



Executive Director's Update for February 3/21/17

Finance:

- Total cash as of **2/28/17**, was approximately **\$106,278**, about \$8K below budget, and \$20K below last year, this due to the Fox River team in Berlin not returning with their January event. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$7,749**, about \$4K below last year at this same time, and still well below a “comfort level” of approximately \$60,000.
- Accounts payable is approximately \$56,152, slightly below budget, slightly above last month, and still rising, as we owe payments to HRP, that are impacted by the lack of grant funds being applied for, in a timely basis. Much of this will be remedied with Duck Stamp funds, once Peter is able to submit for the projects he’s been able to complete, over this past winter, and into the spring season...
- Kelcy’s month-end comments, 3/7/17: “...As per last month’s discussion I did put the \$11,000 we had set aside from a Life Membership and Life Sponsorship into the GGBCF fund at month’s end. I made the contribution via our credit card (so we can also get points/statement credit off the contribution). Therefore, you’ll note on the BS that while the endowment account shows the increase, state restricted funds still show the \$11,000 within that account and the \$11,000 is also reflected in our accounts payable.”
- Chapter bank accounts currently hold **\$48,669**, about as expected, but less than last year, due to the loss of the Fox River Chapter event, as previously mentioned. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income/(loss) for the month was **(\$19,800)**, spot-on to the budget, for this time of the year.
- Inventory update: inventory is at \$32,599, a bit less than last year at this time. This includes the added opportunity buys of freezers, more decoys at deep discount (from Mack’s & Dick’s), and other smalls for golf outings, during the past few weeks. Additionally, in the past week, we’ve received the large donation of stock from Andis, for another year’s sponsorship, and placed a modest order for Rig ‘Em Right, long delayed.
- **Sponsors update:**

As discussed at the GB event: Mars Pet Foods (Nutro): we have invoiced the cash portion of their sponsorship. We have not received this year, but our contract claims its secured. We will not receive food product this year, to use in fundraising, instead a mix of limited-availability \$25 off coupons, and logo’d Tervis tumblers & possibly t-shirts.

I did not get to discuss any potential conflict concerns with us pursuing Momentum Carnivore Nutrition – a Manitowoc based maker of super high-end raw freeze-dried dog treats, who has been a generous event sponsor of the GB team, the past two years. This company is looking to expand its base, and awareness, and I believe we might be a great fit for them, but do not want to jeopardize our remaining Nutro potential. (down from \$13-\$14K, 5 years ago, to \$7k today)

Cabela's: my hole sponsor requests are approved, awaiting a back-order on the selections to fill, for all 3 golf outings, and we have a Calendar prizes request in with them, as well. I just sourced 3 more ice shacks through them, as well, scoring \$225 units for \$122/each.

Prospecting:

I will circle back with Bruce on Dog Bones, another new opportunity on the canine side of things – this company does the “shed training” which seems to be rapidly increasing in popularity.

No further updates since the state meeting, all my time has been used up in other activities...

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.

Note: This list has been updated with “future” information, as of the January 2017 reporting...

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)
- 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.
- **Rhineland/Northern Wetlands:** Event ran 2/25. Tom reports the event net will likely be down \$5k to last year.
- 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.
- 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 DCCE promo materials – I was told there would be no display room, but there were many other displays.
- **Green Bay:** Event ran 3/16/17. Attendance ended up about flat to LY. No results yet.
- **Appleton/Fox Valley:** Event set for 3/23/17. E-vite out twice already. Planning meetings underway.
- **Jefferson/Twin Rivers:** Event set for 4/1/17. E-vite out on 3/18. Planning meetings underway.

- **Chilton/Between the Lakes:** Event returns, set for 4/8/17. Class A's being sold. John reports more than half sell-through for their limited venue, already, as of 3/20. E-vite out on 3/18.
- **Eau Claire/Chippewa Valley:** No team in this area. Key area for recruiting/rebuilding in 2017. No event planned for 2017.
- **Waukesha County:** Event set for 4/20. Class A's being sold, "save the date" and e-vite programs already done. Only a few tables remaining available, as of 3/21.
- **Baraboo River:** This event, set for March 3rd has been delayed to April 22nd. Planning meetings underway. Class A being sold.
- **South Milwaukee/South Suburban:** Event delayed to 5/1. Moving to 4th new venue in 5 years. Planning meetings underway. Class A being sold.
- **Madison Area Shoot:** Event set for 4/29. Planning meetings underway.
- **Fond du Lac:** A historical WWA chapter community. No event planned for 2017. John Regan is developing a potential new team, training in volunteers from FB, at Chilton. Key area for recruiting /rebuilding in 2017.
- **Stevens Point:** No team in this area, although we do have a couple of names. Key area for recruiting for 2017, particularly with our September plans. \$500 budget line, for spring 2017.
- **Abrams Shoot:** Event set for 5/13. Presenting sponsor is returning. Venue is confirmed.
- **Ozaukee Shoot:** Event set for 5/20 & 5/21. No further update.
- **SE Wisconsin Scramble:** Event set for 5/23. Brochure completed. 2 foursomes signed.
- **Summer Shoot** – Event set for 6/17, at a new venue – J & H, in a new area (Shiocton – Outagamie County). NEW Wall Street as a new presenting sponsor... no further update
- **Madison Golf Outing:** Event set for 6/20/17, moved forward from August. No further update.
- **Hudson/St.Croix Valley:** No event scheduled yet. No update from my February talk with the Chair. Had a potential volunteer discussion with a DNR staffer on 3/11 at the WWHC. \$1500 budget line for 2017.
- **Fox Valley Scramble:** Event set for July 26. Presenting sponsor confirmed. Working towards a 1st planning meeting, yet this month.
- **Waukesha Shoot:** Event set for Saturday/Sunday, July 29/30, moved back from last year, in hopes of better scheduling.
- **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.
- **Wausau:** Event set for 8/10/17. Class A pre-event tickets already selling. Nice sport show promo last month. Even more interest in joining this group, from FB folks. This group did a lake cleanup last fall, and partnered with another local group, to provide them with 50 cedar wood duck house kits...
- **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:** Planned for 8/12/17. Cabela's long-term planning is delayed right now. No further update.
- **Midwest Shooter Supply Fall Fest:** Opportunity: event set for 8/18 & 8/19, days we are 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 secured for 8/19 @ Wern Valley. We were down just a few shooters from last year, despite heavy storms predicted all day. (they didn't arrive) Reporting complete.
- **Midland Wings/West Bend:** Event set 8/24/17. Made super goal, \$8700 @ a much improved 39% net/gross, additional monies retained by chapter, reporting complete.
- **Hunting Eve Bash (Ducks Before Bucks3):** Event set for 8/29. Will be moved to Wern Valley, with an outside caterer. **Need to engage the class A gun on this event (I'd suggested the unused Recruiter's shotgun), ASAP – no action on this since last month.**
- **Sheboygan:** Event ran 8/27 at Klessig Farm. Tom talked about this potentially returning after Labor Day weekend, but before the DCCE weekend? 9/9/17?
- **West Allis:** Event set for 9/14/17. 2016 had a record crowd. No further update.
- **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 15th, and Saturday, September 16th, at UW-Stevens Point, in conjunction with the once-in-a-lifetime Federal Duck Stamp art judging contest. This is an all-hands-on-deck event for staff, and directors, with plenty of help needed. Don and committee members will have several day's work before and after the event, as well. 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. See separate conf. call minutes...
- **Madison:** Event set for 9/18/17. Communication with this chair, is erratic at best. I've suggested to Tom that we engage the son, and his friend's, partners in this team, so as to have multiple points of contact. No further update.
- **Racine/Kenosha-South Shore:** Event set for 9/29/16, canceled in July. Budgeted event for 2017. 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. Chair is erratic at best, at responding to communication efforts, from Tom and Don. Bruce reports he may have a new chair candidate, relation to one of their chapter committee members, who will train in, at their March event. I just spoke with one of our FB volunteers, waiting in the wings, eager to assist. We'll work on bringing a planning meeting together, after GB event. \$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 is in the final stages of a class 2 sommelier's exam, we'll discuss in May if she will bring this event back for this fall, I'm confident we could fill the bus in 3 days, based on the responses to her 2014 effort...
- **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. 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...
- **WWA Holiday Bash:** Event ran 12/15. 58 attendees w/ stubs, plus another 10 helpers, plus staff led to a full house. A possible new committee developed to run the "Bashes". Due to strong support from Pat/host, and good spending from attendees, we earned nearly \$3100, plus calendar sales, for an event which ran from about 5:45 to 7:25. Tom has secured the Delafield BrewHaus, as the alternate venue for this event, due to the loss of MidPoint...

Conservation Calendar:

I will reach out to Parker, likely yet this week, to see if we can source 12 crossbows through them for the 2018 Calendar. I forwarded small FA field bags (camera cases) to Rob, for embroidery, in hopes that at least 52 of our remaining stocks can be used in next year's Calendar. No other current updates... We should also consider using the 2014? camo WWA stadium seats, as prizes as well...

Summary:

Very busy last eight weeks, from the week of the state meeting to now. Good events at Northern Wetlands, and Green Bay, but they may not ring the bell on financial results. Due to an anonymous donor, we were able to pay all the staff incentive bonuses on 3/15, without impact to the association. Thank you, very much. Both sport shows went well, and were worth the significant staff and volunteer effort. Mixed news on the sponsor front, with no new "splashes" of growth, yet. New class A on-line sales pages is doing very well, right out of the gate. Next focus is on getting all the shoots squared away, as well as the golf outings – all event styles where staff carries a greater burden, with small or no teams. Need to get some details squared away soon, to keep up with the Calendar calendar of "to-do's", as well...

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 remaining in the state, although there is a new effort that will take place in conjunction with the activities at UWSP in September, with helpers from the Wausau chapter, and director, Patrice? No February update.

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. A new director has been added to the team, who has hosted several clinics, may be able to utilize our trained volunteers in her efforts... (I’m adding this to our next call agenda, to see if we can get a plan in place for 2017...)

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. Bruce and I got the stations from last year, moved to placements at Geano’s and Abrams during September.

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 confirmed for me on 3/9/17 that Duck School will take place, “during the split”, on Friday, October 13th, 2017.

Wisconsin Envirothon:

We did go back and sponsor this event, for a second year, in 2016 following their early March request, at the \$300 rate. We may seek to advance this to \$500 for future years, to receive better recognition. We’ve received no request/appeal for this year, for this event, as of 3/21/17.

Restoration/Projects:

- Peter has been crazy busy the last few weeks, see our FB friends page for the most up to date actions on several projects he was able to work with the cold weather in late January, early February.
- We will partner with another vendor, starting this summer with a remote mapping of the basin, before finalizing a contract for poisoning the pond at the Abrams project, if permitting is approved, in the winter of ‘17/’18.
- Erich Pitz from the Lakeshore team has picked up more than 440 wood duck houses & kits from our partners in Laona, which should fill our needs for the next two years. I’ll go over in the next couple weeks, to refill my back stock of materials in Kaukauna. We had a nice sell-out, to a man with a property near Rush Lake, who’s offered to let us harvest wild rice seed there for free, for Peter’s fall planting efforts...
- Peter reports that there were two permitted projects on his docket for this past winter, that did not get worked, because it was not cold enough, long enough to make them accessible. They go to the top of the “cold weather” list for next winter... (he will be asking for an extension on some of our “Duck Stamp” monies, due to this delay...)

Legislation/Regulation:

- Bruce and I joined a large group of conservation groups, including DU (and others) in a “conservation day” at the Capitol on March 8th, meeting with the Legislative Sportsman’s Caucus, and then a variety of private meetings with individual legislators to push our conservation priorities...

Key BOD Decisions/Opportunities:

- Golfer? Sign up as a single, a pair, or a foursome, for one of our 3 events, please! Tell your friends and network. Ask, if you want brochures, paper or electronic. These are very profitable events when we can get 18 or more foursomes in attendance, and the odds to win great stuff are still incredible...
- Consider attending the Baraboo or South Suburban events on 4/22 and 5/1...
- Seeking Presenting, or other sponsors for future sporting clays shoots...
- Please clear your calendars for 9/15 and 9/16, so you can assist with the DCCE, if at all possible...