

7(a)

**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** 20th AVA Biennial Convention **COMMITTEE**

**FOR THE** June 7, 2017 **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** Sherry Sayers

**ACCOMPLISHMENTS:**

Pre-registration closed Apr 30 at midnight. Important totals are: Full Registration - 160; Individual registration - 279; Total Pre-Registration - 439. Average number of walkers for each event - 315; Swim and Bike - 100 each. Meet & Greet - 308, Thursday Deli Lunch - 304, Friday Box Lunch - 261, Out of Bounds Bash - 280.  
All indications are we will make a profit.  
Onsite Registration program starts May 8th and continues through the convention.

**ACTIVITIES:**

- Ordered and received specialties
- Completed all walk details
- Designed registrant forms using Office 365 merge capabilities
- Finalized workshop and AVA Tech Bar
- We have entertainment for the Meet & Greet and Out of Bounds Bash

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**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

FOR THE \_\_\_\_\_ Programs \_\_\_\_\_ COMMITTEE

FOR THE \_\_\_\_\_ June 2017 \_\_\_\_\_ EXECUTIVE COUNCIL MEETING

FROM (Name): \_\_\_\_\_ Debbie Kruep \_\_\_\_\_

**ACCOMPLISHMENTS:**

The Program Committee accomplished the following items from January 23 through April 4, 2017

1. Connected Navigator USA chapters and AVA clubs in Colorado and Indiana each conducted a Walk Together.
2. Tested a Walker Tracker Community.
3. Researched compatibility of Walker Tracker to fill needs for an AVA online digital reward system and AVA mobile app.
4. Completed and submitted a motion for the NEC meeting regarding the creation and guidelines for a new category of AVA walks known as AVA-C (non IVV).

**ACTIVITIES:**

1. Connected Navigator USA chapters and AVA clubs in Virginia, Nevada, Missouri and Wisconsin. Walk Togethers are planned for the months of April and May.
2. Still attempting to connect the Pensacola Navigators with the Pensacola AVA club. The Navigator Chapter is ready to walk with us.
3. Moved Navigator USA/AVA Mega event to 2018.
4. We are heavily researching information regarding, internal costs, user cost, and sponsorships for the Invest in your Health 401K as an online program. There is great interest in sponsorship from investment firms. We hope to have this completed by the next NEC for approval. If approved it could roll out in January of 2018.
5. Aggressively recruiting 5 AVA clubs to volunteer for a pilot program for Grade Schools. The program would consist of volunteer club members to walk with grade schoolers one or two times a week before or after school throughout the school year and culminate in a large 5k celebration event at the end of year. Two clubs have agreed.
6. Conducting the Girl Scout Patch competition with the Girl Scouts of California Central Coast. Contest ending April 30, 2017.
7. In talks with Navigators USA to renew existing collaboration for 5 years.

## **CONCERNS:**

1. We have researched Walker Tracker for use as the application to use as an online digital system and mobile app. We have come to the conclusion that Walker Tracker will not work in that capacity. We researched Walker Tracker because one of our committee members has had a nine year relationship with them and felt very comfortable discussing all aspects including cost. We will have to go back to the list to research other applications. The other members of the program committee do not feel comfortable in this area. This poses a problem for our committee.

## **RECOMMENDATIONS:**

1. Although Walker Tracker is not a good fit for the AVA digital online reward system to track current distance and events, the committee does feel it is the perfect application for the "Invest in Your Health 401K" program we are currently developing. This program would be similar to the special program books we run now. The difference being this program would be run online and the awards (t-shirt, etc) would come directly from AVA HQ, no books or clubs involved. Any profitable funds would go to HQ. We feel this is a great way to introduce an online application to AVA and attract new walkers from the Walker Tracker community. We have been putting feelers out in the financial sector and have leads on Investment firms that are very interested in funding this program. We feel confident we may be able to completely fund this program by sponsorships. We also have a lot of walkers interested in the program. We would like the NEC to give the program committee permission to continue to develop this program, solicit and secure financial sponsorships with the understanding that a detailed outline of the program will be given at the next NEC meeting.

***Please attach any additional material that is part of your report.***

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

**American Volkssport Association  
Agenda Item Form**

**Proposed Motion** – The Programs Committee proposes changes to the AVA Policy Manual to allow Clubs to plan, advertise and hold “non-IVV” events as part of their annual activities. These events will be known as AVA-C (community) events.

**We Move -**

1. That the AVA create a new category of “non-IVV” (AVA-C) event parameters, as found on Attachment #1 and make changes to the AVA Policy Manual and the Electronic Sanctioning System (ESR) to incorporate these events so that clubs can apply to hold them.

- AVA would approve AVA-C events using existing processes, and these events would be covered by the AVA’s liability insurance.
- These events would not offer IVV credit for achievement awards, and not be constrained by IVV rules concerning distance categories. No use of the IVV logo would be permitted.
- Clubs conducting approved AVA-C Events will be permitted to use the AVA logo, DBA, and promotional materials when advertising and conducting the events.
- Clubs will submit After Action Reports on AVA-C events as they do with IVV sanctioned events, to permit the AVA to gather data on the numbers/types of events and total participants.

2. That the AVA market and advertise these new opportunities, by adding the AVA-C events concept to our National Marketing Campaign [Strategic Plan OBJ 3.A.] The AVA will make appropriate resourcing available to clubs, RDs / State Organizations, and Committee(s), to initiate and sustain the program as follows:

- a. Initial costs to be approved: *(for the ESR changes)*
- b. Future costs to sustain the program to be determined and proposed in regular annual budget submission(s) (same as IVV sanctioned events currently.)

3. That the AVA implement this program when the required ESR changes are ready, but starting not later than 1 JAN 2018. The Executive Director will announce this timeframe and associated procedures to be followed in the AVA Checkpoint, when ready.

**Submitted By – Deb Kruep, Chairman – Programs Committee**

**Seconded By --**

## **Summary of Proposed Action –**

### **1. Business Rationale.**

The AVA is experiencing declining membership, declining numbers of clubs and declining participation in our events. Clubs, State Organizations and RDs need any/all available tools to reinvigorate the AVA through approaching the fitness walking public, Community partners and interest groups to attract their renewed participation in volkssporting. The motion supports Strategic Plan Objective(s) 1.A., 1.B., 1.D., 2.A, 2.C.

Non-IVV events are intended to extend AVA's reach in the community and fitness market by making it possible for clubs to offer new/different kinds of events, without some of the constraints of traditional IVV rules and without the need to offer IVV Achievement Program credit. Specifically, this program is intended to provide increased flexibility for AVA clubs to partner with local community or non-profit organizations in their areas.

Three categories of non-IVV events are proposed (Attachment #1):

- a. AVA-C "Traditional" event
- b. AVA-C Youth Event
- c. AVA-C Guided Event

Some specific examples of the events envisioned would be:

- Large community events with a shorter walking distance and possibility of emphasis on a community "gimmick" introducing the general public to our sport, possibly partnering with another not for profit, health care provider or business.
- Shorter events that are geared toward handicapped individuals.
- Large Scout events where only a 5k is needed.
- Scout events produced on scout property for scouts and families only and not open to the public.
- School event on school property not open to the public offered as a walking celebration for efforts during the school year.
- Short fun walks that introduce new walkers to our sport
- "Sofa to Sidewalk" start-up fitness efforts that start with very short distances and gradually increase
- Walks in areas where it is not possible to meet the distance requirement for an IVV sanction.

Currently, IVV rules for event distances, manning, and other trail considerations rule out many of these collaborative events that we could be offering to attract non-IVV audiences. Specifically, the minimum sanctioning requirement ["short" distance walk = 10km] is too long in many instances to match-up with the event/fitness goals of other groups, available venues, and/or demographic groups.

At least a few clubs are already doing some of these kinds of events on a regular or recurring basis - and bearing the cost of separate insurance. Others have let opportunities to expand AVA through these kinds of events go unfulfilled, because they lacked clear guidance, perceived events that did not meet IVV standards - i.e. not "legal," or, were not prepared to underwrite the liability insurance costs themselves. As the AVA doesn't currently track the success/failure and participation rates of these events, we can't document the volume of "non-IVV" activity and use it in support of grant requests, in negotiations with potential sponsors, etc.

## 2. Support of our Non-Profit Status.

*The AVA is a nonprofit, voluntary membership corporation, organized under the laws of the State of Texas and organized exclusively for charitable and educational purposes under Section 501(c)(3) of the Internal Revenue Service Code of 1986, as amended (or the corresponding provisions of any future United States Internal Revenue Law), to promote the public health, physical fitness and well-being of the people of the United States, its possessions, trusts, territories, dependencies and overseas military bases and diplomatic missions, by organizing, promoting and conducting scheduled programs of non-competitive, family oriented, participatory lifetime sports including, but not limited to: walking (including jogging and running), bicycling, swimming, cross-country skiing and such other events as may be sanctioned by the IVV.*

The AVA has taken on the mantra of “America’s Walking Club,” and so must adopt new ways of doing business. Creating a new category for “non-IVV” events supports our charitable and educational purposes under section 501 (c)(3), and as expressed in our Charter and Bylaws – specifically – under Purpose:

- (c) to develop and implement a program of public information and education to engender interest in scheduled programs of noncompetitive, family oriented, participatory lifetime sports;
- (g) to provide understanding of the benefits of participation in organized programs of noncompetitive, family oriented, participatory, lifetime sports;
- (h) to foster a preventive maintenance concept in health care;
- (i) to stress the fun and exhilaration of walking (including jogging and running), bicycling, swimming, cross-country skiing and such other events

## 3. Actions Recommended at Each Level. (National, Regional/State, Club)

- a. AVA Headquarters / Senior Leadership: Aggressively communicate the new guidelines within the AVA Community, including Checkpoint, TAW, speaking engagements, and all available means of communication. i.e. be “All In”

### Program Committee Responsibilities –

- Provide materials describing non-IVV Events options and administrative procedures for implementation and operation of the program
- Monitor implementation and sustainment, make recommendations for changes
- Prepare CP and TAW articles to launch the program and educate the volkssporting community
- Work with the Publicity Committee on how to market non-IVV programs

### IT Committee Responsibilities –

- Work with the Programs Committee to fulfill required changes in the ESR system supporting non-IVV events; make implementation recommendations
- Provide budget estimates for the cost of initial changes to ESR
- Provide the ED with a timeline for system readiness

Publicity Committee Responsibilities –

- Incorporate AVA-C program into AVA's National Advertising campaign and highlight our expansion into this new market
  - Develop language and products to market/advertise new kinds of events that clubs can eventually tap as "templates"
  - Promote and highlight early "success stories"
- b. RDs/State Organizations – Aggressively communicate the new guidelines within the AVA Community, including Checkpoint, TAW, speaking engagements, and all available means of communication. i.e. be "All In."
- Assist clubs with education/questions on the AVA-C event program
  - Assist clubs in working through ESR changes because of new program, and work with clubs/National on ESR reporting criteria that adequately describe participation in AVA-C events to (a) satisfy National Insurance requirements (b) provide useful information for national marketing efforts and future donors/sponsors development efforts
  - Provide data supporting future budget estimates supporting AVA-C events
  - Support and encourage clubs to seek local media coverage (newspaper, radio, TV, internet) of new AVA-C events with partnership organizations
  - Support and encourage clubs to submit "success story" articles to TAW, etc. to publicize and grow the new programs
- c. Clubs will – educate their members on the new AVA-C events categories and look for opportunities in their areas to implement these events in partnership with Community organizations, other non-profits, schools, or others
- Register AVA-C events in ESR per newly created guidelines
  - Meet requirements to qualify for insurance coverage under AVA policy
  - Report participation data on AVA-C events using criteria established; work with their RDs to provide input on ways to do this
  - With RD/State support -- seek local media coverage (newspaper, radio, TV, internet) of new non-IVV events with partnership organizations
  - Write and submit "success story" articles to TAW, etc. to publicize and grow the new programs

# 401K: Invest in Your Health



Fun, Fitness, Friendship

## Description

*An Internet based program through Walker Tracker where walkers log their Volkswalks by kilometers to earn awards for walking 401K in a year.*

## Objective

1. Provide AVA walkers an introduction to using technology in Volkssporting.
2. A fun 12 month program that allows Volkswalkers to log all walks in one place to accumulate the required 401K.
3. We invest in our financial future with 401K Programs so we can retire comfortably. Why not invest in our health so we can enjoy our retirement with better health and longevity by walking 401K each year?

## Program

1. AVA will have a private designated personalized portal, (possibly [ava.walkertracker.com](http://ava.walkertracker.com)) with simple setup and administration. This will be linked to the AVA website. App to eventually follow.
2. Once a Volkswalker is approved and registered for the program, he/she will create a username and password. We have a volunteer who will be designated to approve walkers.
3. Each time a Volkswalker completes a Volkswalk, he/she will log the kilometers walked on the AVA Walker Tracker Website.
4. Each time a Volkswalker completes a Volkswalk, he/she can post info and a photo about the walk for other Volkswalkers to view.
5. Only sanctioned Traditional or Year-Round Events will count.
6. Only kilometers for sanctioned events will be recorded; no steps or conversion of other activities.

## Benefits

1. A unique opportunity to help move Volkssporting forward in technology.



# 401K: Invest in Your Health



2. A bar graph showing each Volkswalker's progress and comparison to other walkers, designating when the goal has been completed.
3. An online community of Volkssporters to share and learn about other events.
4. A platform for Volkssporters to communicate with other Volkssporters and inquire about other events.
5. A platform for Volkswalkers and Clubs to advertise upcoming events and multi-event weekends.
6. A platform for AVA Clubs to create Teams and view Club progress with bar graphs.
7. A platform for Clubs to challenge other Clubs, with bar graphs showing progress.
8. **A platform to add additional programs/challenges at no extra cost** allowing kilometers entered to count for all programs in a timeframe. No duplicate kilometer entry necessary.
9. Secure, accessible from anywhere online (or via the app, future)
10. Promotes social interaction and team building.

## Cost to AVA --\$0--

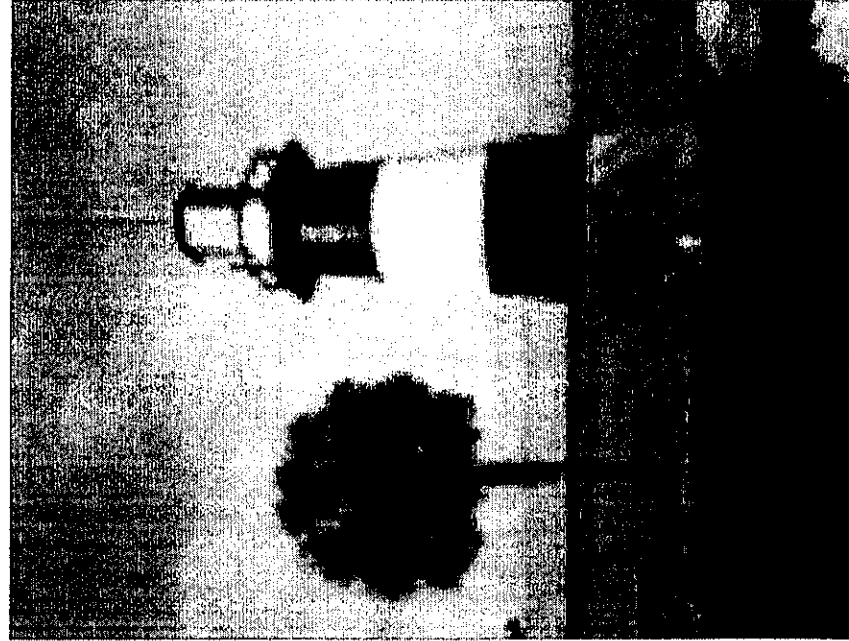
1. \$1,000 set up fee. **Paid by sponsors**
2. \$28/person per year, minimum of \$150 users; or
3. \$24/person per year, minimum of \$300 users.
4. Sponsorship money from Financial Institutions will be used to offset the cost for the program and award (T- Shirts) by allowing them to advertise on AVA's Website for one year. i.e.: Morgan Stanley, proud sponsor of "The Invest in Your Health: 401K Program" in addition to having their name on the back of the T- Shirts with company literature.
5. Enrollment fee could be assessed each participant or partially/totally funded by Financial Institutions. EX: \$10 program fee for AVA members, \$18 subsidized by sponsors.
6. Enrollment fee could be assessed differently for AVA members versus non-members.

jwiz

May 8, 2017

 Edit

# IDK



A friend from Orlando met me in Mount Dc Florida to do the Volkswalk there. It's one favorites in the area. Such a quaint little hi town, with lakes, lake homes, and cute littl And sometimes alligators.

♥ Friends only

Cont

AMERICAN VOLKSSPORT ASSOCIATION  
OFFICER REPORT

1(a)

FOR THE OFFICE OF \_\_\_\_\_ Vice President

FOR THE \_\_\_\_\_ June 8, 2017 \_\_\_\_\_ EXECUTIVE COUNCIL MEETING

FROM (Name): \_\_\_\_\_ Holly Pelking

**ACCOMPLISHMENTS:**

The major accomplishments that have occurred as a result of my being active on the NEC include the creation and fully functioning Online Start Box (OLSB) and new IVV stamp design which is being unveiled at this AVA convention.

**ACTIVITIES:**

Since its inception in 2013, Chris Zegelin has been able to create the first ever 100% online event that includes maps, athletic waivers, computer generated insert cards and full payment capability. We began with 5 walks online and now have 49 events-walks and bikes. Mike Green came in fourth quarter of 2016 to add much needed support for us with new perspectives on how to resolve some issues that the end users had with the program. He saved Chris time and energy in fine tuning this project and continues to help with end user questions.

Hand in hand with the Online Start Box comes our new IVV event stamps design. What Chris discovered in creating the stamp for the insert cards online, was that these designs could be laser cut and be formed into physical stamps. This is creating value for each AVA participant with no overall added expense. This way each of us can readily identify where we were when we participated in the event, as the location or special identification related to the event is inserted in the middle of the stamp. Clubs will be soon able to design their unique stamp message when sanctioning the event.

## **CONCERNS:**

These new tools are pieces of the larger puzzle necessary for the future success of AVA. Many other sporting events worldwide are already online and we need to catch up. The new database launch needs to coordinate with all online tools, which includes the OLSB as well as the new stamp designs..

Please support these efforts as part of the Strategic Plan for AVA's future.

## **RECOMMENDATIONS:**

Thank you for supporting Chris and my efforts to improve the technology that runs behind AVA operations. I have been honored to serve on this board for the past six years.

The continued progress and success of AVA depends on continual improvement and implementation of the Strategic Plan, for as we know if we do not have a plan how will we know where we are going and when we have arrived! All these new tools and gadgets may look pretty, but AVA needs to be able to utilize the tools in a way to help attract new members which will keep us going strong into the next decade.

***Please attach any additional material that is part of your report.***

Print Form

Reset Form

Submit AVA Officer Report to AVA Headquarters by Email

AMERICAN VOLKSSPORT ASSOCIATION  
OFFICER REPORT

1(b)

FOR THE OFFICE OF \_\_\_\_\_ Secretary  
FOR THE \_\_\_\_\_ 7 June 2017 \_\_\_\_\_ EXECUTIVE COUNCIL MEETING  
FROM (Name): \_\_\_\_\_ Sam Korff

**ACCOMPLISHMENTS:**

1. Minutes from the January 20-21, 2017 NEC Meeting posted to the AVA website.
2. Minutes from the March 15-18, 2017 Online NEC Meeting posted to the AVA website.
3. Sent out Call to Convention
4. Requested names and contact information for Tellers for Convention from RDs.
5. Developed Credentialing and Rules for conventions. (This will be given to the next NEC with a recommendation as to where to place them in Policy.

**ACTIVITIES:**

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**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** Information Technology **COMMITTEE**

**FOR THE** June 7, 2017 **EXECUTIVE COUNCIL MEETING**

**FROM (Name):** Frank Sayers

**ACCOMPLISHMENTS:**

Two years ago Mike Young of Young Consulting Services received a Microsoft Grant of up to \$150 in services each month for three years, a grant worth \$5,400. He has utilized this to develop the new AVA database so we have no cost for technology during this period.

A year ago, I received a Microsoft Grant of up to \$150 in services each month for three years, a grant worth \$5,400. I have been using this to develop the new AVA public web site, so we have no cost for technology during this period.

In March, I received a Microsoft Azure Sponsorship that will provide \$5,000 of free technology services for a year, and is renewable each year. We will be utilizing this area to run the new database and new web sites in production, at no cost to the AVA for these technology services.

Awards and Participants has been in production for over a year. Events is nearly ready with a new ESR process. Standard reports are being generated and process for ad hoc reports being put in place.

SendGrid has been enabled for the emails generated internally by the software for alert notifications, and for confirming email addresses for logging into the new AVA.org web site. We are allowed 25,000 emails per month, which means it can also be utilized for marketing to email addresses received from AVA.org.

Your subscription has been renewed to Office 365 Business Premium (Nonprofits Pricing).

**ACTIVITIES:**

Testing of new ESR has begun. A few issues have been corrected. Process has been documented for presentation at upcoming convention at Tech Bar and workshops.

Mr Young attended Azure Convention in Florida.

Examined 3rd party report processing, went with our own internal methodology.

Tested using full SQL backed reports virtual machine, but was not cost effective.

Upgraded development environment to Visual Studio 2017 Enterprise.

Updated AVA.org to capture if a registrant is already an AVA Associate Member so two discrete streams of marketing emails can be generated. In addition, the date added is included so email can be selective.

Hector received training in designing reports using our already purchased Office products connected to the new database.

Karen received training in producing her reports for TAW.

Established SharePoint location for storing internal reports so they are available to everyone that can log into our Office 365.

**CONCERNS:**

Trying to get new ESR into production by July 1 so 2018 renewals will be completed in the new system.  
I asked for review of new AVA.org and got few responses. Most dealt with content. I am concerned with how content will be developed.

**RECOMMENDATIONS:**

Effective July 1 all NEC and staff be logged into AVA Office 365 portal for all AVA work so everyone has the same, consistent access to software and shared locations.

*Please attach any additional material that is part of your report.*

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

# AVABIZ

## FEBRUARY 2017 STATUS REPORT

There is one area of advancement for AVABiz this month:

- Interface testing for Events

## INTERFACE TESTING

Frank Sayers has taken on a review of the data entry interface for Events. He has real-world examples, as he is building Events for the upcoming convention. He is entering them in both the legacy system and AVABiz. He has found a handful of issues in the presentation layer that I have revised. This include:

- Email Address validation – the system was forcing the use of only lowercase email addressing for the Point of Contact. That has been revised to allow any type of email addressing. There is a data annotation that can be applied to the Model class that fixes this:  
`[DataType(DataType.EmailAddress)]` I was overriding this implementation with a RegularExpression that was checking the email format. That expression was not working properly. I simply removed it and the validation issue resolved.
- Event Times - I had recognized that Event Start/End/Registration times varied across days of the week in the legacy data. So, I implemented a child table to store multiple Time records for an Event. This by necessity means that these records are not part of the parent Event record and can never show on the primary event page because the one-to-many architecture precludes it. I removed this approach entirely. No child records, just one field on the parent Event record to store free text description of the Event times. This is not easily searchable, but we probably are not going to be looking for Events based on what time of day they start. We will search by location, distance and some other factors.
- Distances - All distances are stored in Kilometers or Meters. Frank believes that a 'meter' distance is so rare as to be almost non-existent, so the interface should not allow that choice. However, there are several dozen legacy records that have swimming events with distances in meters. So, to help with data entry, I wrote code to default the unit of measure to 'Meters' when the distance is 300 or less.
- Elevation and Terrain – The legacy system uses a system of codes to represent the difficulty and condition of a trail. AVABiz expands on that system by spelling out and storing the detail values for these codes. The public will not understand internal AVA codes. However, to satisfy the legacy 'we've always done it that way' hunger, I have provided a visualization of the legacy code on the AVABiz detail page for an Event.
- Awards Metrics - I have named this set of child records 'Awards Metrics'. These records map to a legacy business process referred to as the After Action Report. I have changed the interface name of this collection of child records to 'Participation Report.'
- Special Programs - There are times when multiple Special Programs are associated with an Event. To make data entry easier, I am implementing a multi-select dropdown box so the user



can choose one or more of the entries and save them all with one click. I have not completed this code yet, but it is in process.

- Emails - We will be modifying some of language in emails that automatically sent upon new account creation, Event creation and etc.
- Mapping – We do not have a method yet for the Bing map system to determine longitude and latitude of the Event address and populate those values automatically. This is an area for research.
- Active Records - We still need to examine some interfaces that show lists, like Clubs, so that they show Active records vs Inactive. This work is in process.

## SUMMARY

During this period, we made very productive use of Skype for remote communication. Mr. Sayers was able to perform his review and present the results by demonstrating the issues to me online. This was very helpful. In the next period, M.r Sayers will complete his interface review and recommendations. When the revisions are complete, he will expand testing to include a group of individuals of his selection for another round of testing.

Also, during this period we tested the use of a Virtual Machine for reporting purposes. We learned what level of installation may be necessary and in the next period we will try an implementation on the Frank Sayers Azure account and start establishment of robust Reporting services.

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cont'd

# AVABIZ

## MARCH 2017 STATUS REPORT

There are three areas of advancement for AVABiz this month:

- Expanded Microsoft assistance
- Porting to VS 2017
- Established a SQL Server Reporting Server at Azure

## EXPANDED MICROSOFT ASSISTANCE

Early in the month I received a call from the Microsoft Azure support staff in Fargo. They follow-up occasionally, particularly after I attend a webinar. I explained to them our current architecture on the AVA project, that we were a non-profit taking advantage of non-profit pricing for Office 365 and that we had established an Azure BizSpark account with Microsoft for AVA, which provides us with \$150 per month of cloud services to use in development. As I continued explaining that I now needed to stand up a more expensive virtual machine in the cloud just to run reporting services, their response was to ask if we were making use of Microsoft's Advantage program for non-profits. They would provide \$5000 per year in services, renewable annually. I relayed the information to Frank, who contacted Microsoft and did establish a new account with up to \$5k per year in free services. So, we now have \$150 per month in standard development services available over the next three years and we have another \$416 dollars (monthly calculation of the \$5k/annum) with the Microsoft Advantage program.

This is enough service dollars to keep AVA running in the cloud virtually free for years, possibly many if the Advantage program renews. Someone needs to monitor and maintain the AVA relationship with Microsoft over time. I have found them to be very helpful and responsive. At some point down the line when we are completely stable and can call this 'done', Frank and I should write up a user experience document for Microsoft as a testimonial of how we use the Azure services to our benefit as a non-profit. They will publish it.

## PORTING TO VS 2017

This month, without much explanation, AVABiz started to look like this:

Open ports to a VM using t | SQL Server Business Intellig | SQL Server Business I

← → ↻ | avahq.org

AVA Biz

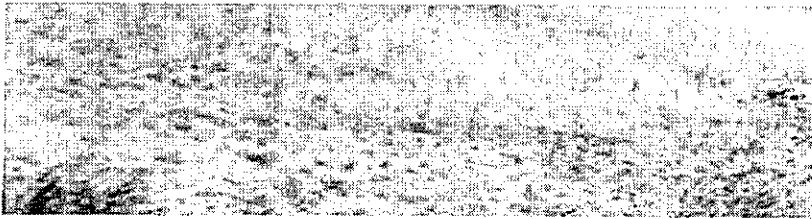
• [Log in](#)



*Fun, Fitness, Friendship*

American Volkssport Association Business Management Portal

- 1.
- 2.
- 3.
- 4.



This occurred from every browser type when running from a Windows 10 computer. However, running from a Windows 8 computer displays the site perfectly. The only explanation Frank and I can fathom is that a Windows update changed something in the OS that affects the rendering of libraries we are using in the application for styling.

### RESPONSE

To overcome the issue, I migrated the entire application from Visual Studio 2013, the integrated development environment it was originally designed with, to Visual Studio 2017. I published that version to the Azure cloud and tested it. It presents perfectly on all browsers, including Edge which has always been problematic for many websites. The whole episode has me scratching my head.

I have asked Karen and Frank to test the new site, by giving them the URL. I believe we will be able to convert to it, without any change in function, but I await further testing.

## SQL SERVER REPORTING SERVICE

I have deployed a virtual machine running SQL Server with the Reporting Service configured at the Azure cloud. The service is up and running but there is an issue with remote connectivity that I have not overcome. I have a support ticket open with Microsoft and after spending an argumentative session with the support engineer, he now understands that though I have configured the system correctly neither he nor I can get to it remotely. We can only get to the service if we are logged onto to the remote server directly with RDP (remote desktop protocol). This won't work, as the site needs to be accessible nationally over the web for us who are Office 365 account holders to run reports. The service engineer agrees with my assessment and he has confirmed this through his own test deployment. He has elevated the ticket to Microsoft network engineers. As of this writing, I have not heard back from them.

## THE IMPORTANCE OF THE REPORTING ENVIRONMENT

Initially, I designed reports with a third-party tool called DevExpress and embedded them within AVABiz. You ran them from an AVABiz menu entry. This is not the best solution, as it ties all reporting design and maintenance to me. Not good. A more agnostic solution is to use a reporting service to host the reports, independent of AVABiz. Enter SQL Server Reporting Service, which allows any competent user to design reports and post them at the Reporting portal, accessible by all those whom we want to grant permission. Enter Hector, the future of AVA reporting.

I have begun re-writing the AVABiz reports that were done to support Awards. I am doing this with Report Builder, the free tool from Microsoft that allows report design and porting to SQL Server reporting service.

In the new version of AVABiz, the one I mentioned that is ported to Visual Studio 2017, there are no reports. Hence, the importance of the re-write with Report Builder. When Microsoft resolves my remote access problem, I will publish these reports to that portal.

## SUMMARY

Ok. If you understood any of the above, you are probably Frank. In short, this month we fixed some presentation problems, got some new free stuff from Microsoft and are closer to testing of both data entry and reporting. Remember this... the only reason for collecting data is to present it to people in some interface that they understand. Restated.... The only reality is REPORTS.

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cont'd

# AVABIZ

## APRIL 2017 STATUS REPORT

There are three areas of advancement for AVABiz this month:

- Test and abandonment of SSRS in favor of Sharepoint
- Development strategy for Reporting
- Change in approach for standardized email content

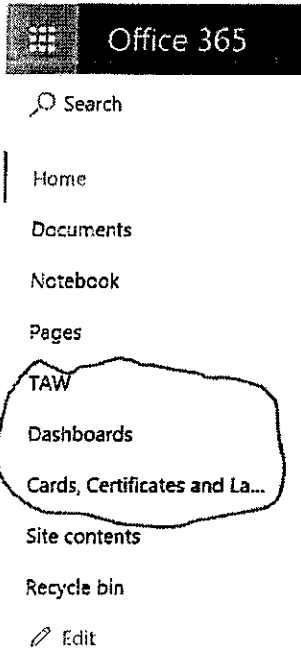
## SSRS VS SHAREPOINT

In April, we provisioned a Virtual Machine in the Azure cloud which was configured to act as a report server, making use of SQL Server Reporting Services. This worked extremely well, with one major drawback. Emphasis on 'major'. The server with its associated storage container and services cost nearly \$500 for three weeks of run time. Frank and I had no real way to determine where the resource drain was occurring and Microsoft was not much help. This is rare, because they have been very helpful to date. Fortunately, the expenditure was not direct, as the service we are using is free from Microsoft, at \$5k per year. We decided that the cost would outweigh the benefit and we stop the service and deleted the VM.

Needing a reporting platform, I began developing reports with standard desktop applications. For example, our monthly mailing labels to Award recipients was designed using Microsoft Word, with its superior mail merge to labels functionality. For other reports, we developed Microsoft Publisher documents, connecting to the database and merging things like Award certificates and Renewal notices. We connected Excel to the database for things like the list of TAW recipients. This approach worked well, with some issues in learning how to connect and configure the files to get data. In the long run, it is a viable solution, and most importantly, puts the design of reports in the hands of a power user, like Hector. Reports will not be embedded in the web application and become dependent on a developer (me) to maintain or extend.

## PUBLISHING REPORTS

Because AVA makes use of Office 365, we also have Sharepoint which allows us to upload and share documents. I have established a new site on the Sharepoint; **AVA Business Intelligence**. It can be reached at: <https://avahq.sharepoint.com/sites/AVABusinessIntelligence>



We can allow users to access the site and share documents. In April, all of our reports for the TAW, Awards, Renewals and Membership cards were developed and posted at this site. There is a hierarchy of folders on the site, as shown here. Each folder contains the appropriate files, regardless of file type for the subject area.

To open a file, access the appropriate folder and click it. It will open with your desktop application.

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## CONNECTION STRINGS

Each file that gets data from the database must make a credentialed connection to it. This connection information is contained within a separate file called an 'odc' file, which is the abbreviation for Office Data Connection. I have created all the necessary odc files needed for the current reports and stored them in a Sharepoint document library located at:

<https://avahq.sharepoint.com/sites/AVABusinessIntelligence/Data%20Connections/>

Because they are stored on the Sharepoint site any data connection can be used from any location without having access to local odc files stored on local computers.

## EMAIL CHANGE

AVABiz automatically sends email when a new account is established, when a new Event is created and when it is approved/disapproved. It also sends mail when a record is added to identify someone that needs to receive a certificate of insurance. The language contained in these email messages has been written into the email functions. This isn't the right approach, because it could only be changed by accessing the application code. This month I have modified this approach, giving us an interface to add/edit the text that should go into each of these messages.

## SUMMARY

I am entering the 'home stretch' I hope. The final architecture is now complete and there are just a few things to clean up with code. Here are the things I will be doing this month to bring us near completion:

- Do a final code and page navigation review and modification
- Write the ETL to bring in all the current data from the Event side of the legacy database
- Migrate the database to the production Azure account

By mid-month I want Frank to be able to do more testing with his colleagues at the State and Regional level. Perhaps, he can even to do some of that face to face at the convention.

AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT

2(a)-2

FOR THE Strategic Planning Information Technology COMMITTEE

FOR THE June 7, 2017 EXECUTIVE COUNCIL MEETING

FROM (Name): Frank Sayers

**ACCOMPLISHMENTS:**

Established concept for a new Divergent protocol for AVA Events.  
Have initial research into an AVA app.  
Received recommendations for an online Membership form.

**ACTIVITIES:**

I requested the research materials already compiled by the Program Committee and the Membership Committee, but it was not provided.  
Requested the chair of the Membership Committee provide a template for a new Membership Form, but have received no response.



**CONCERNS:**

**RECOMMENDATIONS:**

Create a complete white paper describing a new era of AVA events that embrace new technologies to enable the AVA to include the younger generation.

Automate many of the input capabilities that are now performed manually.

Design an app that connects read-only to the backend database for relevant and current information.

Design a complete training program for club members for interacting with the new technology.

Recommend this committee continue into the next NEC

*Please attach any additional material that is part of your report.*

Print Form

Reset Form

Submit AVA Committee Report to AVA Headquarters by Email

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#### AVA Divergent

The current basis for the AVA is the IVV rewards system. There is no question we must support this in the future, as there are still many hundreds of folks who are working to complete books and such. Beginning in 2018 the IVV will no longer have their awards, just a certificate.

The AVA must diverge and establish some different walking mechanisms. I think we need to place emphasis on the benefits of having each club establish and maintain trails – you know, the consistency, safety, history and views, insurance protection. But each club, with the assistance of the National Headquarters, must branch out into more areas of the electronic age.

There is fitbit, America Walks, Microsoft Health Network, withings, geocaching, that search that Kevin and Dale played, and so on. We need to figure out how to connect to them and make their apps talk to our database and provide our own incentives to our walking community.

Big questions are – will our database support capturing individual statistics. Will we have some award system in place. Will we be able to work with the folks that already have it functioning to tie into our organization? Will we have to write an 'app' to provide the inputs necessary to easily track activities. What activities do we want to track? How much do we want to deviate from our current model, like will any walking qualify, do we allow no routes. If they are individuals, does our insurance matter? How connected to us are they if they are just out walking and their app is reporting to us? And, will they join for a fee?

The ad-hoc Strategic Planning Information Technology Committee was formed to manage the information technology inputs from the Programs Committee and the Membership Committee. Deb Kreup has information related to developing an app for the AVA and constructing an AVA Event System outside of the IVV, Jeanne Miller has indicated she would like the membership form updated into an online version, rather than a downloadable PDF as it is now. With the new AVA backend database nearly complete, and the integration of the new AVA web site, this is possible. Planning needs to get started. We are all in this together.

Frank Sayers  
SPIT Committee Chair  
April 2017

2(b)

**AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT**

**FOR THE** Standards & Evaluation **COMMITTEE**  
**FOR THE** June, 2017 **EXECUTIVE COUNCIL MEETING**  
**FROM (Name):** Suzi Glass

**ACCOMPLISHMENTS:**

Sent the completed revisions for the following sections to AVA Headquarters for updating the Policy Manual:

- 4.02 Traditional Volkssporting Events, II Policy, A. Traveling Guided Walk pilot and B. Bicycling Events
  - 4.03 Year Round and Seasonal Event Renewals Section, II Policy, F.
  - 4.04 International Volkssporting Events, I General, II Policy, A, B, C.
  - 4.05 AVA Special Programs/Club Challenges by Clubs, State Associations, and Regions, VII Policy, A, B, C.
  - 4.07 Event Sanctioning II Policy, B.4 and C. Per Participant Sanction
- Appendix B Fee Structure

**ACTIVITIES:**

The above required review of changes authorized from the January, 2017 NEC meeting and conferencing with two of the authors.  
Revisions were sent to AVA Headquarters in March, 2017.

AMERICAN VOLKSSPORT ASSOCIATION  
OFFICER REPORT

2(c)

FOR THE OFFICE OF \_\_\_\_\_ EXECUTIVE DIRECTOR

FOR THE \_\_\_\_\_ June 8, 2017 \_\_\_\_\_ EXECUTIVE COUNCIL MEETING

FROM (Name): \_\_\_\_\_ ANDY BACON - PUBLICITY COMMITTEE

**ACCOMPLISHMENTS:**

The Committee accomplished:

- 1) Refining the Publicity Plan in light of the Strategic Plan
- 2) Contacted a potential national spokesperson
- 3) Submitted two articles to the Footprints

**ACTIVITIES:**

1. Working on a Request for Services of a public relations firm
2. Evaluate club submissions to Convention's publicity contest

**CONCERNS:**

- 1) Capacity of National Headquarters to assist with implementation of publicity plan
- 2) Lack of coordination with other committees and NEC
- 3) Filter of national activities through the Strategic Plan

**RECOMMENDATIONS:**

1. Develop a monthly call in to coordinate committees
2. Expansion of headquarter's capacity to perform a national publicity campaign
3. Engage a public relation consultant or firm

*Please attach any additional material that is part of your report.*

Print Form

Reset Form

Submit AVA Officer Report to AVA Headquarters by Email

AMERICAN VOLKSSPORT ASSOCIATION  
COMMITTEE REPORT

2(d)

FOR THE Bylaws COMMITTEE  
FOR THE June 2017 EXECUTIVE COUNCIL MEETING  
FROM (Name): Jerry Wilson, Chair

**ACCOMPLISHMENTS:**

As directed by the NEC at the January 2017 meeting in Rogers, AR, the Bylaws Committee attempted to provide amendment explanations or negotiate friendly amendments to the proposed amendments to further the understanding for delegates to the June 2017 AVA Convention for two of the four proposed bylaws amendments. It was expressed by several NEC members for June delegates to fully understand two of the four proposed bylaws amendments, more explanation was needed as to how local clubs would retain their direct input to the national governance of the AVA. In other words, how would local clubs maintain direct interaction input to rule development with the Board of Directors and the Regional/Area Directors, and how the governing Board and the Regional/Area Directors would interact.

Recapping the decisions reached at the January 2017 NEC meeting and continued via emails in February and March 2017:

1. Change name to Board of Directors from National Executive Committee. The NEC voted to recommend approval.
2. List evaluation requirements for national service. The NEC thought this inappropriate for the Bylaws but should be included in the Policy Manual. Thus, the NEC voted to recommend disapproval.
3. Separate national and regional responsibilities. The NEC passed this back to the Bylaws Committee for more review.
4. Change standing committees and their responsibilities. The NEC passed this back to the Bylaws Committee for more review.

**ACTIVITIES:**

The Committee reviewed the proposed amendments but in the end determined there was not enough time to provide adequate explanations or enter into a friendly amendment with the proposers prior to the deadline. More study is needed and more interaction with the proposers is recommended.

## Concerns:

For Amendments 3 and 4 to be properly reviewed, understood and debated by 2017 Convention delegates further explanation of the process in its entirety is needed.

## Recommendations:

Continue the NEC's January decisions and follow-up emailed concerns:

**Amendment #1:** Proposed for adoption at the June 2017 Convention.

**Amendment #2:** Proposed for rejection at the June 2017 Convention. **Reason for rejection:** NEC determined this would be better addressed in the Policy and Procedures Manual and was referred for implementation.

**Amendment #3:** Proposed for rejection at the June 2017 Convention. **Reason for rejection:** More explanation of the process is needed.

**Amendment #4:** Proposed for rejection at the June 2017 Convention. **Reason for rejection:** More explanation of the process is needed.

*Please attach any additional material that is part of your report.*