



All Weather News
March 2013
<http://www.allweatherwalkers.org/>
Deadline for April news: Mar 24



From: WILLIS KORFF korffs@wildblue.net (our Regional Director):

1. (*Sam is campaigning for the Presidency of AVA- editor*) Modernization - The first position paper on issues facing AVA - by Sam Korff

Have you heard of geocaching? Participants use their computers to get the coordinates of cache locations. Then they go to the location, find the cache, leave their name, go home and log on to the geocache website and tell the site that they found the cache. When they tell the site that they found the cache, their records are automatically updated. The caches are similar to our special programs/challenges. **WHY NOT US?**

Virtual books and virtual start points is another way to attract new walkers. Virtual start points will probably be tried again in the near future. It was tried before, but there was no report to evaluate the success of the trial. Virtual books are not for everyone, but for those who would like to use virtual books, they should be an alternative to putting a stamp in the book, and then sending the book in after a particular level has been completed, then receiving the patch, pin, and certificate.

Technology is at a point where we could log on to the AVA website with our phone, get a map and directions downloaded onto our phone, sign the waiver, register, and go for a walk. Parts of this have already been tried but no reports have ever been done. **WHY NOT US?**

It is through technology that we will attract the next generation of volkswalkers. Some will tell you that we don't need to modernize, that all we need is quality events to attract walkers. Quality events are VERY important, but we've been saying that quality events are the main way to attract new walkers for a long time, but our participation continues to decline. We are not ready to act on these suggestions, but we should be moving toward these things as goals. We should be anticipating the future needs of our participants.

There are those who would tell you that volkssporting is just fine the way it is, that no change is necessary. I believe those people are short-sighted. Many years ago, when we began to use computers for AVA, people looked into the future and the AVA website was created. The AVA website has been overhauled recently, with a few problems for smart phone users. These problems will be eliminated, and we will be ready for the next step, wherever that may be.

Let's be ready for the next step by modernizing AVA.

2. Marketing - The second position paper on issues facing AVA - by Sam Korff

With hiring the new Director of Marketing and Publicity, AVA made a first step into bringing money into AVA and getting our name out into the American public. The best way to bring income to AVA is to increase the desirability of our product - volkssporting, thus increasing the number of new walkers and motivating the ones we already have to participate more. We can no longer rely on military returning from Europe to replenish our ranks.

Have you been to a cause walk like the March of Dimes? They get hundreds, sometimes thousands of participants to walk for their cause. They bring money and attention to the cause. Everyone has fun and the cause benefits. **Why not us?** One of the ways these event organizers get people to come to their cause event is networking. And of course, the event is only once a year. Volkssporting will have to learn how to do the networking in order to get the same kind of participation that these events enjoy.

Before we start networking though, we must guarantee that we have quality events. AVA has done that with the Trailmaster Guide. We already know how to do this. We can even offer our expertise in finding walk routes to these cause events, helping us to publicize our type of event. How will we learn to do the networking? Education!

When clubs advertise their events, how can they get the word out? One resource is the health care industry. The health care industry is learning that preventive medicine is less expensive than the actual care of patients. We should capitalize on this! Kaiser Permanente has produced two videos of Everybody Walk featuring volkssporting. The American Medical Association with its thousands of physicians is another resource for us, and the right approach in Marketing to them would boost our membership. This all helps and I am sure that Chuck Blische, the Director of Marketing and Publicity has or will pursue this type of partnership.

AVA should also produce a Publicity Guide for our Clubs. Clubs that change leadership periodically forget or never knew the ins and outs of advertising their events to their local public. A Marketing or Publicity “ambassador” or contact within each club would help too. That would be his/her primary function in the club. We should be mentoring these leaders.

AVA has branding, but some of it is too specialized. Imagine doing a publicity event where you set up a booth with AVA branding. You put up the big blue AVA banner showing people walking and having fun. Nice stuff! But what does that big AVA mean to prospective customers coming by your booth? We need material that says something about walking – like a sign that says “Walking Club” or “We Walk” or something similar. This is the kind of outreach clubs can do locally. I firmly believe our clubs must rediscover marketing our Fun, Fitness, Friendship organization to the local public.

3. 18th AVA Biennial Convention Registration

Please note that the convention registration form, Registration Sheet 2, Paragraph 3, Volkssport Event Registration, Christmas (May 1) Orlando Wetlands Park requires a park entry fee. This fee is not part of your registration and it must be paid on-site at the convention prior to the event. If you will be entering the park by car or shuttle, the fee is \$16.00 per person. If by bus, the fee is \$12.00 per person.

Convention Pre-Registration Deadline and Cancellations

Pre-Registrations must be postmarked no later than March 21 or received by FAX no later than midnight March 21. Registration cancellations must be postmarked no later than, or sent by FAX no later than midnight on March 31. Refunds will be made by check and a \$100 administrative fee will be charged.

4. IVV Awards Processing

Beginning January 1, 2013, NEC XVII voted to no longer offer “Free Shipping” Coupons for those who want to order a new IVV Distance or Event Book when they send their completed record books for processing. Because postage rates are increasing, we will no longer honor any old “Free Shipping” Coupons. \$1.50 is charged for the order of one up to four books. When anyone completes an IVV Record Book they need to send it to AVA headquarters as soon as possible for processing. Please encourage your members to make a habit of sending them for redemption instead of holding them indefinitely. In fact, some people are holding their completed record books for several years and we are finding many errors and incorrect books when these books are finally turned in.

President's Corner – Earl Bowen – next month

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Next Meeting: March 12 - ALL ARE WELCOME! Details and map are now at <http://www.allweatherwalkers.org/static.htm>

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

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Club Events/Weekend/Wednesday Walk Calendar:

2013: July 6, North Bonneville
July 27, Vancouver (ESVA Meeting)
September 7, Camas Three Lakes

Northwest Region's Calendar of Events:
<http://www.allweatherwalkers.org/fel.htm>

Group Walks: Wednesday Walks – 10:00 am
<http://home.comcast.net/~titone7604/Wed/wed.htm>

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

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<p>March Birthdays: Runkle, Lisa V. 3/23</p>	<p>Achievements: please contact the editor with event and distance milestones Jan Breneman, 1000 events</p>
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Welcome to new members: none reported

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Washougal YRE Changes, by Jan Breneman

We are sorry to suddenly lose Papa's Ice Cream as the YRE start point in Washougal. It was unavoidable, but a major change like this involves more than just announcing the new start point – once it's identified.

After getting the logistical information (address, hours, new driving directions) for the Pendleton Factory Outlet Store (the new start point), I then informed the Northwest Regional Director and AVA headquarters. The AVA and AWW websites required updating, and it helped to have an objective eye to be sure I had deleted all references to the previous start point. (Joe Titone came through this time – I had overlooked a reference to Papa's in describing the 5km route.)

Then there's the route itself. The 5km distance directly from Papa's was just barely legitimate, so moving the start point even closer to the dike trail made it necessary to find additional length. In this case, I had to measure what turned out to be a simple, full kilometer in town for additional distance. Fortunately I had saved detailed notes from when the dike route and the Gibbons Creek Trail were set up, so all I had to do was... the ugly math ☹ when figuring in the kms on the dike path itself. And downtown qualified for the Main Street, Murals, and Classic Cinemas national challenges. So the changes for Washougal were somewhat easy this time. Calculating the summer routes from the new location, assuming the trailhead is repaired and reopens soon (as anticipated) should be a cinch. Unlike most YREs, this also has summer loop options. Here's hoping the trailhead will open by May 1, so the only changes to those remote 5/10km walks will be the driving directions; except for figuring the longer distance options directly from Pendleton. Thankfully, I still have a couple of months to go. ☺

Ted and I have seen groups of Great Blue Herons in the trees around Scaup pond, grouping up for spring. And after all these years, a birder recently showed us exactly where to look for their rookery on Reed Island. All the nests will soon be well hidden by budding tree leaves, so come out soon to take a look before they are covered up. Join us for the Weekend Walking group walk this Saturday, March 2, at 10 a.m. and I'll point it out to you. Happy Trails!

RAMBLING RIDDLE

Unravel the following: STEP PETS PETS

The answer will appear here next month...

Reprinted from *Walker's Pocket Companion*, Malcolm Tait, Pavilion Books, London UK, 2007, Page 55.

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Following are the 2013 State Parks “free days”:

March 30 In honor of Washington State Parks’ 100th birthday on March 19

April 27 and 28 National Parks Week

June 1 National Trails Day

June 8 and 9 National Get Outdoors Day and Department of Fish and Wildlife Free Fishing weekend

Aug. 4 Peak season free day

Sept. 28 National Public Lands Day

Nov. 9 through 11 Veteran’s Day weekend

A Discover Pass will still be required on these days to access lands managed by the Washington State Department of Natural Resources and the Washington Department of Fish and Wildlife.

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