

## TVA General Membership Meeting February 2, 2008

I. Call to order - TVA President. The meeting was called to order at 1:16 P.M. by Catherine Kellner. Introduction of visitors, Kurt Myron (AVA President), Heinz Johnson (SW RD), and John Ferguson (AVA VP)

II. Determination of Quorum Present - Secretary Leslie Penton

- A quorum is present. 17 clubs out of 30 clubs are represented. (corrected to 20 clubs out of 31 clubs after review of all proxies/late sign in – see chart below)

Clubs	President	Club Representative
Amigo Amblers (AVA 769-TX89)	Mary Seagrove	
BTC Oddsports Club (AVA 789 – TX ?)	Clay Baulch	Clay Baulch
Buffalo Chip Kickers (AVA 182-TX 39)	Chuck Samus	
Castorville Chamber of Commerce (AVA 939-TX ?)	Tot Albro	
Colorado River Walkers (AVA 077-TX24)	Nancy Middlebrook	Charles Wortz
Dallas Trekkers (AVA 034-TX11)	Helen Bateman	Helen Bateman
East Texas Trekkers (AVA 863-TX 099)	Jan Woods	Jan Wood
Friendswood Fun Walkers (AVA 251-TX 62)	Raz Creamer	Anna Cottrill
Hill Country Volkssportverein (AVA 023-TX 09)	John Bohnert	
Hood County Hummers (AVA 718-TX 83)	Emily Kinney	Ed Cottrill
Houston Happy Hikers (AVA 015-TX 06)	Catherine Kellner	Catherine Kellner
U. S. Army Medical Command, Fort Sam Houston AVA 107-TX 30)	Jaime Cavazos	Gerald Kamicka
Kerrville Trailblazers (AVA 106-TX 29)	Barbara Duke	Barbara Duke
McAllen Parks & Recreation (AVA 350-TX 05)	Larry Pressler	
New Braunfels Marsch & Wandergruppe (AVA 036-TX 12)	Ray Menzel	
Midland Walkabouts (AVA 897-TX 103)	Alex Rose	
Plano Walking Club (AVA 124-	Margaret Cole	Margaret Cole

TX 32)		
Randolph Roadrunners (AVA 044-TX 14)	Ellen Ott	Suzanne Markgraf
San Marcos River Walkers (AVA 411-TX 58)	Barbara Piersol	Barbara Piersol
Selma Pathfinders (AVA 088-TX 26)	Phyllis Eagan	Phyllis Eagan
ShoeLeather Express (AVA757-TX 87)	Chris Scott	Elaine Scott
Sparkling City Strollers (AVA 179-TX 37)	Margery Wessell	
Star Trekkers (AVA 681-TX 82)	Gary Whitford	Gary Whitford
Tarrant County Walkers (AVA 019-TX 08)	Susan Fine	Susan Fine
Texas Wanderers (AVA 006-TX 03)	Gerald Kamicka	Gerald Kamicka
Trinity Trekkers (AVA 200-TX 41)	David Toth	David Toth
Trotting Texas Turtles (AVA 205-TX 43)	Beverly Kittinger	Beverly Kittinger
Volkssportverein Fredericksburg (AVA 001-TX 01)	Joyce O'Rear	
Weslaco Pacers (AVA 883-TX 101)	Lana Marie Paris	
West Texas Trail Walkers (AVA 060-TX 19)	Charles Wortz	Charles Wortz

- Minutes of August 2007 Board Meeting - Secretary Leslie Penton Ellen Ott made a motion to accept, Jerry Kamicka seconded. Accepted minutes.
- Minutes of August 2007 General Membership Meeting - Secretary Leslie Penton The minutes of the August 2007 General Membership Meeting was reviewed. Ellen Ott made a motion to accept the minutes. Jerry Kamicka seconded the motion. Passed.

Ila. Speaker-Jeff Crilley, Channel 4, Dallas, TX spoke on "Positive PR". The following points were made:

- Branding keeps something in the memory.
- Discussed how to brand and not spend \$.
- Green is in, go back to nature.
- "Everything begins & ends with a press release" – doesn't work anymore.
  - If you're not smart enough to write a good press release, you're not smart enough to deserve press coverage.
  - Most press releases don't get by the gatekeepers.
  - Use the telephone.
  - Leave high tech.
  - Use face to face or the telephone.
  - Internet is like spam. Don't use it.
  - Everyone has a story, but not every reporter cares.

- Google knows all. Google knows who would be interested.
- Get interested person on phone. Gatekeeper should not be distracted.
  - Praise the gate keeper - they have an ego.
  - Different benefits should be pitched to different gatekeepers.
- Don't give too much info on voicemail so they will call back.
- Flatter gatekeeper when your call is returned
- When you have their attention, pitch the product.
- If you get rejected, try other options.
- This technique can be used for grants, fundraising etc.

**IIb. Comments/remarks –AVA President – Curt Myron made the following points:**

- Reflected on AVA/IVV issues and hopes that it is looked at as a "silly family squabble" years from now.
- Withdrawal from the IVV is not appropriate and do not believe we should withhold dues.
- We should act responsibly as an IVV member. We should work within the system to get over bump in road.
- The AVA is focusing on growth. The AVA NEC is tracking growth. Ava has a goal of 1 new club net growth per region. Please report club members accurately to help track growth.
- The only thing we have complete control over is attitude.
- Rules for a good walk:
  - please yourself; do it well; avoid unrealistic expectations, care for volunteers; make job small & bite size; check TAW for details.

**IIc. Comments/remarks-AVA Vice President-John Ferguson**

- reminded us that the AVA's motto is "fun, fitness & fellowship".

**IIId. Comments/remarks - AVA SW Regional Director – Heinz Johnson**

- Presented the Trailblazer Award to The East Texas Trekkers because they reestablished, cleared and cared for many trails.
- AVA 939 Castorville Chamber of Commerce has been established.
- Thanks to David Toth & Ellen Ott.
- Rainbow Rovers, Livingston, Tx. and 7 other individuals dangling to be possible new clubs.
- NEC meeting will be held 3-1-08 in Washington, DC at the Harrington Hotel. Meeting is open & all are welcome to attend.
- Heinz has started putting out Volkssport alerts. They will be meaningful.
- If you have club president changing, please include Heinz in the notifications.
- SWRD event stamp is available at an event and comes with free labor to stamp the books.
- YREs have to be renewed on 8-31-08, if not, the YRE info is deleted. If the YRE is not renewed or it will be a seasonal next year, you will need to remove walk box, and return the stamp to the AVA postmarked less than 10 days after the close of the walk. The quarterly report is due within 30 days.
- 105 YREs approved this year. The second window started 1-1-08 and ends 2-28-08. YREs must be 11 continual months or longer. Of all YREs, Heinz has seen about 1/3 of brochures, routes & maps. Need better handle with event brochures. Need consistency.
- Turn in IVV books so they can be counted.

**III. Reports**

**A) Treasurer – Helen Bateman**

- Dinner tonight is at Love & War in Texas at 6:30 p.m. It is near the convention hotel.
  - White Rock YRE is tomorrow. Thanks to the Dallas Trekkers.
  - Treasurer, Helen Bateman passed out proposed 2008/2009 budget. TVA Net worth as of 12-31-2007 was \$11,658.78.
  - There is still a \$500 bill for brochure printing to come. The approved budget included Adjusting down the office supply expense and adding \$2,000.00 for publicity.
  - TVA will be changing their billing method to e-mail to club presidents. In October, club presidents will get an e-mail for YREs. Annual dues notices will go out in June.
- B) 1st Vice President – Charles Wortz
- Memorial and Midnight Walk, December 31, 2007 – 1 January 2008 Memorial Walk 188 walkers, Midnight Walk 112 walkers. There was a \$55.70 profit from the combined walks.
  - Reunion Events, March 1-2, 2008. Two walks 1 Saturday, 1 Sunday. Brochures are available.
- C) 2nd Vice President – Ellen Ott
- Texas YRE brochures printed at a cost of \$500.
  - TVA funded 2 health fairs in Texas. Cubs can solicit funds from the TVA for other publicity opportunities. Have handouts that the clubs should take.
  - Patches & pedals, pedals are in the mail. Will have to order new patches 10 in Texas.
- D) President – Catherine Kellner
- TVA trying to promote volkssporting in Texas. Houston Happy Hikers publicity is helping with TVA publicity.
  - Reminder to update officers, financial report and new IRS form are due.
- E) Webmaster - Gary Whitford
- No report

#### IV. Old Business

- A) 2009 AVA Convention (John Ferguson/Heinz Johnson)
- Bruce & Claudia Fitch resigned. Falling on Heinz Johnson & John Ferguson to seat volunteers.
  - Plans are not cast in stone. South central RD will put together out of state walks.
  - Need new convention chair.
  - Need Exhibits & Corporate Sponsor Chairs. Most companies need a year lead time for commitments.
  - Convention will be here next year and we need to step up and get it done.
- B) August 2, 2008 Meeting t
- Will be hosted by Plano Plotters 8-2-08
- C) Other Old Business

- none

#### V. New Business

##### A) Volunteer to host February 2008 Meeting

- Dallas and will try to test DART

##### B) Moment of silence for Bob Creamer.

- Ellen Ott motions a \$50 donation in Bob's memory to a theater group he championed. Jan wood seconded. Motion passed.

##### C) Thanks Samuel Farm for use. Personal donations made will be given to farm.

##### D) Proposed Agenda Items for the August 2, 2008 TVA meeting:

- Ellen Ott proposed the following motion: (I propose an agenda item for the August 2008 TVA meeting to allow the Randolph Roadrunners be allowed to sanction a walk for the Sunday afternoon of 1 march, 2009 on a one-time basis in conjunction with the CROP walk if it conflicts with the TVA Reunion Walk. Elaine Scott, Shoe Leather Express seconded. Passed.
- Jan Wood, East Texas Trekkers proposal: (I propose that the Feb TVA meeting be combined with the March Reunion Walks. Charles Wortz seconded. Passed.
  - Justification includes:
    1. The expense to get to a walk and the weather in February.
    2. TVA officers could meet on Friday night.
    3. Saturday Walk start 8-10 A.M. off trail by 1:00 P.M. General Meeting at 2:00 P.M.

#### VI. Committees

##### A. Nominating Committee- Officers for President, Secretary & 2nd Vice President.

- Linda Goodman, Texas Wanderers, Elaine Scott Shoe Leather Express and Maggie Cole, Plano Walking Club agreed to serve on this committee.

##### B. Auditing

- Anna Cottrill, Jan Wood, and Helen Hull agreed to serve on this committee.

#### VII. Miscellaneous Business

- None

#### VIII. Announcements

- dinner tonight please sign up.
- Thanks to Dallas Trekkers

#### IX. Adjournment:

- Anna Cottrill motioned adjournment. Charles Wortz seconded the motion. Meeting adjourned at 4:30 P.M.

Submitted by Leslie Penton, Secretary, Texas Volkssport Association

