

# EVERGREEN STATE VOLKSSPORT ASSOCIATION MOTION

## Introduction of Business:

The *Pathfinder* distribution has been cut due to the economic reality of providing “free” paper copies to active Volkssporters and new walkers when they attend live events. The *Pathfinder* branding was done with such success that walkers continue to look for it and want it at events.

Experienced walkers/web users know where to find the upcoming event information with various methods of researching, some of which give confusing information.

As we all strive to become a bit more “green” and not produce as many paper copies of brochures etc. we are also missing a marketing opportunity to potential future walkers. Change is hard but we also need to grow our organization participants in new ways.

The ESVA Brochure is an excellent start to give brief direct details about our activities and organization. The next step is to bring the *Pathfinder* on line.

Continuing with availability of paper copies is also essential as we explore the new ways of getting the data into the hands of future participants.

## Motion:

**It is moved that the *Pathfinder* be “Put On-Line” in a PDF format on the ESVA Website.**

**It is further moved that ESVA provide a “grabber” sized card to have available on the information tables at Event Walks providing explanation of “Where is the *Pathfinder*”. (URL address)**

## Summary of Proposed Action:

Oregon State Association to approve.

Pathfinder committee to determine which part of the publication should be on-line. (i.e., all events, YRE info, paid ads) (perhaps not publish completion of challenges, birthdays, etc??)

Publicity Committee to authorize creation of grabber card and investigate publication costs.

Web master to provide a 1 click link to the pathfinder on the ESVA Website.

Executive Council to approve funds needed.

**Submitted by:** Interlaken Trailblazers Volkssport Club – Sharon Moats

**Seconded by:** \_\_\_\_\_

## Action Taken:

Motion carried

Motion failed

Motion tabled

Motion amended