

# AVA WORKSHOP DESCRIPTIONS

## **Wed. June 12 12:00-1:30 AVA Publicity**

Publicity is AVA's weakest link and yet, the key to growth of our membership. The Publicity Committee will discuss their progress toward improving publicity from a national perspective, including a contract award for a marketing campaign. Ideas will be presented on how to improve publicity at the club, state and regional level. Presenters include Henry Rosales and Publicity Committee.

## **Wed. June 12 12:30-1:30 Igniting Community Interest in Volkssporting**

Presented by Barbara Nuss. Barbara Nuss will be focused on how her club, the Sacramento Walking Sticks, has been successful at growing membership, providing simple ideas for other clubs to grow.

## **Wed. June 12 12:30-1:30 AVA's 10 Programs – Boosting Club Activity**

Deb Kruep, as AVA Programs Committee Chair, will be talking about youth programs (Girl Scouts & Master), the Virtual Online Programs (401K challenge and walk across Canada), AVA Community Events (ACE) and other initiatives her committee has sponsored to boost club activity

## **Wed. June 12 2:00-3:00 Nuts & Bolts of Clubs**

Presented by Steve Hughart. Following Barbara Nuss, Steve will review the basics of how the Walking Sticks club operates to show how a highly successful club functions to support a thriving walking program and retain membership.

## **Wed. June 12 1:30-3:00 All Things IT**

Chris Zegelin is the creator of the California Online Start Box, which is migrating to AVA. He is also the chief architect for AVA automation updates, working closely with Mike Green and Hector Hernandez to modernize and upgrade all systems. Chris will present an overview of the Information Technology (IT) committee's progress in the last two years, along with upgrades in the pipeline and the roadmap of where they are going.

## **Wed. June 12 1:30-3:00 America Walks – Walk Audit**

America Walks is a promising new partner for AVA, creating connections between communities and pedestrians across the country. There is good reason for believing a linkage between our program and theirs can have a hugely synergistic growth of walking in America using the Volkssporting platform. Part one of their presentation will be a discussion of America Walks' walk inventory process and how it will be applied to one of the convention events. Part two will be a report back on the results of their inventory and demonstration how we can use their process to improve our events.

## **Thur. June 13 2:00-3:00 Meetup.com Basics**

Learn to unleash the power of the Meetup.com in finding new walkers. Learn the basics of setting up an account and reaching out to walkers who aren't otherwise finding Volkssporting. A number of clubs have reported great success in recruiting new members through Meetup.com and all clubs can benefit from this advertising of weekly group walks and traditional events. Presented by Kathy Bundy.

**Thur. June 13 2:00-3:30 Meet the Candidates.** A chance to hear from the candidates for AVA Board officer positions, prior to the General Assembly vote, about their visions for the next 2 years and beyond and receive answers to your questions.

**Thur. June 13 2:00-3:30 Volksbiking.** This presentation has been given to a variety of audiences, such as Sierra Club, Rotary, Vancouver Bike Club and others. It will highlight the fun of volksbiking, provide ideas on how and where clubs can plan bike routes and discuss opportunities to use volksporting events for fundraising. The presenter has biked across the US twice in recent years and will begin a new route across the middle of the country following the convention. He will demonstrate some bike and equipment selections, as well as route selection, clothing selections, energy food choices and motivations to complete the trip. Presented by Tom Baltes, NW RD.

**Thur. June 13 3:00-4:00 Stress Management**

As a Dr in Physical Education, specializing in Sports Psychology, Dar Parrow will discuss how stress affects the human body and use a flowchart to show its impact on our bodies. Numerous techniques used to manage stress, that cover everything from changing thinking styles to getting quality exercise, will be presented.

**Thur. June 13 3:00-4:30 America Walks – Walk Audit Report**

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**Thur. 3:00-4:30 AVA Operations**

The AVA staff will provide an overview of their operations and how they interface with the membership. New processes from finance to record book processing to event sanction procedures will be covered. During this session there will be discussion on how clubs and staff can work together to optimize performance and cut costs. Presented by AVA Staff.

**Thur. June 13 4:30-5:30 GroupWorks.** **CANCELLED**

**Fri. June 14 4:00-5:30 Trailmaster.** Presented by Tom Baltes, Training Committee Chairman, this session is for current and aspiring Trailmasters (TMs) to discuss the TM Guide, offer suggestions for improving our TM program and work toward certification. Tom will outline the Guide and the changes the committee is already planning based on recent Policy changes. Attendees who bring samples of their TM work and demonstrate a thorough knowledge of the requirements will be considered for certification.