

# Iowa's Walking Club November 2019

## Upcoming events

**Sat, Nov 9, 10AM. Veteran's Memorial Group Walk.** Greater Des Moines Botanical Garden, 909 Robert D. Ray Dr, Des Moines.

Visit the memorials for those who've sacrificed for our liberties during a guided tour of the grounds of our state capitol. Contact Deb Gaskins for more information.

**Tue, Nov 19, 6PM. Financial Audit.** Two people needed to help. No accounting background needed. Contact Diana Ronk 515-491-8903 volunteer.

**Mon, Nov 18 6:30PM. Monthly Meeting.** Denise Essman will talk about the Camino and the American Pilgrims on the Camino organization, whose mission is to foster the tradition of the Camino by gathering pilgrims and providing information and encouragement to past and future pilgrims.

**Fri, Nov 29, 11AM. #OptOutside Black Friday. Ada Hayden Heritage Park,** 5205 Grand Ave, Ames.

Instead of the mall, get outside with your walking friends! This park is the former site of Hallet's Quarry. It is named in honor of Ada Hayden, the first woman to receive a doctorate from Iowa State University. The walk includes two loops of 5K with beautiful lake views. Contact Peggy Watts for more information.

**December 16 - Club Holiday Potluck and Party,** Des Moines. 6 PM. Bring a \$10 grab bag gift if you want to participate in the gift exchange (no white elephants, please.) Jeanne Van Howeling and Johanna Schmitt will provide drinks. Bring your own place settings.

**Jan 1 - Valley West Mall,** West Des Moines

**Feb 15 - Downtown Skywalk**

## Wednesday walks

Join us at 6 PM for an hour of informal walking and fellowship. We eat out after we walk on the 4th Wednesday of the month. Questions? Call Ardith Ortgies at 277-5139.

**Oct 23 - Merle Hay Mall food court.** Eat out afterwards.

**Oct 30 - Merle Hay Mall food court.**

**Nov 6, 13, 20 - Valley West Mall food court**

**Nov 27 - No walk.** Plan to #OptOutside on Friday in Ames instead!

## In the rear view mirror

**Sept 28, Oktoberfest.** Great turnout for a fun time in Valley Junction. 81 walkers total.

**Oct 12, Walk for Wildlife.** The cold, blustery day did not keep the walkers away! More than 100 Girl Scouts, their families, and walkers showed up for a wonderful walk through Jester Park. The new facilities are very nice, and the fireplace a delightful feature of the rec center. The hot dogs, chips, hot drinks, and desserts sale was a success.

## President's message

One of the best ways to get to know other club member is by helping with an event. You'll get to meet the walkers as they start and finish, but you'll also have the opportunity to talk in depth with our devoted volunteers.

The commitment is quite negligible - usually there is a set up shift of about 1 hour, a Start Table shift of 2 hours, and a Finish Table shift of 2 hours. In all, at least six volunteers are needed to run an event. To volunteer, call the contact listed in the Event Booklet or one of the club officers.

Another way to meet current and potential members is to lead a group walk during the event. You do not need to be familiar with the walk! We'd like to have a 5K guide and a 10K guide when possible. The timing of the guided walk is coordinated with the Meetup group.

## Answering questions from non-walkers

When non-walkers approach and are curious, keep it simple and easy.

- Explain that we are a non-profit walking club, and all of our events are non-competitive and self-paced.
- Anyone can walk for \$2 (\$3 starting in 2020).
- Explain that there is no need to be a member to participate.
- Offer promotional materials from the Start table.
- Recommend that they go out to the website to:
  - Get more information about the club
  - Check the Calendar of Events for upcoming walks
  - Get on the email Alert list
  - Find out about membership
- Avoid getting into detailed explanations of the Incentive Program, volkssporting's various organizations, and rules.

We want folks to come out and walk with us, not scare them off by overloading them with details. Lots of people get the impression that they need to understand all the details before they can walk.

Don't gang up on the folks either. It can feel like a lot of pressure when lots of people at one time are telling you all about their passion!

## It's time to renew

It's time to renew your membership for 2020. Include any changes to your email, phone or address with your payment.

Single membership is \$10, a family is \$12. Send your dues to GDMVA, PO Box 110, Des Moines IA 50301-0110. Make checks payable to GDMVA.

## Changes to the bylaws

There will be three votes on changes to the [Bylaws](#) in November. The changes are described. Contact Diana Ronk [ronkdr@mchsi.com](mailto:ronkdr@mchsi.com) if you have questions.

### Change 1: Remove Reference to Safety Deposit Box (Article VII, Section 4. Official Documents)

The club no longer rents a safety deposit box because of the expense. It is unclear when this practice ended.

### Change 2. Change the fiscal year to the calendar year (Article VI, Section 3)

The Board proposes to change the fiscal year from July 1- June 30 to Jan 1-Dec 31 for several reasons.

First, the AVA has recently changed to a calendar year. Aligning our operations with theirs would make it easier to meet their requirements. Second, memberships are on a calendar year, so it would simplify financial reporting for the club treasurer.

### Change 3. Change officer terms to the calendar year. (Article III, Sections 2 & 3)

Changing the terms for officers to the calendar would give new officers several months to become familiar with their duties before planning for the next year begins.

If this change were approved, the term for the current officers would end December 31, 2020, instead of June 30, 2020.

#### Article VII General

Section 4. Official Documents: ~~A safety deposit box shall be rented for the purpose of storing official documents.~~ Official documents shall ~~be stored securely.~~ Official documents include, but ~~are not be~~ limited to, copies of the current Bylaws, all papers of incorporation, internal revenue reports, 501(c)(3) forms, other agreements or contracts, and annual financial reports.

#### Article VII General

Section 3: Fiscal Year: The fiscal year of the Association shall be from ~~July~~ January 1 to ~~December 31~~ June 30 of the following year.

#### Article III Officers

Section 2. Nominations: At the first regular meeting in ~~March~~ September, a Nominating Committee of not less than three members shall be named by the President and Vice President. The Committee shall nominate candidates for the offices to be filled for the next term of office. Nominations shall also be accepted from the general membership at the election meeting.

Section 3. Elections: Officers shall be elected at the first regular meeting held in ~~May~~ November, and will assume office beginning the following ~~July~~ January 1. All officers shall be elected by ballot to serve for the next fiscal year.

## Refreshing the brand



The American Volkssport Association has redone their logo and is working on rebranding themselves as America's Walking Club.

We have been working on rebranding as well. We have started by changing what we call ourselves to "Iowa's Walking Club."

So, what's in a brand? At its core is reputation. We need to control our reputation by presenting ourselves in a consistent way and defining who we are and what we stand for. We don't want to lose the goodwill that we have built up, but we

also need to appeal to potential members and participants. We want to project an image of a vibrant and contemporary. Changing a brand in any aspect is a touchy subject—especially when people feel an emotional attachment to the brand. We have assembled a committee whose goal is to bring many ideas forward and use members' feedback to come up with a couple of designs to choose from.

We will make sure we are consistent by using the same voice, same colors and same logo on brochures, website and marketing materials. This is a long range project.