



All Weather News
December 2010
<http://www.allweatherwalkers.org/>
Deadline for Jan news: Dec 24



Our Holiday Lights Walk is scheduled for 12/11. I've filled all the worker's slots, but could use one or two of you as backups in case someone has a last minute problem. Remember, we must be out of Lacamas Swim and Sport by 8pm even if walkers are still on the course. Please contact Joe Titone (944-8190) or titone@usc.edu if you can help. Online brochure: <http://www.allweatherwalkers.org/Lacamas2010.htm>

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Members-only Webpage – Joe Titone

Based on input from Linda Barneson, Jan Breneman suggested at the last meeting that we consider having a member's only web page. This page would be password protected and contain information that rarely changes such as by-laws and the items described as being on a separate web page in our monthly newsletters. We could also include our membership list, but that raises privacy issues.

We don't want the list to act as a SPAM magnet. We've stressed privacy issues numerous times, in that we don't share our membership list. The online list would only be available to members and the password can change as frequently as we feel it's needed.

Each of us has different concerns as to what information we might wish to make public such as our email address, physical address, etc. Of course, each member could opt-out of having any or all of their data listed. Below I describe several things we can do to make this information less vulnerable.

We, as individuals, have similar needs to avoid SPAM. Most of us do little to make ourselves unsafe as we usually go to the same sites repeatedly and don't engage in unsafe pc practices.

However, our email addresses can still be vulnerable because not all our friends use security software and many times their address books are compromised, and

then we suffer the consequences. While we can't control this 100%, we can do things that will minimize the problem.

When emailing to groups of people, send to a group name if your email program has that option. Since most don't, send the email to yourself and put all the names in the *bcc:* field. Both options hide the email address of all you send to, and your friends will not have to wade through a long list of email address to get to your message.

If you have a web presence, you can display your email address several ways (e.g.) : nameataww.org or name @ aww.org. With the former, one would have to substitute the *at sign* (@) for the word *at*. For the latter, the spaces would have to be removed because email addresses can't have blanks. In both cases, anyone sending to the email address as listed would receive a bounce.

Groups of email address could be converted to a .jpeg file, i.e. a picture file. This and the above prevent the automatic, electronic harvesting of email address by spammers. We would use methods like these to safeguard all email addresses on the members-only web page.

~~YRE~~

From: Pat Jewett, President, Columbia River Volkssport Club

re: Lake Oswego, Iron Mountain walk

I received an email today that there are problems with the route right now. The Lake is being drained and so part of the trail has been closed. And there are detours of certain streets that the walk is on.

I will contact the City of Lake Oswego and try to find out when we can open the walk again.

Please put out a notice that for now [YRE#1609](#) is temporarily disabled.

~~YRE~~

A Plan for AVA's Future - Curt Myron, President, American Volkssport Association

AVA TODAY

It is indisputable that if AVA continues to operate in the future as it has in the past, every aspect of AVA operations will continue to decline until AVA closes its doors.

Without change, the gradual decline in AVA clubs, membership, event participation and income will gradually consume all of AVA's financial assets, and the national organization will devolve into a few local or regional clubs.

From a high of over 534,000 participants in AVA events in 1990, last year AVA had a participation of 197,318. From a high of 521 clubs in 1993, we stand at 300 in November 2010. Nearly all indicators, including number of IVV books processed and new walker kit sales show similar decline. The number of total events held each year has stayed relatively stable, but decreasing participation and decline in clubs places a greater burden on the remaining clubs.

AVA is currently financially stable, with around \$740,000 in investments and \$174,000 in savings. But net income for AVA has dropped from \$39,247 in 2008 to \$16, 525 in 2009, and a loss of (\$10,313) for the year ending June 30, 2010.

AVA is not ready to accept growth. AVA computer systems are incapable of handling any but modest increases in the number of members and clubs served. The website is functional, but unappealing to potential members and in critical need of revision. AVA has no social marketing via Facebook, Twitter, etc. no phone or computer applications, and small number of sponsors.

Office staff is at minimum levels and both the office location and furnishings are in need of repair or replacement. In most organizations, the Executive Director leaves office management to an Office Manager and devotes their time and energy to looking outside the organization to market the organization, seek sponsors, donors and create relationships that provide additional funding. Past AVA leadership assigned Office Manager duties to the Executive Director and assigned the other functions to volunteer committees. This approach has not been successful.

AVA committees seldom have more members than the chair. Publicity is limited to a contest every two years at the AVA Convention. AVA receives no income from grants or funding sources and has little chance of arranging income as long as AVA Headquarters has no demographic and membership information from clubs to support the marketing effort.

AVA's national leaders are a board of directors, who should be advisors who guide the organization. Instead, Regional Directors are administrative volunteers so involved with operations and event approvals that they have no time to guide AVA. Consequently, responsibility and authority for AVA operations and governance are confused and day-to-day operations replace AVA's future as the highest priority for the NEC.

During the August transition period between the outgoing and incoming Executive Directors, your leadership learned that AVA was not being well served by its office systems and that our computer support was less than what AVA paid for. Among conditions found was that the daily backup of AVA information had not taken place for 3 – 4 months. Frequent crashes of the AVA store and misdirected invoicing of clubs was also found. The systems had several weaknesses and action was taken to change contractors.

The bottom line is that AVA needs to change. The question is how and when.

As income declines, when becomes equally as important as how. Within a few years, AVA could become like the guy with a home and mortgage, whose job is reduced from full time to part time. Does he use money from savings for gasoline and a new suit to get another job? Or does he wait and do nothing, hoping that everything will be better later? Waiting until funds are exhausted will become a missed opportunity that dooms AVA.

AVA TOMORROW

The National Executive Council is the leadership group of AVA, composed of four elected national officers, ten regional directors and a non-voting Executive Director. The Executive Committee is composed of the four officers (President, Vice President, Secretary and Treasurer) plus a representative of the Regional Directors and has general supervision over AVA operations in between Council meetings.

AVA leadership has struggled with how to reverse the decline. We learned that distributing key Executive Director skills among volunteer committees simply doesn't work. With the retirement of the Executive Director in August 2010, we recognized that hiring a replacement was an opportunity to acquire critical skills not present in either AVA Headquarters or Committees, namely marketing, recruitment of sponsors and strong contacts with the health industry. AVA focused on acquiring these skills when hiring the new Executive Director. The salary cost of \$70,000 per year was within the average range for a small non-profit Executive Director. She has the desired skills and 15 years experience leading health-related non-profit organizations. She is also a certified Strategic Planning facilitator.

In August 2010, with the agreement of the Executive Committee, the President called for a meeting to produce a Strategic Plan to coincide with the October 1-2, 2010 regular meeting of the NEC. Eight of fourteen NEC members participated and the comprehensive plan was adopted by majority vote of the NEC.

The Strategic Plan recognizes that AVA has a lot to do to prepare for growth. The first task was to recognize the “Oprah Effect”. It’s known that if Oprah mentions a company or person by name it causes over one million internet inquiries within the following 24 hours. A system like AVA’s will crash under the volume of inquiries even though those inquiries are exactly what AVA wants and needs. The first phase of changing AVA involves preparation for growth.

The Strategic Plan addresses three strategic directions for AVA. They are:

1. Standardizing policy thru effective governance, by
 - empowering governance
 - mandating standardization, and
 - acquiring membership
2. Gaining recognition through marketing and collaborative partnerships, by
 - developing a diverse marketing plan
 - securing financial stability, and
 - pursuing collaborative partnerships
3. Reformulating leadership and internal communications, by
 - enhancing internal communication
 - reformulating leadership training, and
 - energizing recruitment and retention of leadership

PHASE 1: GETTING READY FOR GROWTH

The 2011 – 2016 AVA Strategic Plan is adopted. To implement its goals we will develop an operational plan that will identify specific tasks, time deadlines and fix responsibilities for task completion. Note that as a five-year plan everything will not happen at once but be spread over the full five years.

In fact, before we begin some of these tasks, AVA must create the capacity to handle the growth and success it seeks. So Phase 1 is the time period required to prepare the Operational Plan, but also to review all those actions that need to be done to assure that we are prepared for growth. It would do us no good, for instance, to ignore making our office systems secure and growth-ready.

Our best time estimate for completing Phase 1 is about eight months, ending with the AVA convention in June 2011. Overriding considerations in planning include preserving the financial stability of all AVA clubs and keeping AVA membership informed.

Phase 1 subject areas include, in no particular order:

1. Prepare a roadmap to inform AVA membership (this and future documents)
2. Draft the Operational Plan for 2011
3. Adapt AVA computer systems to assure security, consistent data backup and capacity for higher levels of clubs and members
4. Revise AVA website to attract new members and provide tools for personal achievement
5. Develop phone and computer applications for social marketing (Facebook, Twitter, etc.), with backup capability to increase membership
6. Enable effective governance, e.g. how the NEC operates, and whether AVA bylaws provide the tools needed by AVA HQ to seek sponsors, grants and income support from health related organizations
7. Review AVA's membership structure to determine whether other forms of membership will help AVA grow
8. Evaluate HQ staff and physical office requirements for future growth
9. Plan expansion of HQ staff's role in marketing, partnerships, sponsorship and collaborations with the health care industry
10. Provide standardized training to current and new AVA clubs and volunteers
11. Achieve a standard high quality event product

PHASE 2: GROWTH AND SUCCESS

AVA membership will be briefed and consulted at the 2011 AVA convention. Proposed policy or bylaws changes will follow the normal rules for notification and approval. The first task following the AVA convention is the approval of the draft Operational Plan described above.

The Strategic Plan identifies the direction AVA will go in broad terms. Operational Plans will provide more detail and serve as the means for tracking our progress. We have many decisions to make and priorities to set, but with your support, AVA is on its way to success. AVA - Moving Together toward a Healthier America.

I invite your comments and suggestions either through your elected representatives or directly.

[YAY](#)

Reprinted from VUSAV's newsletter: Barbara Baker receives Award
Barbara attended the Washington State Genealogy Conference in Chehalis on 17 and 18 September 2010. In the afternoon on the 18th, she received a state award for her work with the Clark County Genealogy Society.



President's Corner – Jan Breneman

PREZ SEZ

MERRY CHRISTMAS! Can you believe the holiday season is here already? This winter is expected to be extra cold and wet. While I have walked in many a storm, I admit to not being a very committed all-weather walker lately. How about you? I'd like to hear from anyone who steps out – no matter what. How do you prepare? Does it help you to have an absolute exercise schedule; i.e., if you absolutely take a walk every day at 6 a.m. or noon, how much does the weather affect your resolve? What kind of winter wear and equipment do you own – and use? What snack is absolutely a must for you for exercise? Let me know – you might even get your response published in the newsletter!

Please join fellow club members for our December 14 annual Holiday Cookie Party. Even if you aren't a "baker", just bring something, store-bought or otherwise, to share amongst us AWW friends. Even appetizers, snacks – any finger food – are fine. We'll pass along what's left to our dedicated YRE start point businesses. I'll provide a beverage and paper goods.

Our December 11 Holiday Lights Walk is just around the corner. Maybe I'll see you there.

9 THINGS TO AVOID STEPPING ON

- Pink chewing gum
- A puddle that slowly emerges from the corner of a dark alley
- Your own pants
- A sticky label
- The little salad bits that fell out of someone's kebab last Friday
- A splatter of diced carrots and peas
- A banana skin smothered in butter on a patch of dry ice
- Thin air

Reprinted from the *Walker's Pocket Companion*, Malcolm Tait, Pavilion Books, London UK, 2007, Page 22.



Next Meeting: December 14 - ALL ARE WELCOME! details and map are now [here](#)

Sections that rarely change are also at this link: AWW Challenge information, AWW Challenge results, list of officers/valued associates, and Weekend Walking description.



AWW Challenge Completions

Congratulations to those who completed the AWW Challenge:

2010
Jan Breneman



Upcoming Club Event/Weekend/Wednesday Walk Calendar:

Events: December 11, 2010 - Holiday Lights in Camas
March 19, 2011 - Fruit Valley
May 28, 2011 - Washougal River Greenway/Lookout Ridge
August 13, 2011 - Moulton Falls
October 27, 2012 - Cedar Creek Grist Mill

Group Walks: Wednesday Walks -

<http://home.comcast.net/~titone7604/Wed/wed.htm>

Weekend Walking: <http://home.comcast.net/~titone7604/weekend/weekend.htm>

NORTHWEST REGION'S CALENDAR OF EVENTS –

Dec 4 Wk Capitol Volkssport Club Olympia 360-491-7266
Dec 4 Wk Sherwood - Christmas Lights & Festival 503-625-8986
Dec 11 Wk Lilac City Volks Spokane - Lights 509-326-3575
Dec 11 NW All Weather Walkers Camas, WA 360-944-8190
Dec 18 NW Columbia River Portland-Christmas Boats 503-230-1387
Dec 19 Wk Border Crossers Longview-Christmas Soups 503-728-0400
Dec 31 NW Emerald City Wanderers Seattle 206-789-1960

Dec 31 Wk Vancouver USA Vancouver 360-991-8806

2011

Jan 1 Wk Emerald City Wanderers Seattle 206-789-1960

Jan 1 Wk Columbia River Portland 360-991-8806

Jan 8-9 SS Evergreen Wanderers South Cle Elum 253-582-7474

Jan 8-9 XS Evergreen Wanderers South Cle Elum 253-582-7474

Jan 15 Wk Daffodil Valley Puyallup 253-841-0580

Feb 5-6 Wk Four Plus Foolhardy Eatonville-NW Trek 253-531-2796

Feb 5 Wk Columbia River Portland-Pre-Super Bowl

– OTSVA Meeting 503-453-6018

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December Birthdays: none	Achievements: none reported please contact the editor with event and distance milestones
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Welcome to new members: none reported

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Minutes: Oct+Nov below

All Weather Walkers Meeting Minutes

October 12, 2010; 6:30PM

Legacy Salmon Creek Medical Center

Jan Breneman called the meeting to order at 6:35 pm.

Present: Pat Gorman (Secretary), Joe Titone (Newsletter Editor), Jan Breneman (President), Bonnie Goodlett, Barbara Smith, Leah Riedel, Linda Barneson, Joan Heins, Earl Bowen, Jean Moeller.

There was no correspondence.

The minutes of the September 14, 2010 Meeting were approved as corrected.

Treasurer's Report: The account balance as of 9/30/10 was \$3,223.24. There were \$814.13 in expenses and \$1612.80 in income. \$485.54 was paid to Vancouver USA Volkspporter Club for the Mt. St. Helen's weekend.

Membership Committee: There are no new members.

Weekend Walks: Joe sends out a list of available dates to those who have expressed an interest in leading a weekend walk once a month. We should not schedule walks on dates that are being used by other groups for events in our geographical area. Informally it was decided that area goes from Salem to Longview and the Gorge to the Coast. We had a recent issue where someone wanted to do a sanctioned walk at Moulton Falls without the required time in the rules for notification. While the AWW Board did not approve this it was approved by the AVA and is going to happen. There was no event planned elsewhere on that date. We want to follow the rules. What is required for an exception is not clear.

There were 21 people in the rain for the Brownsferry walk. The only other walk this month is Alameda Ridge on October 31st.

Joe will send out the dates for November. There are more open weekends without events at this time of year.

Wednesday Walks: There have been 30 to 40 people each week. There is always a 10K and a 5K option and an optional lunch at a nearby restaurant to follow the walk.

Old Business

December Holiday Walk: Joe and Jan will measure the route for the December 11, 2010 walk this weekend. There will be a web site to check in case of weather concerns.

2011 Event Planning:

August 13 & 14 has been suggested for a Moulton Falls event by Dick. This is not yet final.

Cedar Creek Grist Mill: they have not set the date for their event next year as they are still working on this year. There was no answer to the question of whether we could do the walk on a different date from their event.

The Director of Firstenburg stated that we are welcome and is requesting possible dates.

PIR: Dick was to check on this idea.

Prune Hill is another idea. It could be in the Spring and start at Prune Hill Elementary School.

Fruit Valley / Mill Plain is another possibility with the new bridge over the railroad tracks. Earl Bowen will check out this idea.

Ridgefield Heritage Days have not set their schedule but is a possible site for late summer.

Fruit Valley and Firstenburg are possible sites for early walks in 2011. March 19 is a tentative date as there are no other events scheduled.

We need an event walk for early in the year and want to plan to have 4 or 5 per year. Currently there are two on the schedule for late in the year. It takes 90 days to get an event sanctioned.

New Business

The order form for Check Point for 2011 must be completed by November 12 for a group order. We will do the order at the next meeting. The cost will include shipping.

The next VSA Meeting is November 27 in Edmunds. Contact Jan if you are interested in attending.

Earl reported on the Vancouver / Clark County Trail Survey. They will want volunteers again next year.

2013 is the Washington State Parks Centennial. The state Volkspport Association will try to do walks in State Parks.

There was a suggestion that we invite organizations which host our start points at events to our June Potluck.

Announcements

Earl is responsible for refreshments in November and December is the cookie function.

The next meeting is November 9, 2010.

The meeting was adjourned at 7:30pm.

Respectfully submitted by Pat Gorman, Secretary

All Weather Walkers Meeting Minutes
November 9, 2010; 6:30PM
Legacy Salmon Creek Medical Center

Jan Breneman called the meeting to order at 6:30 pm.

Present: Pat Gorman (Secretary), Joe Titone (Newsletter Editor), Dick Baker, Barbara Baker, Jan Breneman (President), Bonnie Goodlett, Earl Bowen, Jean Moeller, Terry Itzen, Tina Foss, Brenda Hatten, Nira Lang, Robin Thompson, Linda Jean Barneson.

The only correspondence was a notice of the Turkey Trot to be held in Yakima. The minutes of the October 12, 2010 Meeting were approved as corrected.

Treasurer's Report: The account balance as of 10/31/10 was \$3,051.24. There were \$454.00 in expenses and \$282.00 in income during October.

Membership Committee: We had two guests at the meeting. There are no new members.

Weekend Walks: There was one walk on 10/31/10 with 13 people for the IKEA Wetlands Walk. There are open dates for other walks. We need members to lead group walks on the weekends.

Wednesday Walks: There have been 30 to 40 people each week. There is always a 10K and a 5K option and an optional lunch at a nearby restaurant to follow the walk. There were 20 participants at Washougal. Some people missed Washougal because of the changed start point.

Old Business

December Holiday Walk: The route has been finalized. The map is ready for review. There is no place for a check point. Joe is asking for volunteers to work shifts between 2 and 8pm. We must be out of the building by 8pm. The workers walk will be Dec 4th at 9am. Jan and Earl will do the final measure of the route.

Starting Point: This is a book that lists all clubs and YRE's. The cost will be \$19. Jan will submit an order for those who have requested a copy.

2011 Event Planning:

Earl is working on a route for a Fruit Valley Event. He reports that we can use the Community Center at no charge and there is parking available and restrooms. There will be 5, 10 and 15 K options. Jan will get this sanctioned for March 19, 2011.

Moulton Falls is being planned by Dick Baker for August 13 & 14. The tentative start time would be 8 am to avoid the heat with a finish by 3pm. Jan will sanction 5 & 10K walks for this event.

PIR will be looked at for the first Monday after Thanksgiving in 2011. There is no additional information at this time.

Cedar Creek Grist Mill will be put off until October 27th of 2012. The date in 2011 conflicts with Yachats club event. At any other date we would still have to make a \$100 donation to use the site and they would not be doing the cider press.

Lookout Ridge by the Washougal River is tentative for May 28. It is rated a 3 but there is a possible easy 5K. Jan will explore start points.

It was decided that we should also do a fall event. Burnt Bridge Creek Trail on October 8, 2011 is a possibility. The trail follows the creek and goes through residential areas. The other idea was Ridgefield. This could be tied with the Bird Fest celebration. Jean will contact the city.

New Business

The Fisher's Landing YRE will need to be changed as Hewlett Packard is rumored to be moving into the Nautilus Building and the field will become a parking lot. The start point will remain at Fred Meyer.

AVA Nominating Committee is asking for names of people interested in national officer's positions.

The ESVA meeting will be in Edmonds Thanksgiving weekend.

There was discussion about making part of the AWW website a member's only page. This could be password protected and could contain the rules, bylaws, and membership list. A trial run will be considered after the first of the year. Joe and Jan will explore. Members would be able to opt out of having email addresses posted.

December 19th is the Longview Christmas Walk. This is on a Sunday and is flat and straight and a good walk.

Announcements

December 14, 2010 meeting is the Cookie Party.

The meeting was adjourned at 7:35pm.

Respectfully submitted by Pat Gorman, Secretary
