person submitting proposed amendment:
Email address and phone number for follow-up:**

Date:

AVA Bylaws Committee Use Only:

Recommendation: Recommend Approval Recommend Rejection

Rationale for Recommendation:

NEC Use Only:

Recommendation: Recommend Approval Recommend Rejection