

VOLUME 28, NUMBER 8

Fun Fitness Eviend

Fun, Fitness, Friendship

August 2019

www.ava.org

CHECKPOINT

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Fun, Fitness, and Friendship!

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David Bonewitz, Ph.D.—AVA National President

PRESIDENT'S CHALLENGE

At our Albany Biennial Convention, during my "State of the AVA Nation" presentation, I issued a challenge to our clubs. While there will be some further refining to this challenge, here are the core elements.

FOR THE NEXT 2 YEARS, EACH YEAR:

- Hold one more Traditional Event than the last year with target of at least 25 paid participants
- Recruit 8-10 new club members who walk as paid walkers an average of 10 events
- Recruit/convert 3 new/existing club members to become AVA Associate Members
- Plan for the future. If you are a club officer recruit, train, and groom someone to do your job! In other words, develop a succession plan.

These elements are the core to developing more capacity at the club level, and that is what we will be focusing on for the next 2 years. The challenge isn't easy whether your club hasn't done a Traditional Event in years or if it already does a number of Traditional Events. Likewise, recruiting new members means a club must have an outreach plan. The work being done by the Public Relations firm working for AVA should help here. Getting new or old members to become AVA Associate Members means that a club will need to make it clear to folks that there is a difference between being a "club member" and being an Associate Member of AVA. Finally, succession planning at the club level is essential if a club is going to survive for the future.

There will be special recognition at the 2021 Convention for those clubs who accomplish

the President's Challenge.

AVA Board Member's Orientation, Training and Meeting (In Lieu of Electronic Monthly Meeting)

Date: August 15-17, 2019

(August 15 is for new members only.)

Location: AVA National Office and the John Newcombe Tennis Ranch, 325 Mission Valley Road, New Braunfels, TX

78132 (830) 625-9105

Ian & Johnny on the 20th AVA Biennial Convention, Cody, Wyoming walk. Submitted by Julie Heath





Congratulations and welcome to all of our new and returning AVA Officers, Directors and Deputy Directors!.

Region	Role President V. P. Secretary Treasurer E.D.	First Name David Bonewitz, Ph.D. Nancy Wittenberg Cecilia Miner, Ph.D. Chase Davis Henry Rosales	Official Email president@ava.org vicepres@ava.org secretary@ava.org treasurer@ava.org henry@ava.org	Phone 865-742-6882 253-841-0580 571-212-0329 360-584-6446 210-659-2112
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North Central	RD	Butch Spaulding	nc_rd@ava.org	712- 322-2797
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Southwest	RD	Sammy Hunnicutt	sw_rd@ava.org	432-250-8362
Southwest	DRD	Susan Medlin	sw_drd@ava.org	210-325-3523



World Heritage Festival

Join us for the 4th Annual World Heritage Festival. The Tour de las Misiones 5K/10K walk will be held Saturday, September 7, 2019. If you're in the San Antonio Area, we invite you to come and walk through our San Antonio Missions, a UNESCO World Heritage Site. The walk is being facilitated by the Selma Pathfinders club and it is part of the 4th Annual World Heritage Festival. Come and join the fun! For more information please visit the schedule of events.

Please note that early registration has been extended to 11:59 pm on August 10. Register immediately to be sure you get the beautiful medal (a true keepsake).

Flyer

Registration

Website

AVA National Office Team

Information and Technology Specialist—Hector Hernandez

Starting Point Changes

Effective Sept 1, 2019 we will no longer publish starting point changes on the website or maintain it as a table. Instead you will be directed to a page where you need to enter the event's stamp number (also known as the Y Number) to view the event and review it for any changes. Shown below is an image of a portion of the new "Starting Point Changes" page that includes the stamp number entry box and a portion of an event in a Starting Point book with the Y number highlighted.

Enter the event's stamp number in the convenient form provided below, then click on "Submit" to display the most recent event information on my.ava.org.

2019/Y

Submit

Athens - Historic - Limestone County 10K and 5K Year Round Walk (2019/<u>Y1787</u>) 1/1/2019 - 12/31/2019

Ice Cream Parlors, Take a Walk In a City Park, Walk Like An Olympian, Walking the USA

To view new page and get acquainted with the new system please click here.

Traditional Event Stamps

All Traditional Events stamps are printed a month before the event. If you have not received the stamp two weeks prior to the event please contact me by calling (210) 659-2112 or emailing Hector at hector@ava.org.

↓ ↓ Important Deadline ↓ ↓ ↓

Starting Point Pre-Order Form

The deadline to pre-order Starting Point Books is September 30, 2019. No book orders will be accepted after deadline.

Click here for form.

Mary K Roger's photo entry for the 2019 Convention. Along with Willamette Wanderers Betty, Sylvia and Sue of Salem, OR, we celebrated my birthday at one of the ship's restaurants.



Publicity Toolkit Brochures

We here at AVA National Office have been working on updating things. One update that Samanta has done is to update a couple of brochures in the Publicity Toolkit. If you are not familiar with this, please have a look at what we have for your use. You can find it under the Clubs Only tab. Once you click on Publicity Toolkit click on Brochures. This will open up a page with a list of brochures.

Come Walk With US

New Walkers

Photo Album

Renewal Season Planned Giving

It's time to renew your events! Events need to be entered into the ESR so that stamps can be made and mailed out in late November.

The 2020 YRE and Seasonal Renewal process is open. The deadline is midnight September 15, 2019. RDs have until September 30 to review their region's events. If you would like your walks to be listed in the Starting Point book, please renew your walks at your earliest convenience. Click the link for Renewal Instruction.

Here are some tips to renew your YREs and Seasonals.

- · Please do not mark your events "No Renewal" if undecided. There is no "undo" button, you will have to re-enter a new ESR.
- · For a faster and error free renewal, do a fast and quick renewal without changes. Simply click renew and submit. You may enter your changes or updates by going the to ESR Listing page to edit your event information.
- · Your event will disappear from your renewal list if you enter incorrect information. Contact Hector to have your event reactivated if your event disappears during renewal.
- · Most of the errors occur when entering information in the POC section . Please follow the instructions carefully.

Contact Hector at hector@ava.org for any ESR renewal problems and concerns.

Communications— Samanta Sanchez



Breaking Down the Big Give 2019

Thank you to all our Big Give 2019 donors! Your kindness has made this year's fundraiser a BIG success. Below you will find a breakdown of our 2019 Big Give donors. Don't forget, the Big Give 2020 is on March 26, 2019. Make sure to save the date!

Big Give 2019 Donor Breakdown	2019	Amount Raised
Online Individual Donors	159	\$16,550
Online Club Donors	24	\$3,310
Peer 2 Peer Donors	61	\$3,190*
Mailed Individual Donations (check/cash)	123	\$12,395
Mailed Club Donations (check/cash)	85	\$13,272
Prize Money	1	\$1,000**
Employee Contribution	2	\$1,213.70***
Total Donors	455	\$50,930.70
Match Breakdown		
Individual Match	2	\$15,625
Current BOD & Deputies	17	\$5,835
Former BOD & Deputies	4	\$550
Committee Chairs	4	\$1,525
Private Sector/Businesses	8	\$7,200****
Total Donors:	490	
Grand Total Raised:		\$81,665.70

*Peer 2 Peer – Clubs, businesses, and NEC who contributed through P2P are not included in P2P donor count or amount.

Prize Money:

**2019 - Up All Night:12am-6am Prize (Medium Budget Size)

Employee Contribution:

***2019 Donors - American Family Insurance Dreams Foundation, Boeing Company

Private Sector/Businesses:

******2019** – Anonymous, GroupWorks, Tater Tours, Walking Adventures Int'l, Eagle Print, Frazier Insurance Agency, Inc., Concinnity Network, Terra Investments

Accounting Specialist— Marian DeVaul

Invoices / Statements:

In an effort to "Go Green" we are asking AVA club Treasurers to send an email letting us know if you would like to begin receiving your invoices and statements via email. The obvious advantage to emailing invoices and statements is the money saved on paper, print, envelopes, postage and employee costs. Further, an email eliminates the lost mail issue, provides an opportunity to store electronic files versus paper, and provides a timelier receipt of the invoice. If you would like to start receiving your invoices and statements electronically, please send an email to Marian DeVaul at marian@ava.org. If you are already receiving the documents electronically – Thank You!!

FINANCIAL:

It is time to file your 990 E-Postcard, Annual Financial Report (AFR), and update your club officers in the ESR. An IRS user guide, and the AVA Retention policy for financial and event records have been posted on the AVA website under "Clubs Only". Marian will now be processing annual club reports; please submit a copy of your filings to marian@ava.org. Thank you.

AVA's Executive Director's Update—Henry Rosales

2019 Biennial Convention, Albany, NY

The 2019 Convention was a huge success! We had over 600 event participants. Preliminary figures show the Convention profited over \$25,000. (This number is unofficial because our finance department is still reconciling outstanding invoices. Official numbers will be announced once the books have been closed for Fiscal Year 18/19.) This would not be possible without the support of all our volunteers! Special thanks to Convention Co-Chairs Teresa Kennedy and Lea Darling, the Empire State Capital Volkssporters, the Community Foundation for the Greater Capital Region/The Michele L. Vennard Hospitality Grant Program, Discover Albany, the Crazy Horse Memorial Foundation, CDPHP, all our volunteers and supporters for a great convention experience! The destination for the 2021 convention will be Madison, Wisconsin. The dates proposed are the week of June 29, 2021! I am sure there will be plenty of fireworks!

General Membership Meeting - AVA Bylaws Changes

Three Bylaws Amendments were introduced and all three passed. The impact I believe these Amendments will have on the future of the AVA is unprecedented and capsulated below. For more information on the Bylaws Amendments please refer to the General Membership meeting minutes posted on the AVA website under the **Administrative** tab.

Title of Amendment: Change the AVA Fiscal Year to a Calendar Year

This change will allow for the National Office to operate on a calendar year instead of the current fiscal year which ends June 30th. This is important because all AVA events are planned on a calendar. (Detailed information regarding this change will be provided to club officers via email and in the monthly Checkpoint. Clubs can also contact Erin at erin@ava.org with any questions.)

The significance of this change is finances, reports, and other resources from the National Office will now be aligned with our events to better meet the needs of our clubs.

Title of Amendment: Change Committee Structure

This change moves committees that are operational in nature under the direction of the Executive Director. Committees that are important for the Board (NEC) to help them govern the AVA will remain within the purview of the Board.

The significance of this change is it allows the Board to devote more time and effort on planning the future growth of the AVA.

Title of Amendment: Add Up to Three At-Large Members to the Board

This change allows for up to 3 **additional** members on the Board who are **not** Regional Directors. It is important to note these seats do not displace existing seats of Regional Directors. AVA Associate and Lifetime members will have the opportunity to nominate and vote into office the At-Large Board Members.

This is significant for a couple of reasons: one it gives AVA Lifetime and Associate members a voice in the governance of the AVA and two it allows the AVA Board to include community members who will contribute external expertise, resources, and authority to the work of the AVA on a National scale. Imagine the impact on the AVA if we had a board member who is also CEO of a major health or insurance company or perhaps even a retired professional athlete!

AVA National Executive Council (NEC) vs Board of Directors

During the 2017 General Membership meeting the membership voted to change the name of the National Executive Council (NEC) to Board of Directors effective July 1, 2019. Moving forward the NEC will be referenced in all publications as the AVA's National Board of Directors.

AVA's Monthly Newsletter – The CHECKPOINT

The Checkpoint is the main communication tool of the AVA's National Office. It is emailed monthly to all AVA club officers the first week of each month. This is the publication where pertinent club information and key deadlines are published monthly. Although most of the information is operational, we also include articles from Committee Chairs and club multi-day events as space allows. In the past, the Checkpoint was emailed primarily to club officers. However, effective immediately we are making the Checkpoint available to all AVA Club Members.

If you would like to receive the AVA's official club newsletter please email Hector at hector@ava.org with a request to be added to the Checkpoint distribution list.

GroupWorks/Element3 Health Network

A New Initiative to Grow AVA Clubs in California and Arizona

Element3 Health is the Health Network Company that owns the GroupWorks communication platform being utilized by the AVA and its clubs. Element3 Health is launching a new national program with the AVA that is mutually beneficial to our organizations. This program will match members in their network system with local activity groups like the AVA. The program will be piloted in California and Arizona through December 2019. If the pilot goes well, the goal is to expand the program nationally.

Within the next few weeks club POC's in California and Arizona will be receiving an email notice from Element3 Health to confirm their participation in the program. The program is basically a club referral program of individuals who are interested in walking in your area. Element3 receives a list of names from insurance companies and matches them up with activities of interest that will improve their health. As we all know, walking is the preferable choice of most individuals.

Clubs interested in participating must be enrolled in the AVA's GroupWorks platform because referrals will be made through this communication platform. Clubs must also complete the form attached in the link below and send it directly to Element3 Health. Once Element3 Health receives the form they will contact individuals in your club areas in California and Arizona who are interested in walking and refer them to your club POC via GroupWorks.

Participating clubs must enroll individuals referred by Element3 Health as a club member free of charge for the first year and make every effort to actively engage them in club events. The AVA will send each participating club \$10.00 per individual enrolled to offset the cost of club dues for the first year. If individual club dues exceed \$10 annually the club must agree to enroll these referrals at \$10.00 for their first year only. Checks will be mailed to the participating clubs in early January after the pilot program has ended.

As an added benefit, the AVA will also enroll these individuals as Associate Members and cover their membership dues for the first year. These members will receive an electronic copy of the TAW and all other Associate membership benefits. Clubs must complete the Associate Membership Form, on the AVA Website, for all referrals enrolled in this program and send it to Karen at karen@ava.org in order to receive their club check. Be sure to mark the box "GroupWorks Referral" and complete the club information section on the form. AVA Family and Friend membership is not applicable for this program.

More information is included below in the article sent to us by Element3 Health. Should you have any questions feel free to contact Henry at henry@ava.org.

Element3 Health Network

Our cultivated system in which our mission thrives. The E3H Network is an interconnected web of partners that fill various roles within the defined models to help bring our mission to life – ultimately the network is our vehicle to connect older adults to groups and clubs.

Element3 Health is actively growing its national network to prepare for Insurance partnership launches. We have multiple Insurance providers whom are starting pilots with us in California and Arizona to test our national program. They will begin by giving us 10,000 – 30,000 members, each, to match to activity groups they express interest in.

So, what does it mean to be in the Network?

New members

•Insurance driven members to increase membership base – California is the starting point with national permeation in future

•Benefits for groups (TBD soon)

•Exclusive content, group toolkit, membership discount perks, etc

What is required from group leaders?

We only ask that you provide a great experience for all of your members

How do you join the Network?

Click **here** to fill out the form to join

Or copy and paste this link in your browser: https://element3health.com/join-our-network/



NEC and Committee Updates

Club Development & Support Committee—John McClellan, Chair

America Walks – Get YOUR CLUB and STATE ORGANIZATION listed under State & Local Allies

According to the America Walks organization (https://americawalks.org) there is a walking revolution taking place all across America. Well, America's Walking Club has been a leader in this community for 40+ years now, but our relevance is slipping. Want to be a player?

One easy step that every AVA **Club** and **State Organization** can take -- go to this link:

https://americawalks.org/partner-directory/state-local-allies/ and sign the America Walks national vision statement: Sign Our Vision Statement as an organization. What are you signing? Just this affirmation:

America Walks is building a network of supporters to promote the vision of a walkable America and show the growing strength of the walking revolution. Please add your name to the Vision Statement below to add your voice! By 2020, walking in everyday life is embraced across America. Streets and neighborhoods are safe and attractive public places that encourage people of all ages, abilities, ethnicities, and incomes to walk for exercise, recreation, and transportation. Walkable community policies promote health, economic vitality, environmental sustainability, and social equity.

Once your club signs the "vision statement" check back in a few weeks to see if you have been listed in the **Partner Directory** under **State and Local Allies**. IF NOT, contact them with an e-mail follow-up and specifically request it!

AVA is already a national partner with *America Walks* in the *EveryBody Walk! Collaborative* and I'm willing to bet we are one of the few that has chartered organizations in 46 of the states. We need to start leveraging that advantage by "flooding the zone" with the name of every cub in AVA! You never know what contacts you might make and what new business this could bring your club. At least 2 AVA clubs that I know of are already listed... let's make that **200 clubs** by the end of the year! *See you on the trails!*

America Walks - State Walking Networks

AVA State Organizations – did you know that there are state "walking networks" forming across the USA? This is another *America Walks* program and it's just under way in only 6 or 7 states so far. We have a great opportunity here because 9 of our 10 State Organizations are in states that have no contacts (see map) as yet. One, Maryland, has a couple of great partners that MSVA could join: AARP and the Maryland Department of Health!

The State Walking Networks program (SWN) is designed to build and strengthen the resources, capacities, and collaboration between local and state agencies, organizations, and advocates in order to create safe, accessible places to walk and move for all people.



There isn't a specific application for this program I can find, but just go to their generic "Contact Us" online submission form at https://americawalks.org/about-us/contact-us/ and ask to be listed!

Club Tip of the Month

A great local partner is your city/town Historical Society, Visitor's Bureau, Chamber of Commerce and/or other local/civic cooperation groups. The **Windy City Walkers**, **AVA-0722** of Chicago, IL, have participated in the Village of Downers Groves' Founders Day for four years, with the fifth currently in the planning stage. This AVA club has advanced from just being included on the Founders Day advertising poster to actively participating in helping select a theme, bringing in other related groups and activities, establishing connections with representatives of the Village, the Park District, the Public Library, and other community groups like the Historical Society, Boy Scouts and Girl Scouts, and area churches.

Establishing these community connections have helped in other ways. As a result of their participation in the 2015 Founders Day, the library offered to serve as the start point for a Year-Round walk in Downers Grove. They have since offered to include the club's "Summer Walk & Music" series in their events. Many AVA clubs exist in areas that offer a lot of competition for peoples' time and attention. Cooperating and coordinating with organizations that appeal to other interests can be beneficial to both us and to them – a win-win for us all. See you on the trails!

Make An Impact

Want to make a charitable impact with your walking/biking miles? Charity Miles is a socially driven for-profit company connecting charities, individuals and corporate sponsors to create social change. Their product is an iPhone/Android app enabling you to earn money for charity every time you walk, run, bike, skip, dance or do any human-centered activity. To date, their members have earned over \$2.5 million for charity.

Charity Miles allows you to designate one of their 40+ current charities to receive \$s that you earn with your mileage. You can change who your earnings go to anytime you want. There are 3 ways to earn dollars on Charity Miles: One is through corporate sponsors such as Humana or Johnson & Johnson and others that Charity Miles lines up for us. Another is "bonus money" that you start to earn after you have logged significant numbers of miles. And the last is the peer-to-peer giving option: signing up your own family, friends or colleagues as direct sponsors of your efforts.

One aspect of America's Walking Club that has hurt us in the past when it comes to developing new outside revenues is that while we are a 501c(3) on paper, we don't really "look like" a charity up close. But each of us can do something to reverse this perception through our individual participation in charitable giving under an "AVA" banner. We're trying to get *America's Walking Club* listed on Charity Miles as a recipient non-profit in the future; but until we do -- I've started a Charity Miles "team" under the name #AmericasWalkingClub. If we build interest now, it may strengthen our position and, we'll already have hundreds of our members who are familiar with the app when/if we achieve donation-worthy status ourselves.

Join our team! Just download the App at https://charitymiles.org or the App store, create an account, designate your charity, and then go to the "teams" icon on your phone and connect yourself to our team. Then start logging the miles! Our goal is 100 team members to start, and 1,000 in the future!

We need your help to keep America's Walking Club moving forward. See You on the Trails!

Robert Cooper Asheville Amblers Club Member

An Elementary School Walking Model?

Two years ago, the AVA Program Committee sought five individuals to create school-based walking clubs. As a new full-time Teacher Assistant at Clyde Elementary School, Clyde NC, I approached the principal to see whether I might start one. It took from August until late October to fully coordinate with the principal and P.E. teacher.

We discussed before-school vs. after-school. We discussed whether the entire student body should automatically be members or whether we needed parental permission forms for individuals to opt-in. I went to my fellow Teacher Assistants to enlist chaperones. I determined on-campus routes and measured their length. We negotiated start and end times, how students would report to the club, and how they would be dismissed. We determined what awards would be offered for number of events and for cumulative distance. I decided on a name: "Cardinals Walk" Club (Cardinals being our school mascot).

I am a member of the Asheville Amblers Walking Club. I asked the club to vote to officially sponsor "Cardinals Walk" Club and to put us in the budget. Dennis Michele, president of the Tarheel State Walkers Volkssport Association, offered for our state organization to also be a sponsor. We also got some support and awards from Active Routes to School.

Finally, on November 1, 2017, "Cardinals Walk" Club had its first meeting. We are now entering our third year.

Other elementary, middle, and high schools need champions to volunteer and start school-based walking clubs. Each club will likely be unique in how it is created and operates. Whom do you know who might start a school-based walking club this school year?



Robert Cooper with Dylan and Nicholas who passed 500km on the "Cardinals Walk"! Bottom—Poster made by a student.

IT Committee—Chris Zegelin, Chair

It has now been 4 weeks since we moved the Online Start Box from the California Volkssport web site (cva4u.org) to the new AVA portal, my.ava.org. There have been a few hiccups but largely it has gone very well. There was a tremendous amount of data to move, lots of new code and a new design that will last for many, many years.

You may have encountered one of the hiccups like email breaking. Please bear with us as we correct these issues. If we can correct your data for you, we did so. In most cases you will simply have to try again. If you find something amiss, please, please let us know. Every page on my.ava.org has a "contact us" button in the lower right corner. We are striving for a great experience and to be responsive to problems.

We are actively trying to address the comments and suggestions that have come our way. For example, the ability to print the sanction became more difficult for some people when we started to provide the new format for the sanction display. It is simply impossible as volunteers to test the design at the level that a \$30 million budget would allow, yet people seem to expect it. We now provide a link back to the legacy sanction listing for those who need it.

The next big task is the new participation reporting module. This will be a big change for everyone, but one that should make the task simpler and much quicker. This new module will be well integrated into AVA accounting so that billing accuracy is maintained while significantly cutting the time HQ spends on this important task.

Participation information is part of the AVA audit trail, so it must be accurate and the reports clear. Understanding this has forced us to reconsider how we manage the OSB reporting and how it in turn affects the way the OSB works. The net result is a simple 4 week expiration time for the OSB registrations will not work as we come to a quarter or year end boundary, The change needed is to explicitly define the necessary exceptions.

Fortunately we decoupled the coupons from the registrations when we made the move to the AVA system. This allows us to maintain the **60 day** expiration for the coupon while modifying the registration and completion timing. The coupon is now like any store coupon. "A single use with a specific discount on a specific product for a limited time with no cash value." With the new design, you can purchase a set of directions (maps) at any time, and get a **60 day** coupon, without having to register for the event.

The updated registration and completion date rules are as follows:

You have **4 weeks** to complete an event from the day you register (with exceptions). You can register for an event and enter a completion date up to **2 weeks** in the past. This gives you effectively a **6 week** window. Registration doesn't trigger a payment, that only occurs when you complete an event and get your stamps.

Exceptions:

- ⇒ If you register for an event prior to it opening, your registration will expire **4 weeks** after the open date.
- ⇒ If you register near the end of a quarter (< 2 weeks), the registration will expire 2 weeks into the new quarter unless the event is not yet open.
- ⇒ You have 2 weeks after an event closes or crosses a year boundary to catch the event or the previous years stamp.

Maps, directions and registration will be available **2 weeks** prior to an event opening.

The completion date is limited to when the sanction is active. You cannot enter a date prior to an event start, or after the event has closed. You cannot enter a date in the future a la "Stamp and Go" days in advance.

You will start to see this change in the design over the next 6 weeks with the change fully implemented before the end of Q3. The important dates will be clearly given as you register or finish an event. Happy trails...



AVA President David Bonewitz leading the walk at the 2019 Biennial Convention. Photo submitted by Henry AVA Executive Director

Chris Zegelin, AVA IT committee chair

Support Our National and International Friends

National











The AVA appreciates the support of The Michele L. Vennard Hospitality Grant Program of the Albany County Convention and Visitor's Bureau Fund, a fund of the Community Foundation for the Greater Capital Region.

FOUNDATION























Northwest Regional Conference Medford, OR June 25-28, 2020 To see brochure click here.

To see registration form click here.



Click on image for more information



Checkpoint Available Via Email to All Club Members Who Request It

To receive an electronic copy of the Checkpoint send your request to Hector at hector@ava.org. Please note on the subject line: Request for Checkpoint.

The American Volkssport Association



The Mission of AVA is to promote and organize noncompetitive physical fitness activities that encourage lifelong fun, fitness, and friendship for all ages and abilities.



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