



Executive Director's Update for January 2/16/17

Finance:

- Total cash as of **1/31/17**, was approximately **\$88,536**, about \$18K below budget, but \$2,000 greater than at the end January of 2016. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$25,455**, well above last year at this same time, but still well below a “comfort level” of approximately \$60,000.
- Accounts payable is approximately \$53,054, up by about \$19K from last month, and still rising, as we owe payments to HRP, that are impacted by the lack of grant funds being applied for... Much of this will be remedied with Duck Stamp funds, once Peter is able to complete the projects...
- Kelcy's month-end comments, 2/9/17: “...These [reports] should be final, the main difference between budget & actual on P&L are in HRP invoicing to grants and the sponsor knives being received and billed in full when we'd budgeted for partial shipment/billing. Otherwise please let me know if you have any other questions.....”
- Chapter bank accounts currently hold **\$11,042**, less than last year, due to the loss of the Fox River Chapter event, held on 1/30 last year, but about where we would expect to be, a month ahead of our first fundraising event for the new 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 **(\$18,500)**, a bit worse than budget, due to the timing issues that we have described, previously.
- Inventory update: inventory is at \$29,879, about \$8K less than last year at this time. This includes the Ameristep blinds for future events, bought at more than 50% off, during January. We've also added opportunity buys of freezers, crossbows, decoys, and other smalls for golf outings, during the past few weeks.
- **Sponsors update:**
 - Mars Pet Foods (Nutro): we have invoiced the cash portion of their sponsorship, which seems “secure”, and are awaiting an updated plan for some sort of food/product for use at events, as of week 1 of February...
 - Cabela's: my hole sponsor requests are approved, awaiting a back-order on the selections to fill, for all 3 golf outings, and Al has just asked me to pursue Calendar prizes with them, as well. We've also sourced a vault through them, for the Shoot Series, after receiving no interest from Randy on a Browning unit at Midwestern...

Prospecting:

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 existant, 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 set for 2/25. Last year's net was the highest of all banquets. Tom reports sponsor activity is down from LY. E-invite went out, today.
- Milwaukee J/S Sport Show: Event set for 3/8-3/12/17. New show mgmt. Set up is 3/8/17. Several chapters set to staff the booth, run their class A raffles. Need to push the State Hunt, Badger Sportsman, Shoot Series programs...
- WI Waterfowl Hunter's Conference: Event set for 3/11. Hotel Mead in Wisconsin Rapids. Peter Z is featured as a speaker, and WWA's Lake Mills AWA will be featured, as well.
- **Green Bay:** Event set for 3/16/17. Planning meetings underway. May be challenged for volunteers/helpers this year.
- **Appleton/Fox Valley:** Event set for 3/23/17. Planning meetings underway.
- **Jefferson/Twin Rivers:** Event set for 4/1/17. No further update.
- **Chilton/Between the Lakes:** Event returns, set for 4/8/17. Class A's being sold.
- **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.
- **Baraboo River:** This event, set for March 3rd has been delayed to April 22nd. I've counseled Tom, not to pursue this event unless he truly believes there is a team to run it, it can't be just him. (event was delayed, then canceled last year) No further update.
- **South Milwaukee/South Suburban:** Event set for 4/24. No further update.
- **Madison Area Shoot:** Event set for 4/29. Pre-planning has just begun on this 2nd year shoot.
- **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. Promo work to begin next week, as time allows.
- **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. I made an e-mail inquiry/offer to the chair, Mitch, and my brother (a helper) today, to see if he'll consider a return (no 2016 event). He was non-committal, but more positive than our last talk. \$1500 budget line for 2017.
- **Fox Valley Scramble:** Event set for July 26. Presenting sponsor confirmed. Working towards a 1st planning meeting, in the next 2 weeks...
- **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 weekend, will do similar, this weekend, on the cheap 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.

- **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. I will ask our hostess, next week, 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 ran 12/1/16. Despite the committee ready to kill each other, the event was much improved over 2015, in attendance & energy. Tom had the wrap-up/reorganization meeting with this team on 12/14, where they assigned a new banquet chair, made several other volunteer role reorganizations, using some of their new team members, and set their 2017 date for November 30th. Event netted less than \$7K, so far, but with this team's 400+ calendar sales, they easily exceeded super goal. Some sponsor monies not yet received.

Reporting completed on 1/25.

- **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:

Ad sales continue, with AI reporting this morning that only one spot is available for purchase. The issue with the SportDOG collar prizes was solved, increasing the prize expense budget for the 2017 Calendar by about \$1500. I will be reaching out to Parker crossbow, next week, to request an order for 12 units, to be used for prizes in the 2018 edition. Firearms lists should be started soon, if not already, to be ahead of our crazy March/April...

Summary:

Despite the failure of one long-standing key event (South Suburban), and the cancellation of several small events (Baraboo, Hudson, South Shore), and one long-standing key event (Cedar Creek), due to the strong performance of other volunteer efforts, we were able to make it into the black, again. Following the addition of another \$500 in Calendar receipts, it appears our roughly = \$11K performance for 2017 should hold...

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?

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...

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. A new class of recruits was authorized for 2017, and hires have been made, so we'll anticipate this to return again this fall...

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.

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.
- Peter & Bruce had concerns with the contractor we'd intended to use for poisoning the Abrams ponds, and so I'm working on a new RFP, will be meeting with him next week. We did not receive the other grant for 5K, despite support from our long-time partner, CellCom. We still need to proceed on the rough fish removal phase, which must proceed any wild rice restoration efforts.
- Erich Pitz delivered the 50 cedar wood duck house kits (special ordered) for the Wausau Chapter and their partnership (see Feb volunteer e-news), and I've provided the "ladders" and screws for another 400+ houses/kits that we've got the crew building up north, as I write this...

Legislation/Regulation:

- DU (and others) planning a "conservation day" at the Capitol on 2/15, have pushed the date to March 8, following feedback from legislative leaders
- See today's volunteer e-news update: please write a comment to DNR, sharing your concerns about the dredging General Permit proposal – short version: that's too much material taken out, with too little oversight, the proposal needs to be reworked...

Key BOD Decisions/Opportunities:

- Attend the Northern Wetlands event on 2/25. This team hosted the single biggest dinner banquet \$\$ last year, but sometimes feel "isolated", due to being far from a lot of other WWA activity. There may be opportunities to ride share with others already attending?
- Help with Milwaukee Sport Show – see Tom/Kelcy
- Attend the WI Waterfowl Hunters Conference – pretty intense information sessions, a quick way to come up to speed on all things "waterfowl" in Wisconsin, in just one day...
- Seeking Presenting, or other sponsors for future sporting clays shoots...