



All Weather News
January 2014
<http://www.allweatherwalkers.org/>
Deadline for Feb news: Jan 24



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Your membership dues are now payable. \$6 for an individual and \$12 for a family should be sent to

Membership, All Weather Walkers
PO Box 241
Vancouver, WA 98666-0241

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AWW Trailer: we bring this trailer to all our sponsored events because it contains all the supplies, etc. that we need to host an event. For many years Joan and Don Heins kept the trailer on their property. However, Don died recently, and Joan intends to sell the property. We are looking for someone else to store this trailer – it does not have to be covered. If you can help, please contact Joe Titone Titone@usc.edu.

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From: Candace Purcell Interim Executive Director/Financial Director
candy@ava.org

1. **2014 Centurion Achievement Challenge Registration:** Registration for the 2014 Challenge began October 1, 2013 for Associate member volkssporters. You can start walking for record January 1, 2014. The annual participation fee is \$25. To be eligible for 2014 awards, the record books containing 100 valid entries must be returned to AVAHQ no later than February 15, 2015. 2014 registration form, complete and submit by email.

2. **Deceased Volkssporters Information:** Please submit the full name of volkssporters who pass away to Karen Winkle, karen@ava.org She will add them to our necrology list. These individuals will be acknowledged in the official convention program and during a ceremony at the 19th AVA Biennial Convention.

3. Dear Club Officers, Members, and Volkssporters

I want to thank you for all the calls and emails asking me why I will not be the Executive Director and giving me your support to stay as Executive Director. I did not have time to answer individually.

I chose not to apply for the position, but rather to continue as the Financial and Operations Director. I have been wearing two hats for almost four years. When Jackie Wilson became critically ill, I ran Headquarters as her second; that was in 2009 and 2010 until she retired. When the NEC asked me to take on the job of Interim Executive Director, I said I would until the leadership could increase income to hire more staff; three years later I am the longest running interim, temporary, acting ED in history! My task as AED was to ensure that operations ran smoothly, cut costs where I could, unify staff, provide the NEC with information necessary for them to make informed decisions, and continue to provide quality services to clubs, associate members, and Volkssporters. I have successfully fulfilled that mission while ensuring that AVA continued to receive quality audits.

Filling more than one management position in our organization, I have built up considerable vacation time as I did not feel comfortable leaving for extended periods of time; now I can allow myself the time to take off for needed family and personal reasons.

As anyone knows that has held more than one job, you can adequately perform both even though it takes longer, but some plans and duties take a back seat for lack of time and or money. I prefer to do one job very well instead of two adequately. Concerning those of you who worried about me leaving and the loss of institutional knowledge, never fear, I am committed to the NEC, staff and to all of you that comprise the AVA nation.

It has been an honor to serve you as your Interim Executive Director.
Respectfully, Candy

4. **AVA Member Survey:** The study was conducted by Virginia Tech University as part of their partnership agreement with AVA.

by Chuck Blische

Volkssporters view personal fitness and exercise as an important part of their daily lives; they are using social media more and they expressed overall satisfaction with their AVA experiences. These were some of the findings from a three-part survey conducted as part of a collaborative partnership with Virginia Tech University and AVA. There were 1,238 respondents who provided feedback on issues of social media use, age and participation. Its purpose was to gain

understanding and analyze involvement, beliefs, attitudes and general demographics.

Nine out of ten respondents feel competent in using the internet with about half that percentage indicating competence in using a smart phone and social media in general. Younger members (50 and under) feel more competent using a smartphone (73% vs. 44%) and social media (84% vs. 45%) and are more likely to hear about AVA through an internet search (22% vs. 5%). Male respondents feel more competent with using social media than women (63% vs. 51%) and smart phones (54% vs. 47%).

The survey found that 93% of member respondents are over 50 years old and that women now represent 70% of the AVA population. Although women feel more connected than men because of friendships created at the club levels, only half of surveyed AVA members joined because of this. Fitness and exercise were cited as the main reason for joining. Fun and enjoyment ran a close second. Eighty five percent of older members (50 years +) also expressed satisfaction with their AVA memberships.

Ninety-eight percent of all respondents participate in AVA sponsored walking events with 72% indicating participation in the IVV Awards Achievement Program. There are more women than men participating in the program and survey results indicate they find the record books useful. 36% of AVA members first heard of AVA through word of mouth. Volkssporters indicate minimal interest in participating in cause-related marketing walks. Women are more likely to participate in walking, biking and swimming which remain the three most participated in sport by all participants. Walking tops the list with 99% of respondents having walked. Women now represent 70% of the AVA participants. According to the survey, respondents represent a well-educated group with a majority of them indicating they had some college with 39% having earned post graduate degrees. Volkssporters receive updates on AVA news and events from the AVA and club websites, The American Wanderer (TAW) and email, in that order. Other sources include the Checkpoint and club newsletters, word of mouth and Facebook. The survey also revealed a lack of knowledge from respondents regarding the AVA organization in general. Nearly 40 % responded negatively to the question did they know what AVA region their club was in.

In part two of the survey, telephone interviews were conducted with Regional Directors from the last Executive Council XVII. Seven of the 10 surveyed are no longer serving on the Council. They provided some insights as follow. AVA should take advantage of technology to improve efficiency and promotional efforts. Clubs should concentrate on the promotion of fellowship and community through social

events and hold more themed walks and that events should continue to offer opportunities for not only national but international travel through AVA and IVV events.

They identified a lack of knowledge by some club members regarding AVA operations, to include the AVA national HQ tasks and nationwide regional organization. Some misgivings were expressed about partnering with other nonprofits on national walks. Some feel that the current two-year RD terms are too short and inhibit efforts to implement change while others are concerned that our conventions and conferences are too expensive. Additionally, RDs suggested that guidelines are needed for promoting AVA to internal and external publics.

A third survey conducted research in a community with no existing AVA organization or activity. The survey provided detail among targeted age audiences and results indicated a positive acceptance of AVA activities across all age groups. Younger male audiences (18-29) want medium to intense competitive workouts, but not so from 30 years on. About 90% of male and female respondents said they would like to participate in an AVA sponsored event and more than half would consider travel to events outside the state. Most respondents preferred walking with a partner. Finally, 75% of that community prefers walking over other outdoor activities.

The survey project coordinator was Professor John Tedesco, PhD, Associate Professor and Director of Research and Outreach, in the Virginia Tech University Department of Communications. In his letter to AVA Marketing and Publicity Director Chuck Blische, Tedesco indicated that \$68,700 presents a conservative estimate of the in-kind donation amount made by the university students' collective efforts on the survey and other related projects. His 20 students worked an average of 10 hours per week for 15 weeks which translates to 3,000 service hours. The University has agreed to work with AVA on future projects.

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From: Nancy Wittenberg nwittenberg@q.com (our Regional Director):

1. Changes to YRE Events:

a. The Yakima Sun Striders intends to “renew” the Quincy, WA walk for 2014. This seasonal walk had very few walkers in 2013. This appears to be the only ‘Q’ on the west coast for those doing the AVA’s A-Z, which is an ongoing program like the states and capitols.

b. Both YREs that start at the Bellevue Botanical Gardens have been cancelled until further notice due to construction in the gardens. The cancellations will extend into 2014.

c. Start Location change for the Gig Harbor, WA YRE: The McDonalds is being remodeled. The file cabinet start box has been moved to the Fred Meyer store across the parking lot. Find it on the right side of the store near the eating area. A permanent change to a still different location may be announced later.

d) Will you please let the clubs know that our Ron Russell YRE walk out of Adventist Medical Center in Portland has a new home. The box is now in the Atrium by the stairs. The Atrium is located on the lower level of the main hospital. When you get off the elevator turn left into the Atrium and the box will be at the bottom of the stairs to your left. Start times for the walk is now daylight hours 7 days a week. Thanks, Regina East County Windwalkers

2. Our region has the “honor” in 2014 of piloting “make your own stamps” for traditional events. I’ve asked several clubs who have many traditional events to be guinea pigs. They will get rubber stamp number kits, similar to the one I have as RD, and stamp handles with the rest of the stamp info on them. The club will assemble the event stamp number in the handle for their event. The point is to eliminate AVA having to mail the club their stamp prior to their event and has some other potential benefits. Clubs will critique the process. No date has been set for beginning this process.

3. Remember to register for the NW Regional Conference: They already have registrants from several east coast states. The Conference will be held at Portland State University June 23-28, 2014, right after the Columbia Gorge Walks. Go to <http://www.walkoregon.org/conf/nw2014.htm> and click on the links for housing and registration. See the video there as well. Registering as early as you can helps the committee plan for transportation and other offerings. You ask why register? Why not just go to the walks? The conference will have a Meet and Greet, a social room to gather in informally, a dinner, several training opportunities. It’s a great chance to get to know other walkers from around the region and other parts of the country. I hope to see you all there.

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President’s Corner – Joe Titone

Genesis of a walking club: I moved here in 2000 from Los Angeles never having heard about Volkswalking. Los Angeles, whose inhabitants are absolutely

obsessed about how they look, is seriously lacking an AVA presence. However, I think you'll see a greater percentage of the metro area's 13 million inhabitants working out than you see here. It's also a city permeated at all levels with the entertainment industry, so it is not uncommon to see a movie/recording etc. star or two when you walk, run, play tennis, go to the market, etc.

The club I belonged to (non-AVA) was called the WalkieTalkies, and half of it's members were in the entertainment industry. Two were composers, several were actresses, and the plastic surgeon, who was a close friend of Alan Alda's, was the medical advisor to the TV series M.A.S.H., and you can see his name in the credits of that show. Part of the M.A.S.H., set was left intact in Malibu Creek State Park (where it was filmed), and we would walk through it when we did a walk there.

I hope I'm not sounding too ga-ga about this, but the above is the reality of exercising in Los Angeles. Next month, I'll continue my description of how the Walkie-Talkies came together – they still exist today although many of us have moved away.

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Next Meeting: January 14 - 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:

Saturday, May 24, 2014: Tenny Creek Walk from Vancouver Church of God (King's Way Chr. Sch.)

Group Walks: Wednesday Walks – 1000 am
<http://home.comcast.net/~titone7604/Wed/wed.htm>

Weekend Walking - the Weekend Walking Program is back up and running -- and will have a full slate in January with Dick and Barbara Baker's help.
<http://home.comcast.net/~titone7604/weekend/weekend.htm>

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<p>January Birthdays: Ruger, Alan 1/1 Connors, Liz 1/5 McMonegal, Mary 1/9 Nielsen, Diane 1/15 Eaton, Dan 1/18 Snodgrass, Cheryl 1/21</p>	<p>Achievements: please contact the editor with event and distance milestones none reported</p>
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Welcome to new members – Robbi Perry & Janet Payne



Jan Breneman’s corner:

Member Donation

Once again, AWW has benefitted from Linda Barneson’s move from California a few years ago. She recently came upon several new-found items, including a box of pencils and several soft-handled, hefty paper punches. They will go in the club’s inventory sometime in January. Thanks, Linda!

WALK LIKE A TRIPOD

Williamson County, Texas, was named in 1848 after Judge Williamson, to whom ‘nature had indeed been lavish of her mental gifts, but as if repenting of her prodigality in that line, she later afflicted him with a grievous physical burden: his right leg being drawn up at a right angle at the knee, necessitating the substitution of a wooden leg, which circumstances gave rise to the name by which he was familiarly known: Three-Legged-Willie’.

The three-legged symbol of the Isle of Man, or triskelion, is one of the oldest symbols known. It has appeared in Italian rock carvings, Greek vases from the 8th century BC, and was a symbol of great power in Norse and Sicilian Scandinavia, where it symbolized the movement of the sun.

Three-legged versions are among the simpler and most often used robot designs, because their tripod base gives them great stability. R2-D2, the least irritating of the two Star Wars robots – or droids – demonstrated this mobility reasonably well, despite having an actor inside him.

Jake the Peg was not actually a three-legged man, just Rolf Harris mucking about with an artificial limb.

Reprinted from *Walker's Pocket Companion*, Malcolm Tait, Pavilion Books, London UK, 2007, Page 69.



(Example of a Celtic triskelion image.)

<http://en.wikipedia.org/wiki/Triskelion>

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From: Ed Hainline edhainline@comcast.net

Hello Club Presidents, Club Representatives, NorthWest Regional Director, ESVAs Officers and OTSVA Steering Committee:

Starting on January 1st, 2014, the Oregon Trail State Volkssport Association (OTSVA) has a Walking Challenge for all Volkswalkers. This Challenge is available to **Credit** and **Non-Credit Walkers (Free)** and **Available to Any Walker**, whether they are a Member of a Walking Club or Not!! **It is Open to Anyone Who Walks!!**

From January 1st through and including February 28th of 2014, the Challenge is to walk as many walks as possible during this two (2) month time period in our NorthWest Region (Washington, Oregon, Idaho and Alaska).

All Walkers will need to keep track of All the Walks they do. First, we need your name, address then the walk name, walk number and date walked for each walk done. Below is a log sheet which you may copy and use or you may make your own. The Challenge information is also attached:

1st Place - Most Walks	\$50.00 REI Gift Card
2nd Place - Second Most Walks	\$25.00 REI Gift Card
3rd Place - Third Most Walks	\$10.00 REI Gift Card

Please email and pass this on to all of Your Club Members and make it available at any walking event you or someone you know will be involved with during the Challenge Time Period. We suggest placing at least one (1) copy of this in each of Your Club's Start Box Locations.

All Walkers will need to submit their walks information by March 16th, 2014 to Ed Hainline (OTSVA Recognition Chairperson) via my email address edhainline@comcast.net If you do not have email - send the information to Ed Hainline, 11410 SE 90th Ave, #1511, Happy Valley, OR 97086

If there are any questions, you can contact me at my email address of edhainline@comcast.net or my cell # 360-921-1909. See You on the Trail!!!
Enjoy the Challenge and Your Walks!!

Ed Hainline, OTSVA Recognition Chairperson

Name/Address		
Number	Walk Name	Walk Number
	Expand as needed	

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