



## **Executive Director's Update for August: 9/12/17**

### **Finance:**

- Total cash as of **8/31/17**, was approximately **\$70,996**, about \$71,000 below budget, and \$34K below last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$27,763**, about \$57,000 below budget plan.
- Accounts payable is approximately \$63,000, about \$24K above budget. As noted previously, we've not yet been able to make a submission to Duck Stamp funds, which would help push this number down, and need to catch up. I believe progress is finally being made in this regard, over the last week or so...
- Kelcy's month-end financials posting comments: *none this month*
- Chapter bank accounts currently hold **\$26,440**. This is about \$9K less than last year, at the same time. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income/(loss) for the month was **(\$18,102)**, about \$12K worse than the net loss planned (due to timing issues with when events were finalized, as well as the cumulative effect of the imbalance of HRP billing vs. grant reimbursement). Year to date: we are at a net loss of **(\$25,744)** vs. a planned loss of **(\$4,652)**, placing us about \$21K behind budget, still missing income from smaller events like South Suburban & Baraboo, due to the reporting/timing issues as mentioned previously. Tom now needs to clear those events, himself, without proper detailed reporting input from the volunteers involved. Kelcy has been discussing a rate increase in HRP's billing rate to grants with Peter, and she and I will likely plan a meeting with him in October, to discuss alternate budgeting strategies with him for 2018, as this problem has continued to grow over the last three years: the original "HRP idea/plan" is not working –in that grant funds are not covering the majority of our HRP expenses... (this is likely being exacerbated this year, due to the super-wet weather reducing project time, coupled with Peter's extended parental leave time)
- Inventory update: In August, I added only specific event inventory selections, and began the inquiry with our Browning connection to begin sourcing the 2018 Sponsor Knife. I've transferred more and more of any over-stock out of my Kaukauna storage, down to the New Berlin site. With cash being so low, I'm trying not to spend any more than what is required, so as to preserve funds.
- **Sponsors update:**  
No sponsors work done in August...

### **Development:**

Summary: This list features the 2017 planned events, with or without a budgeted contribution as well as key areas to effort further growth, or return. For 2017, our initial budget line-listing for volunteer teams

& staff consisted of **34** events. Based upon the last five years' performance, it's reasonable to assume we'll complete between 28-30 of these planned events.

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

- **Berlin/Fox River Chapter:** Two events, 2015 & 2016. Chapter will not run an event in 2017, following the explosive self-termination of their figurehead chair. **This is a key team to attempt to return to the fold this year, for 2018 and beyond.** (we had another powerful team in the area that folded in 2012 – there is GOOD support for WWA in the Berlin/Ripon/Puckaway area) **Now that Carmen's daughter has graduated HS, we need to reach out again to Kevin from this team to see if we can make a recovery...I've asked Tom to do this again, on 7/14, 8/19, and again today, 9/12 – no further update...**
- Wausau Hunting Show: Event ran 2/10-2/12, recruiting for Stevens Point was non-existent, but the new Wausau team did well, manning the whole event. Traffic was down, unsure whether we'll return for 2018, or not. Pre-event ticket sales went ok. Second appeal to return for next year has been passed on to the team again, when received in July... No further update.
- **Rhinelander/Northern Wetlands:** Event ran 2/25. Tom reported the event net will likely be down \$5k to last year, it was even worse. Membership stubs lost. Did not make budget. Reporting completed, week 5 of June.
- Milwaukee J/S Sport Show: Event ran 3/8-3/12/17. New show mgmt. Tom reports that as one of the only booths in the entire show offering the chance to win firearms, our attraction was STRONG. However, he also reports that vendor frustration from among our peers was very high, this may not bode well for this show's future... Our teams enjoyed very strong class A results. We also need a better way to "cover" the nearly \$800 expense of this booth space...
- WI Waterfowl Hunter's Conference: Event ran 3/11. Hotel Mead in Wisconsin Rapids. Peter Z did great as a speaker, and WWA's Lake Mills AWA was featured, as well. Attendance was down again, appeared to be about 75-85. I should have brought at least our DCE promo materials – I was told there would be no display room, but there were many other displays.
- **Green Bay:** Event ran 3/16/17. \$25.3K net on \$25K budget. Attendance was flat, despite the loss of several volunteers & their tables, and a major sponsor. Reporting complete.
- **Appleton/Fox Valley:** Event ran 3/23/17, exceeding super goal. No wrap meeting. Reporting complete.
- **Jefferson/Twin Rivers:** Event ran 4/1/17. Co-chairs Tracey & Dave Bente have retired, following the event. Net down dramatically, \$11.4K, on a budget of \$15K, goal of \$19K. Reporting complete.
- **Chilton/Between the Lakes:** Event ran 4/8/17. Attendance about 15 seats short of the facility 100 max, with workers. 1 disgruntled guest reported. With gun credit transferred from '16 Sheboygan event, net of \$2085. Reporting complete.
- **Eau Claire/Chippewa Valley:** No team in this area. Key area for recruiting/rebuilding in 2017. No event planned for 2017. Had an outdoor work volunteer inquiry from this area, in May.
- **Waukesha County:** Event set ran 4/20, exceeding super goal at \$24.4, a modern record for this team. Reporting complete.
- **Baraboo River:** This event ran April 22nd. Should be in the black. **No reporting yet.**

- **South Milwaukee/South Suburban:** Event ran 5/1. Tom states on 9/12, he hopes to have his reporting (not chapter generated) for this team, tonight? **No reporting yet.**
- **Madison Area Shoot:** Event ran 4/29, with about 3 dozen less shooters than last year, with rain, cold temps and big wind. Net was a poor \$700, less than half of last year. Reporting complete.
- **Fond du Lac:** A historical WWA chapter community. No event planned for 2017. John Regan's hoped-for new team, training at Chilton, have gone silent. Key area for recruiting /rebuilding in 2017.
- **Stevens Point:** No team in this area, although we do have a couple of names, including a person who will be volunteering now, at the DCCE, on the 15<sup>th</sup>. Key area for recruiting for 2017, particularly with our September plans. \$500 budget line, for spring 2017.
- **Abrams Shoot:** Event ran 5/13. Had about 40 less participants than last year, on a day that was really too nice weather, to draw people in. Did not offer the shoot series class A, nor splitter class A. 4 larger groups did not join the shoot, would've nearly made up the reduction in attendance. \$3650 net, just shy of goal, with presenting sponsorship, and several last-minute donation additions. Reporting complete.
- **Ozaukee Shoot:** Event ran 5/20 & 5/21, losing half the day, Saturday, to rain-out. Need volunteer assistance for this team. Net = \$2400, just missing budget. Reporting complete.
- **SE Wisconsin Scramble:** Event ran 5/23. Total sponsorship response down from '16, but still netted \$7200, (increased from first estimate) just shy of super goal, on the same number of golfers as last year. Reporting complete.
- **Summer Shoot** – Event ran 6/17, at a new venue – J & H w/ NEW Wall Street as a new presenting sponsor. Just less than 70 rounds shot, by 60+ shooters. Net of \$2982 on super goal of \$3k. Reporting complete.
- **Madison Golf Outing:** Event ran 6/20/17, moved forward from August, with 12 foursomes. \$2700 net beat budget at 30% vs. LY's 25%. This event is crying out for a Presenting Sponsor. Thanks to all the board directors for their staffing assistance. Reporting complete.
- **Hudson/St.Croix Valley:** No event. No response since February from the Chair. Had a potential volunteer discussion with a DNR staffer on 3/11 at the WWHC. \$1500 budget line for 2017. Winner of the 2014 State Hunt, after twice canceling confirmed plans, in 2015 and 2017, with short notice, has now filed a complaint with the WI Dept. of Gaming on us. Don responded (John R/Bruce U. cc'd) on 9/8/17.
- **Fox Valley Scramble:** Event ran July 26. Presenting sponsor, & 6 hole sponsors, but no event or event sponsors this year. 16 groups. Ran smoothly, despite the rain, with more volunteer help this year, less staff. Net = \$6455 on goal of \$6750. BIG thanks to Russ/FCS Inc! Reporting complete.
- **Waukesha Shoot:** Event ran July 29/30. Overlap with Wern cancer shoot on day 1. Extraordinary weather. \$1927 net on a budget of \$2500. Reporting complete.
- **Rice Lake:** No current team. Small events in 2010 & 2011. This would be a key area for growth. No event planned for 2017.
- **Southwest/Prairie Du Chien:** This chapter ran a series of initially powerful events from 2009-2014, but then flamed out, due to family/coaching demands. Would be a great area for growth, if only we could get them to re-engage. No event planned for 2017. (Scott, president of

DyeSport, and our key contact for apparel, has been battling some serious cancer issues at Mayo in Rochester, since earliest March...)

- **Wausau:** Event ran 8/10/17. This group was super-angry with delayed class A ticketing & flier prep, due to Tom's personal issues. I met them, and doubled up on our FB advertising efforts to attempt to rectify. Increased attendance and net over LY. Reporting completed in early September (\$6K plus)...
- **Cedar Creek/Mequon:** No 2016 event. Budgeted for 2017 to return. At the state meeting, Jim Freck from this team told me they will not be hosting an event this year either, but will assist the West Bend team again. No further update.
- **State Calling Contest/Cabela's Waterfowl Weekend:** Ran for 8/12/17. Waterfowl Weekend at all WI stores, 8/12 and 13, with focus on Saturday. We will field WWA teams at GB and Sun Prairie. Food booth for Richfield did well, another crack at it on 9/23. Tom to coordinate.
- **Midwest Shooter Supply Fall Fest:** Opportunity: event set for 8/18 & 8/19, days we were already working at Wern for the State Shoot. Staff would be available to set the table on Friday morning, but then it would need to be run by volunteers not already tasked with the State Shoot. A good "pre-event" opportunity for the West Bend, West Allis, and "Hunting Eve Bash" events, that will occur in the weeks after it...
- **State Shoot:** Event ran for 8/19 @ Wern Valley. Post card with Bash, went out mid-July. Evite went out, & FB promo, as well. Need a new chairman for this event. Shooter numbers down again. Record number of Flurry teams participated. Reporting complete.
- **Midland Wings/West Bend:** Event ran 8/24/17. Attendance/net both down. No further update.
- **Hunting Eve Bash (Ducks Before Bucks3):** Event ran 8/29. Will net \$2400, after the loss of significant \$\$ to Tom's June burglary of the class A funds. Not quite 60 participants. Outside tent was a real bonus. Reporting completed in early September. Thanks to our group of directors to help that night – couldn't do it without you....
- **Sheboygan:** Event ran 9/9/17 at Saxon Homestead Farm. 11 pre-registered ended up with 30 participants. Reporting pending.
- **West Allis:** Event set for 9/14/17. Chapter has multiple class A's. Tom reports the error by EnvisionInk, confusing the West Bend and West Allis mailings may be responsible for pre-registration being down 80+ people, as of 9/12.
- **Decoy Carving Contest & Exhibition (DCCE):** this new event had been kicked around for a couple of years, as an addition to the Calling Contest weekend. Planning began in Sept of 2016, event to occur on Friday, September 15<sup>th</sup>, and Saturday, September 16<sup>th</sup>, at UW-Stevens Point, in conjunction with the once-in-a-lifetime Federal Duck Stamp art judging contest. Plan would be for this event to migrate to Saturday (look), and Sunday (judging) at Cabela's of Richfield, to join the Duck & Goose Calling Championships, in 2018 and beyond. Staffing and layout plans included with board mtg prep package.
- **Madison:** Event set for 9/18/17. I've made a FB appeal for "joiners", and a significant ad buy. Several planning meetings have occurred. Tom reports pre-registration is about same as last year, currently. Have 2 directors on to help, need 2 more, as this committee is fragile/small.

- **Racine/Kenosha-South Shore:** Event set for 9/29/16, canceled in July '16. Budgeted event for 2017. No action/discussion from Tom on this team. No further update.
- **Oshkosh:** No event here since 2013. A key area for recruiting/rebuilding in 2017. Former chair commented that he's looking for more volunteer help at the Calendar drawing in December. No event planned for 2017.
- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. Tom had productive planning meetings, 4/12 & 5/12. Then our former chair quit, the last week of June. I've asked Tom on 7/13 and 7/24 to reach out to the two remaining active people, to redirect them into Calendar sales, in the interim... he states today he'll contact one of them, tonight. \$500 budget line for 2017.
- **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 2017, but a potential growth area. No further update.
- **DePere Ladies Wine:** \$1500 budget line for 2017. Our hostess did not pass the final stages of a class 2 sommelier's exam. I've been advised against asking if she will bring this event back for this fall. No further update.
- **Marshland:** Last outreach event, Dec. 2011. This team was working the Summer Shoot when it was hosted at Wild Wings, but since that venue is closed to conservation efforts, they're focus will be the Calling Championships, and perhaps the DCCE in future years? Also continues to be one of our two wood duck box focal points. **Could Marshland guys take over "leadership" of the Berlin area event/team, if Kevin/Carmin & company returned?** Not budgeted for 2017.
- **Lakeshore/Manitowoc:** Event set for 11/30/17. Due to this event being a week earlier, and with the holiday in the week before it, it will be important to get its promo efforts started earlier, as it won't be able to wait until after Tom's extended October vacation. I've sent out an email to the whole committee, cc'ing their board liaison, but neither Tom nor I has heard any response to that 9/5/17 email, yet.
- **WWA Holiday Bash:** Event ran 12/15. 58 attendees w/ stubs, plus another 10 helpers, plus staff led to a full house. "Bash" committee has disappeared. Can you assist us with this event? Tom has secured the Delafield BrewHaus, as the alternate venue for this event, due to the loss of MidPoint... event set for 12/12/17. I'll begin writing the business plan for this event, on 9/25/17...

### Conservation Calendar:

Calendar was picked up from the printers, on 8/8. The draft update on the PlayBook for the 2018 edition is complete, except for financial goal/billing information. Seller's signs are available.

12 Parker Bushwacker crossbows, on hand. 14 Mathews Mission Riot bows, on delayed PO to Jan '18, secured. 12 Vortex Crossfire binos, on hand. 52 FA field bags (camera cases) for prizes. Camo Cabela's recliner, on hand. Rob negotiated 52 Stormy Kromers as well. Leftover 2017 Browning sponsor spiff knives for 52 prizes. Gift cards to be purchased from Cabela's.

From the 2017 Calendar – I've got the second of the Muddy Water skiffs, ready to deliver after the DCCE... the owner (who's selling out) reports he'd need at least an additional \$100/unit for any other skiffs, due to price increases from his sub-contractor (the builder of RECON boats).

### **Summary:**

Calendar distribution started the month, which was filled with events and catch-up work from Tom's illness-gap, from earlier in the summer. Perhaps the most positive impact outside the work of our volunteers was the arrival of a new Life Member, and Abrams food-plot vendor, in Erich Schultz/Pro Plots Inc. His hard & timely work at Abrams to re-work and massively expand/improve the food plots was heart-warming.

## **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. Currently only the GB Chapter event is on-going with WWA, one of only 3-4 remaining LTH waterfowl in the state. GB event is slated for 10/13-14/17.

### **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. Peter S., Bruce, & Randy just ran an event at J&H, 8/6/17. Patrice is continuing her 2/year gig at the Mead...

### **DNR Invasive species boot-cleaning station efforts:**

During fall of 2015, 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. No further update.

### **WDNR Duck School:**

Don and Bruce participated on Friday, 9/30/16, engaging 8 teams of 2 warden trainees on the flooded Mississippi River backwaters. Warden Tyler Strehlow re-confirmed for me on 8/2/17 that Duck School will take place, "during the split", on Friday, October 13<sup>th</sup>, 2017, with a very large group of attendees, 24+! Don & Patrice to attend.

### **Wisconsin Envirothon:**

We sponsored this event, in 2015 and 2016 following their requests, at the \$300 rate. We might have advanced this to \$500 for 2017, but no request came, and we didn't go looking.

### **McPherson College:**

For the eighth year, I made an hour-long presentation to educators from across Wisconsin, at MATC (Mequon), who were engaged in a continuing education class on conservation in Wisconsin. (7/13)

### **Restoration/Projects:**

- I, along with several other chief officers from major conservation organizations, made our suggestion to the Natural Resources Foundation BOD, for our selection from the nice projects presented, for the first ever Cherish Wisconsin grant funding opportunity – habitat work on public lands (7/12)... I traveled to Madison on 9/6/17, to shoot promotional video for a documentary talking about the Cherish Wisconsin fund – detailing WWA’s commitment to access on state lands, and the value of participating in this endowment program...
- No further updates on projects – it continues to be extremely wet out there (Wisconsin experienced the wettest Jan-June ever, in recorded history, this year). I know Peter is working a project in Dodge County, as I met him near there to drop off wood duck houses, on 7/19.
- Peter also joined me at the Joint Venture Steering Committee meeting in Stevens Point, on August 3<sup>rd</sup>, this group’s first meeting since May of 2013...
- Peter has been working with Kelcy, this past week, to finish out reporting (and funds) on a small NAWCA grant as well as Duck Stamp projects. Our inability to bill Peter/HRP fees/hours to projects is a major source of our budget performance discrepancy, year to date, at this point.

### **Legislation/Regulation:**

- No current update. Conference call on “Early Teal Season” questions to be on the WDNR survey, call date options ranging from late September, through early October were presented to the group today...

### **Key BOD Decisions/Opportunities:**

- Bring all your friends, and show up at the door for Madison tomorrow night!
- Mark your calendars for 11/30 in Two Rivers, and 12/12 for Delafield...