

**The Committee to Elect Bob Morrison 2017-19
AVA Treasurer asked Bob what he was going to
do for us if elected. Below is his response:**



First, thanks for asking. I'm happy to tell everyone where I stand with regard to the challenges I see AVA facing.

As your next AVA Treasurer I am going to work tirelessly and in cooperation with AVA staff to:

- Ensure that the NEC and all of our member clubs receive timely, regular, relevant and understandable financial reports and participation statistics. In the past, this has not always been the case. Financial and participation reporting has been inconsistent, often difficult to understand and seldom available for our members to judge AVA's performance. That is going to change.
- Find ways to streamline office processes and bring suggestions for policy changes to the NEC to make interaction between clubs, participants and AVA staff easier and more efficient. I will advocate for changes to be implemented in a careful, but timely way so as not to languish in indecision.
- Press for faster and more comprehensive implementation of technology solutions that will improve our competitiveness vis-a-vis other walking clubs and our attractiveness to younger walkers. *Everybody is walking – just not with us.* Better, more up-to-date technology is part of the solution.
- Bring expertise to the NEC and share experience with the board and staff about how to structure financial recordkeeping so that reports are readily acceptable to grantors. Grantors like to see between 15% and 20% administrative expenses so that they know most expenses are used to support activities that benefit members. AVA's expenses appear much higher because of the way records are kept. I have experience helping nonprofit organizations use

better accounting and reporting techniques to minimize administrative costs and maximize program costs. I offered to help in this area several years back but was rebuffed. The current management seems more receptive.

- Insist that management seek input directly from members. I was in business and learned that listening to customers is vital to keeping them coming back. Clubs are AVA's customers and we need more regular, efficient two-way communication. There are so many good, inexpensive online survey tools available now that this isn't a big technological challenge. We just need to ask good questions and listen to our Clubs and participants.
- Support the strategic plan and help with implementation. During my 2-year absence from the NEC, a new strategic plan was adopted to give us a road map into the future. Kudos to those who were successful in moving this initiative forward. I advocated for this as an NEC member and now that it is in place, I will contribute to its successful implementation in every possible way.
- Lastly, I will attempt to redirect AVA's attention and Regional Director's activities away from enforcing rules and being punitive and toward nurturing existing clubs, creating new clubs and getting people walking with us. There are Volkssporters around the U.S. who are lucky enough to participate in very successful clubs. AVA needs to be in the business of helping transfer the experience of our successful clubs to those that are having difficulty and to find places where new clubs can prosper. I have some great ideas, but I am by no means the only one who is lucky enough to be in a successful club.
- Thanks for taking the time to read my thoughts and considering me for AVA Treasurer. I will appreciate your Club's vote at the AVA Convention in June, 2017.
- Bob