



Executive Director's Update for August 9/13/16

Finance:

- Total cash as of **8/31/16**, was approximately **\$105,190**, below budget, but 50% better than last year at the same time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$34,013**, well above what we had on hand, during the same time, last year.
- Accounts payable is approximately \$23,325, a figure down slightly from last month, yet above budget, but still well below what it was at last year at this time, in good part due to our grant cycling/payments to HRP.
- Kelcy's month-end comments, 9/7/16: *"...we've finally closed out Twin Rivers and South Suburban chapter financials so we are looking much better. We also received \$7500+ from Large NAWCA additional reimbursements which offset a newly entered project cost and HRP time that had not previously been invoiced to the grant but had been budgeted to be reimbursed. Inventory shows a bit higher than actual as we have three events from August – Wausau, West Bend and Ducks Before Bucks – that still need to have items used invoiced out, I'll hopefully get most of that paperwork soon..."*
- Chapter bank accounts currently hold **\$35,357**, higher than last month, and a bit above budget, and last year. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income (**loss**) for the month was \$18,208, better than the expected budget line, mostly due to "catching up" on event timing/reporting. Generally, most events this year, have performed very well, producing income well above budget – despite late reporting/reconciliation. Net income, Year To Date (YTD) is now: **(\$156)** vs. a budget plan of **(\$7,149)** for the first half of the year.
- Inventory update: inventory is at \$31,344, down slightly, but reflecting Kelcy's comments above. We'll be receiving orders from Paramount Cap, shortly, as well as decoys from Flambeau.
- Sponsors update:
Mars Pet Foods (Nutro): 2nd half of the planned stock for the balance of this year will be picked up this week, distro'd at the West Allis event.

Flambeau order of decoys has been received in Baraboo, coordinating a pick up prior to the Madison event...

No further word from F/A, I expect we may be done with them as a vendor partner. Rig 'Em Right order was delayed again for cash flow purposes...

Bruce may finally be picking up our last four decoys, this week, due back in March, from Porter's Handcrafted decoys. Unfortunately, we will be unlikely to partner with this team again, due to their unreliability.

Prospecting:

Tom discussed potential pricing with a field staffer for Higdon decoys. We have a dealer pricing list, but no word yet on any sponsorship potential. They are a national DU sponsor...

We've made our secondary contact with a potential State Hunt vendor (primary was Tom at the Milwaukee show), awaiting word on potential discounting and guide arrangements from ownership, following an e-mail and phone exchange with their Midwestern representatives...

Development:

Summary: This list features the 2016 planned events, with or without a budgeted contribution as well as key areas to effort further growth, or return. For 2016, our initial budget line-listing for volunteer teams & staff consisted of **36** events. Based upon the last five years performance, it's reasonable to assume we'll complete between 30-32 of these planned events.

Chapters/Event teams – in historical or current planned event calendar order:

- **Berlin/Fox River Chapter:** Event ran 1/30/16, paperwork complete. No further update.
- **Waupaca:** We ran small events here in 2011, 2012, and 2013, usually netting \$2k or less. No event for 2016.
- Wausau Hunting Show: Event ran 2/12-2/14, recruiting for Stevens Point, Wausau teams, and N.W. event. Following the chapter dinner, it seems likely we'll return to this event for 2017.
- **Rhineland/Northern Wetlands:** Event ran 2/27. Net was this group's best effort, ever: \$28,463. Our current clubhouse leader! Paperwork complete.
- Milwaukee J/S Sport Show: Event ran 3/2-3/6/16. New show mgmt. coming for 2017. NEED TO HAVE ANY CLASS A RAFFLE PLANS PREAPPROVED!
- **Baraboo River:** The event set for mid-March was first delayed to April 9th, then later canceled, during Tom's illness. No further update.
- WI Waterfowl Hunter's Conference: Event ran 3/11 and 3/12. Just received an update, this event will be reduced to a one day event: Saturday, March 11th, at the Hotel Mead in Wisconsin Rapids.
- **Chilton/Between the Lakes:** New events in 2012, 2013, and 2014. No event for 2016. May return in 2017.
- **Green Bay:** Event ran 3/17/16. Result = \$27.5K. Paperwork complete.
- **Appleton/Fox Valley:** Event ran 3/31/16. Net = \$13,105 at a concerning 28% margin. Paperwork complete. This group did a great hunting demo for a kid's event in late August.

- **Jefferson/Twin Rivers:** Event ran 4/2/16. Net = \$15.6, made goal, including a class A for Madison golf. Reporting complete.
- **Eau Claire/Chippewa Valley** – No team in this area. Key area for recruiting/rebuilding in 2016. No event in 2016.
- **Waukesha County:** Event ran 4/14, sold out. Result = \$18,650, the modern chapter's best effort yet! Paperwork complete. This team drew a sold-out class A pistol at the SE WI Scramble.
- **South Milwaukee/South Suburban:** Event ran 4/18. Reporting complete. Net = \$5200, only 2/3rds of budget.
- **Fountain City/Duckweed:** No further update.
- **Madison Area Shoot:** Event ran 4/23. 84 shooters shot more than 100 rounds. Net around \$1300. Reporting complete.
- **Dunn County/UW-Stout:** We ran good events here in 2010 and 2011. Members graduated. No 2016 event.
- **Fond du Lac:** A historical WWA chapter community. The former chairman of this team, Brian Kutz, was killed in a workplace accident, in April, at age 52. No 2016 event.
- **Abrams Shoot:** Event ran 5/14. More than 100 participants, a record crowd, despite intermittent snowflakes in the air. Result = \$4,270, best ever for this gig. Reporting complete. Note: the new sponsor for this event made a verbal commitment to return, at the Fox golf gig...
- **Ozaukee Shoot:** Event ran 5/21 & 5/22. Attendance up by 30% over last year's crowd. Local shooters won't spend, a challenge for future planning. Result = \$2,790 with margin % down. Reporting complete.
- **SE Wisconsin Scramble:** Event ran 5/24. Although 20 fewer golfers than last year, (no free foursomes) with Sponsorship WAY up, results were very strong. Result = \$8,539. Reporting complete.
- **Holcombe:** We ran small events here in 2010 and 2011. No 2016 event.
- **Waukesha Shoot:** Event ran for Saturday/Sunday, June 25/26. About 65 participants, with more than 70 rounds shot. Tough competition with the youth state trap tourney running at another venue, mid-state, at the same time. Great venue support. We will return, needs a few tweaks to hit its full potential. **Reporting not complete.**
- **Hayward-Spooner/Northland Waters:** We ran poor events here in 2010, 2011, and then a big class A in 2012. Chair relocated to Ashland. Our former treasurer here, Dennis, killed his wife in late July, then turned the gun on himself. My parents are making inquiries with the sheriff's dept, to find out how we might recover our Calendars and stubs. No further update.
- **Summer Shoot** – Event ran for July 22-24, @ Wild Wings. Number of shooters was level with last year, although Friday was a bust. On 8/4, we learned that Wild Wings will no longer host any non-profit events, so the Summer Shoot will need a new venue for 2017... Reporting complete, made budget at \$3500 net.
- **Hudson/St.Croix Valley:** No event this year, no reply to communication to Mitch, from me or my brother, in River Falls.

- **Fox Valley Scramble:** Event ran for July 27, 2015. Attendance/sponsorships down slightly, I did get a highly experienced outside volunteer to join the effort for next year, and a new potential hole sponsor. Reporting complete.
- **Madison Golf Outing:** Event ran 8/2/16. This event will move forward to 6/20/17 for next year. Discussion already with Scott Boettcher (lead volunteer for SE) regarding a promotional plan/discount deal for the 3 outings next year... Reporting complete. Net = \$2100, made budget.
- **Rice Lake:** No current team. Small events in 2010 & 2011. This would be a key area for growth. **No 2016 event.**
- **Southwest/Prairie Du Chien:** No further update.
- **Cedar Creek/Mequon:** Al Klug reports members of this chapter will assist with the West Bend event this year, but will not attempt their own fundraising efforts this year, possibly returning in 2017. Don & Peter met with representatives from the Mequon Nature Preserve in early July to better understand the change to no hunting. No further update.
- **State Calling Contest/Cabela's Waterfowl Weekend:** Ran 8/13/16. The calling contest will now happen on an "early season" ad weekend, with the Waterfowl Classic falling later, on 9/10 & 9/11. Traffic at the store was down significantly, due to the poor ad content. We were unable to muster teams for Richfield, Green Bay, and Sun Prairie, for the second weekend, which I got approved with Stephanie. So much food was left over from the booth, she'll need to host another food booth, before any proceeds might become available. No date has been set for 2017 yet.
- **Midwest Shooter Supply Fall Fest:** Opportunity lost: the event got moved to 8/19 & 8/20, days we are already working at Wern for the State Shoot. I wasn't able to must volunteer coverage for this event, but perhaps it was lucky, as the event had terrible weather, with flooding in the store, and greatly diminished crowds, according to Tim Fischer.
- **Wausau:** Event ran 8/18. No team in this area since 2011. Despite fliers out, extensive FB coverage, we had a very small turnout, on heavy competition in the same venue from a Friends of NRA event. Planning has already begun for next year, this team has energy, and will grow & improve. No reporting yet.
- **State Shoot:** Event ran 8/20 @ Wern Valley. We were down just a few shooters from last year, despite heavy storms predicted all day. (they didn't arrive) No reporting yet.
- **Midland Wings/West Bend:** Event ran 8/25/16. No reporting yet.
- **Ducks Before Bucks:** Event ran 8/30. Attendance down slightly from the November version. We didn't draw well from our shooter participants. Still believe this event/venue/timing has legs, need to let it grow... No reporting yet.
- **Sheboygan:** Event ran 8/27 at Klessig Farm. No reporting yet.
- **West Allis:** Event set for 9/15/16. Tom was disappointed in the net/gross return last year, hoping changes will make a difference. Venue is sold out, volunteers may be eating pizza. Fingers crossed.
- **South Shore:** Event set for 9/29/16, canceled in July. New chair is out of town with work. Budget impact of -\$5K. No further update.
- **Oshkosh:** No 2014 or 2015 event. Former chair had no comment at the Calendar drawing on 9/12. No further update.

- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. See the update, in the financial section. The chair has been chasing work issues, but we've found an additional 2 new folks to help. Perhaps yet a December event? Budgeted event for 2016. According to a text on 9/12, he'll be answering Tom's voice mail to him on 9/13...
- **Rock County:** A small event for several years, Chair departure in 2015 left this area empty. A former chair might be able to do a fall event. Not budgeted for 2016, but a potential growth area. No further update.
- **Stevens Point:** Like Wausau, an area where we have a potential Chair, and are recruiting for help. \$500 budget line, split between the two locations, for 2016... Our lead volunteer did not show up for the Wausau event, but Tom and I met a new potential volunteer, in banking, at the Sheboygan farm fest event...
- **DePere Ladies Wine:** 2016 budgeted event, I've not taken first steps on yet...
- **Marshland:** Last event, Dec. 2011. This team has taken up the Wild Wings shoot effort, and continues to be one of our two wood duck box focal points. Not budgeted for 2016.
- **Lakeshore/Manitowoc:** Event ran 12/10/15. Budgeted event for 2016. Tom is hosting the first planning meeting for this team on 9/13. I've not had any luck getting additional volunteers from my FB efforts for this team...
- **Madison:** Event set for 9/20/16 has been extensively promoted, using all tools, but appeared to have only 74 confirmed attendees, mostly at tables, as of 9/9. Budgeted event for 2016.
- **WWA Holiday Bash:** Event set for 12/15. We parked 1 of the 3 State Hunt posters here, by Labor Day weekend, to run all fall long, with a premium bonus gun. I made a full business plan layout to several volunteers, on 9/1...

Conservation Calendar:

Calendars are still being distributed. Playbook draft is 99% updated. Selling signs are posted to the Volunteer's Secure Page. Tom still needs to finalize the knife plan. It was discovered in July that the drawing tickets state "2016" on them, not "2017" – missed in all the editing work. I am working at recovering our stock from Shoot Star Archery, as noted above.

Summary:

Following 3 very intense weeks of off-site, and event work, I'll now begin working on office-based, and catch up tasks, during the second half of September and beyond. I have leads on a sponsor item for next year, and with a little luck we've got not only next year's state hunt, but perhaps the 2018 effort, close to being firmed up. I worked with mid-senior DNR staffers on the latest Senior Biologist selection process, in Madison, during the holiday week, along with representatives from other prominent conservation organizations. It was a valuable relationship-building experience.

Education:

DNR Learn to Hunt Waterfowl efforts:

This is a key area of focus for WWA, and we need to encourage more WWA teams to engage in this very satisfying and important program. It has a significant page on the new website. Bruce has

been contacted about an opportunity for WWA to work cooperatively on a young-adult program being run out of Madison, and now we've been contacted by the new Waterfowl Chair at UW-SP, regarding adding their students into a program... Currently only the GB Chapter event is known to me, slated for October 7 and 8.

DNR Shooting Skills Clinics:

2 directors were trained in July 2015. I believe the trainers are expected to offer one training event each year, to keep their skills honed, as well as a "brush up" training session, every three years.

DNR Invasive species boot-cleaning station efforts:

Last fall, WWA sourced, built, delivered and installed 2 stations around Big Muskego Lake, 1 station at Horicon, 2 stations in Waukesha County at public properties, 1 station at Shawano Lake, and 1 station on the west shore of Green Bay at Geano's Beach. We also transported the material for 3 other stations in NE Wisconsin. This is likely a future small-project effort that could be done by local chapters for local boat launches and hunter access points, at relatively low cost, and hi visibility for WWA. We do need to get the stations from last year, moved to placements at Geano's and Abrams yet. I've not gotten back to this – no further update.

WDNR Duck School:

Don and Bruce are confirmed for Friday, 9/30/16.

Wisconsin Envirothon:

We did go back and sponsor this event, for a second year, following their early March request, at the \$300 rate. We may seek to advance this to \$500 for future years, to receive better recognition.

Restoration/Projects:

- Peter was on vacation the second half of August, no recent update.
- Don/Bruce and others did extensive work at the Abrams site in August, with mowing & trimming operations, ID sign repair, re-brushing all the waterfowl blinds, and preparing their sites, as well as overseeing the installation of a load of gravel and fines to the area near the observation platform, and down near the second pond outlet, to repair the trail in several spots damaged during the high water episode from last April....
- Don made application from one source for additional Abrams project funding, in concert with long-time partner CellCom (Nsight), in August, and will make another application their GreenGrants program, where we've been a four-year recipient, in the next week...
- Mike Alaimo from the Waukesha Chapter sent out a great update and year-end reporting for the first year of the AWA effort for Rome Pond, following their weekend of work projects. I believe Bruce forwarded it around for all board members to review.

- We'll likely begin that planning process again, around 10/1/16, for potential work done in November, to burn the Abrams islands, and Peter has made arrangements to have invasive Phragmites sprayed again (we did it in 2014) out there, permits have been received.

Legislation/Regulation:

- I'll be attending, along with a half dozen other conservation organizations, a legislative planning session, hosted by DU, on 9/14, in preparation for the incoming new class. More to come on this. Rep. Kleefisch will also be there, to discuss the Legislative Sportman's Caucus.
- No further update.

Key BOD Decisions/Opportunities:

- Bylaws updates to be finalized?
- HOF concept to be approved, finalized?
- Board election process begins again?
- Where/when to host the annual meeting:
 - January/other?
 - Richfield Cabela's/other?
 - (I noted that Sun Prairie has a room which hold 44)
 - (GB store? Work in a stadium tour?)
 - Event-based/other?