



Hello NW Volkssporters!

- 1. AVA's New Logo.** Today, Friday, 25 Oct 2019 AVA has unveiled our new logo. Some will like it and some not so much, but it is our new identity and should be used in all our future publicity. No need to replace recently published brochures or other publicity documents; just gradually begin to convert.
- 2. Fiscal Year Conversion.** Our national office has opted for a calendar basis for their fiscal year and we approved it at convention. My understanding is that any clubs wishing to also convert to a Jan-Dec fiscal year will be required to submit a six month financial report to AVA and complete some paperwork with the IRS. Guidance is due out soon from the national office. Clubs not converting remain on the Jul-Jun reporting cycle.
- 3. Annual Sanctions Done.** Thanks to all who helped sanction over 400 Year Round and Seasonal Events for 2020. You can always add Seasonal Events during the year if you find a great route to share.
- 4. Open Calendar.** Still lots of room in the calendar for Traditional Events in 2020, but some of the prime dates are filling up. Get your dates locked now and fill in the details as they become available.
- 5. Event Enhancement.** Our industrious IT committee has added a new "Sell It" feature to the sanction system that allows us to add an elevator pitch up front, attach brochures and post up to four photos. Check out sanctions 116116 to 116124 for our Regional Conference for examples. Here's the Medford walk: <https://my.ava.org/event-view.php?sn=116118>
- 6. AVA Legacy System.** The old AVA website is no longer www.ava.org. Instead, use club.ava.org. The new site is accessed with: my.ava.org.
- 7. No more mailing coupons.** AVA's finance team no longer requires you to mail in or scan and email national coupons from the New Walker packets; just report the coupons with your after action reports. The coupons are a good source for membership committees to reach out to new walkers and help them feel welcomed into the program, so don't just file them away and forget about them.
- 8. Bylaws and Articles of Incorporation Updates.** Our board has been reviewing the mandatory rewrite of our Bylaws and Articles of Incorporation to align with new Texas governing directives. There will be lots of adds/deletes and subtle changes. Amongst all that will be a couple significant adjustments. Once the board review is complete you'll be asked to review the documents and provide your feedback in Dec/Jan timeframe.
- 9. Club Websites.** A number of our clubs don't have active websites for various reasons, including cost and tech skills. One way to tackle this is to cost share with other clubs and have a combined website. Many potential walkers find us through web browsing more than Facebook or other means, which means we're missing some opportunities by not having a web presence. Of course it's important to keep information current and attractive, so it does take some effort, but there is a payoff.
- 10. Updates Due.** Officer updates including club membership count is due and has been updated by almost all clubs now. Thanks for your help. We still have quite a few IRS Forms 990 (E-Cards) and Annual Financial Reports due to AVA with the not later than date being 15 Nov, so please get those to Marian.

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11. **Invoices by email.** Marian at AVA recently asked all clubs that are able to accept invoices by email to let her know. It will speed up the process and save mailing costs, so please help if your club can.

12. **Regional Conference Update.** Planning is progressing nicely for the conference next June. You'll find the brochure attached to each of the event sanctions online. Routes are well laid out and ready for your use. We have live music planned for the banquet and loads of opportunities for entertainment in the area for other evenings. Space at the Inn at the Commons is filling up fast, so reserve your room soon.

Happy Trails! Tom Baltes, NW Regional Director, 505-298-1256, TLBaltes@aol.com