

A New  
Decade  
Newsletter!

Provide Inputs



AVA'S NEW LOGO  
WHAT IT IS AND WHY



NEW YEARS DAY AT  
DISNEY



JAN 11 LEU GARDENS  
FOR ONLY \$3

# MID-FLORIDA MILERS NEWSLETTER

## The President Speaks



### Happy New Year!

A new year and a new decade! I hope you plan to include lots of walking in your plans for 2020. We have two new Year Round Events that you can enjoy with all of your out-of-town guests without having to spend big bucks to accompany them to the theme parks! In addition to upping your walking game this year, please think about adding one more volunteer opportunity at one of our monthly walks. We will train you; you will have the chance to visit with many walking friends and you will help out our club! I look



forward to seeing you soon and if you have questions about anything, please don't hesitate to contact me, Mike, Dan, or one of the Sharons. *Rosemary*

### Membership

Dave Piatt, Membership Chairman

The current membership is 54 memberships and 77 members as of 11/30/19. This compares to 53 memberships and 76 members as of 11/30/18. While our membership is steady we can always use some new members and enjoy meeting new friends. New Year's resolutions are just around the corner and they are a good excuse for new people to try us out as part of their new exercise program. So if you know some people thinking about walking as part of an exercise program, invite them to one of our events. Welcome New Members Cindy and Keith Lowe and be sure to say hello and welcome them to our group.

MFM Club Officers/Committees	
President	Rosemary Barna
Vice President	Dan Barnett
Secretary	Sharon Axelrod
Treasurer	Sharon Predham
Newsletter	Mike Lanpher
Membership	Dave Piatt
Printing Support	Mike and Marcia Kepper
Publicity	Letty Zook
Routes & Trails	Mike Lanpher
Volunteer Coord	Sharon Axelrod
Web Site	Dan & Nancy Barnett
YRE Coordinator	Jenny Thomas

# AVA Changes their Branding

By Henry Rosales, Executive Director

Publicity and Marketing committee has been working with our marketing firm, Mass Media, over the past six months to reinvigorate the AVA brand and build awareness so walking with the AVA becomes part of the national conversation. This logo checks all the boxes. It is respectful of our history and clearly representative of our future in a way that will resonate with the new walkers we want to inspire. Come walk with us. We are America's Walking Club.

Over the upcoming months the AVA will be introducing new marketing collateral to clubs with guidelines on when, where, and how to use these new marketing tools. The employment of the marketing collateral will be phased in to allow clubs ample time to make changes and consume existing printed marketing collateral with the old logo. More information and guidelines will be published in the November and December Checkpoint and on the AVA website. The first of these tools to be introduced are a new AVA logo, a new website and a new marketing video, which you might have already seen on Facebook. The video and logo will be launched in early November and the website in December. You will be able to access the logo and video on the AVA website in December. I hope you enjoy the new logo and video. With the new logo, we were looking for something that would excite the next generation of walkers while also recognizing the legacy of the AVA. This logo, with its path around the mountains and energetic color, represents the future of America's Walking Club. The path also suggests the excitement of exploring new trails and paths—the joy of exploring new areas on foot. The mountains stylize the letters AVA as a reference to our history. The reference to our founding date also acknowledges our organization's significant history in a modern way. Finally, the prominent words on the logo—America's Walking Club—make our mission, encouraging fitness through walking, clear to those viewing the logo.



## America's Walking Club



The SERD, John McClellan, explains the new Logo to the 80 dinners at WAF 29 (wrong camera angle)



# Historic Venice – It was a walking and biking delight

By Alice Lawrence, John McClellan, Rosemary Barna

Volkssporters from across America’s Walking Club were enchanted by Venice, Florida, as they delighted in walking, cycling, eating, drinking and enjoying each other’s company at WAF29 – Carnival in Venice! From November 1-3, more than 100 people from at least five states and as far away as Texas joined us for WAF29. The small but charming southwest Florida town of Venice proved friendly, accommodating and a wonderful place to experience AVA events. Participants



completed four walks and a guided bike ride on city streets and expansive bike (rail-to-trail) and walking trails. Throughout the weekend they were treated to gulf coast beaches, historic Venice Island and its circus history, and the Park St. - Armand’s Circle walks in Sarasota. The fun of the masked “Carnival” -



Saturday evening’s “Aperitivo” in the courtyard of the Hotel Venezia and then to lunch on the beach in Sarasota’s South Lido Park made for a varied, interesting and thoroughly enjoyable 29th edition of Walk Around Florida. Did not make it to the WAF this time? Well, join us for our 30th anniversary Walk Around Florida in late October/early November 2020. Our venue for WAF30 will be the World’s Most Famous Beach – Daytona! We’ll be on the Atlantic Ocean and along the beaches that were the birthplace of NASCAR racing. Hope to see you here next year!

## MLK Weekend - Jacksonville’s Atlantic Beach

January 17-20, 5 walks and a meet and greet (\$20). Two of the five planned walks start from the Hampton. The walks offer a variety of environs: nature, beach and urban. The sanctioned walks along with other Year Round Events make staying active fun and easy. For more information on the event and the pre-registration form, go to [firstcoasttrailforgerswalkingclub.org](http://firstcoasttrailforgerswalkingclub.org). When you click on MLK weekend you will be redirected to the brochure. If you have questions you may also contact me at [kraasch1725@gmail.com](mailto:kraasch1725@gmail.com).

**Trailmaster Topics** by Mike Lanpher

Shown in the data below from Sharon for the 1<sup>st</sup> 9 months is an average of 24 walkers for our weekend walks. The monthly Club walks of YREs are even less on average (data not shown). It appears we are not satisfying what many members may want. There has been a general decline in members over the last 10 years that is reflected in the number of walks accomplished. The implementation of a fee for all walkers may have added to the impact. On November 16 twenty plus members “walked” goodbye to Wekiwa Springs State Park as we moved the walk to International Drive for 2020.

So come out New Years Day at Disney (register at Pirates Cove Golf 9-9:30) and let’s get back to 50 walkers. Following that on January 11 we have another great guided walk in Leu Gardens that attracted 25 in May. Do not forget Maitland on Jan 4. Look on page 5 for February’s Leap Day walk followed by lunch at City Pub. We visit Avalon Park a week later. Download the brochures from the web site.

Thanks to the volunteers who sat registration and finish tables, checkpoints, and, in particular, those that helped at WAF in Venice.

**Walking in 2019**

By Sharon Predham and Mike Lanpher

Here are the data from our 1<sup>st</sup> nine months:

What we assess from this info and comparisons to 2018 are:

1. Overall the Traditional (weekend) events barely support the club financially.

Traditional walks average 24 participants/walk out of 75+ Members.

Weekend walks attendance declined 8% vs. 2018.

2. YREs averaged 44/walk;

Overall the YREs support the club financially;

The Orlando / The Villages 12 YREs declined 10%;

Disney Springs increased 4 fold;

Winter Park YRE had the most walkers in 2019 and 2018;

Southeast Florida walks dropped 52% primarily due to Key West decreases.

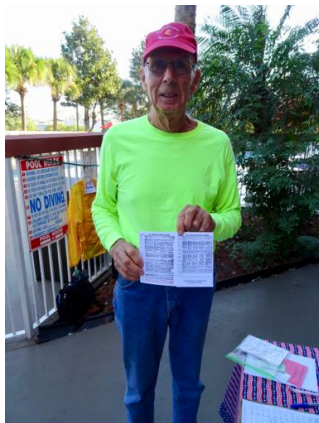
<u>TRADITIONAL/WEEKEND</u> <u>EVENTS (By attendance)</u>		<u>YRE WALKS</u> <u>(By attendance)</u>	
10/5 - Sylvan Lake Park	47	Winter Park	78
1/1 - Miller's Ale House Oviedo	39	Disney Springs / LBV	56
5/18 - Leu Gardens, Orlando	26	Orlando Downtown	55
3/30 - Orlando Wetlands Park	25	Maitland	52
1/19 - Apopka Kit Land Park	23	Celebration #1	51
7/27 - Longwood Publix	22	Lake Sumter Landing	51
9/21 - Belle Isle	22	Orlando North	50
4/13 Annual Mtg Walk in Winter Park	20	Celebration #2	41
8/17 - Lake Mary Library	19	Orlando South	36
2/16 - Apopka @ Hunt Club Corners	16	Spanish Springs	36
11/30 - International Drive	14	Altamonte Springs Mall	17
10/19 - Universal Area	12	Wekiwa Springs	6
	285		529

Further diving into the data shows about half of our members do not walk YREs or weekend events and the lack of non club local walkups at both types as well as a lack of out of town YRE walkers continues.

# Walks and Other Walking Information

DATE	1Q 2020 Florida Upcoming Traditional Events	REGISTER
17-20 Jan	Jacksonville 5 walks: Ft George, Hanna Pk, Downtown, Jville Beach (2)	Preregister on form on web site
Jan-Apr 2020: Wednesdays	Suncoast Sandpipers - Central FL west coast	Normally 8:30 -9am Lunch Follows
1 Feb	FCTF: Gainesville - see web site	8:30:09 AM
8 Feb	HW: Guided Bike Titusville - see web site	TBD
7 Mar	HW: Walk Palatka - see web site	TBD
See HW, SS, and FCTF web sites for Wednesday, Saturday and Sunday group walks of YREs		
The Happy Wanderers. <a href="http://www.happywanderersfl.org">http://www.happywanderersfl.org</a> Additional walks on Sundays (YREs) & Wednesday evenings (fun walks). <span style="float:right">Copy links to Browser</span>		
Please see the First Coast Trail Forger web site <a href="http://www.firstcoasttrailforgerswalkingclub.org">http://www.firstcoasttrailforgerswalkingclub.org</a> . <span style="float:right">Copy links to Browser</span>		
Please see the Suncoast Sandpipers web site <a href="http://www.suncoastsandpipers.org">http://www.suncoastsandpipers.org</a> or <a href="https://www.facebook.com/suncoastsandpipers">https://www.facebook.com/suncoastsandpipers</a> . <span style="float:right">Copy links to Browser</span>		

DATE	1Q 2020 Mid-Florida Milers Upcoming Walks	REGISTER
1 Jan	26th New Years Day Walk - Disney Springs - Not a YRE	9 – 9:30 pm
14 Jan	Orlando's Leu Garden - Guided Walk at 9:10 to enter as a group	8:30-9:00 am
1 Feb	Orlando South @ Beardall Sr. Ctr.	9-9:30 am
15 Feb	The Villages @ Lake Sumter Landing	9-9:30 am
29 Feb	Leap Day Walk - Orlando; Start at Mark St Ctr; finish at City Pub - lunch	9:00-9:30 am
7 Mar	Orlando's Avalon Park @ Publix	9-9:30 am
21 Mar	Universal @ Kirkman Starbucks; lunch at Miller's Ale House	8:30-9:00 am



Tom Carter completes his 1000th event at I-Drive,

Tom Carter will lead the Leu Garden Guided Walk on 11 Jan.

Mid-Florida Milers' Event & Distance Milestones			
Name	City	Events	Dist
Bernadette Kirchner	Winter Springs	75	
Michael Kirchner	Winter Springs	75	
Jenny Thomas	Davenport	100	
Paul Erickson	Maitland	225	
Rebecca Hinkle	Molino	225	
Cathy Metherell	Orlando	375	
<p><i>Courtesy The American Wanderer, December 2019,</i>  <a href="http://www.walkflorida.org/Walking_Florida/lists">http://www.walkflorida.org/Walking_Florida/lists</a>                      Florida walkers' milestones for the last 8 years.</p>			

# Pictures



Bill Woolgar, Prez 1996-2004



Old Friends



Michael & Mike at CP



Petra & Joan at CP

Below is a soggy Universal Walk on October 19



Joan & Michelle on Vineland



Mike & Joan on Garden Path



Wet John with Paul at finish

Advertisement - Get a Club Sweatshirt, UPF 30 or 50 LS Tee, and a Wind Breaker (w/name and patch)



WAF 29 pictures are at: [http://www.wafphotos.walkflorida.org/Walk\\_Around\\_Florida\\_Events/WAF\\_2019.html](http://www.wafphotos.walkflorida.org/Walk_Around_Florida_Events/WAF_2019.html)



Some Milers at Dinner



JoAnne wins The Walking Company shoes certificate

Nov 16, Our Last sanctioned Wekiwa Springs Walk



Registration



Susan & Keith



John hoofing it

Deleon Springs Nov 29



International Drive Nov 30



Jan and Joyce

International Drive Nov 30



Sharon Joan Paul Tom on hotel patio



VP Dan presents

Appreciation  
Certificate to Comfort



Tom & Linda on I Drive

The Villages Dec 7



John & Nancy on Multimode Path



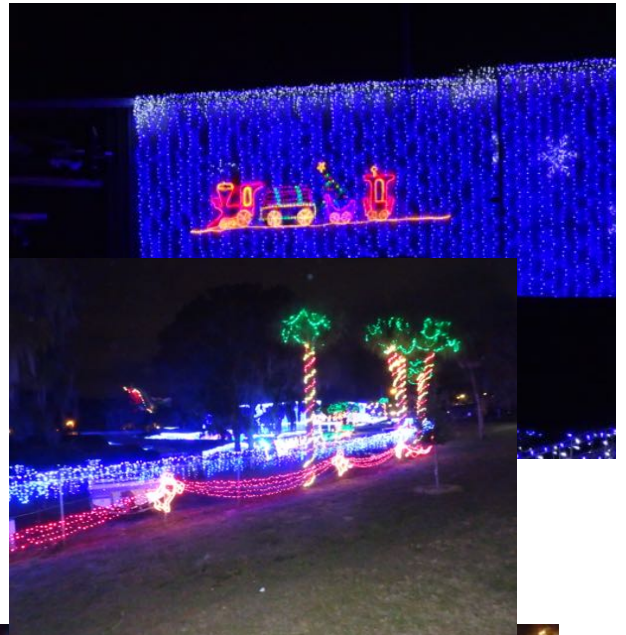
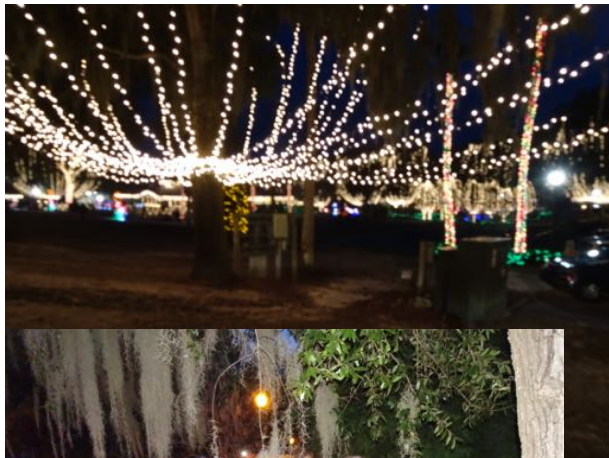
Eating at Americano Grill



December 21 at Mt Dora for a Guided Night Walk downtown and by the fabulous Marina lights



The 17 walkers



Kirchners w/daughters & Son-in-law w/4 month old

