



Executive Director's Update for July 8/11/16

Finance:

- Total cash as of **7/31/16**, was approximately **\$82,589**, down from last month, and below budget. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$18,225**, about 30% below what we had on hand, during the same time, last year.
- Accounts payable is approximately \$27,157, a figure up slightly from last month, but still well below what it was at last year at this time.
- Kelcy's month-end comments, 8/10/16: *"...I was hoping we'd have the Waukesha and Wild Wings shoots wrapped up but I'm still awaiting paperwork from Tom on both of those. Additionally, we still have not wrapped up South Suburban or Twin Rivers. South Suburban did meet last week and they are "very close" according to Tom to having their final report completed and Tom is scheduled to meet with Twin Rivers next week Monday..."*
- Chapter bank accounts currently hold **\$28,440**, higher than last month, and \$10K 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 **(\$8,272)**, better than the expected budget line. Generally, the events thus far, this year, have performed very well, producing income well above budget – despite late reporting/reconciliation. Net income, Year To Date (YTD) is now: **(\$18,183)** vs. a budget plan of **(\$2,778)** for the first half of the year.
- Inventory update: inventory is at \$35,153, essentially the same as last month. We received a small back order of items from Rivers Edge, and made opportunity buys of items for future class A's.
- Sponsors update:
Mars Pet Foods (Nutro): 2nd half of the planned stock for the balance of this year will be picked up during week 1 of September. I spoke at length with our contact, Marty, at the two golf outings. He seems confident that we'll be able to count on the \$6k sponsorship for 2017, so long as he is still around.

Seriagraph: our decals have been picked up, and are in circulation...

We placed a medium-sized commitment for duck decoys with Flambeau at the end of July...

No further word from F/A, yet. Rig 'Em Right order was delayed again for cash flow purposes...

Prospecting:

No prospecting accomplished during the month of July.

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 contact from the team for the Wild Wings shoot, where they were expected. 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. Attendance was good, Tom and I felt the effort was worthy, with a large list of contacts generated for Wausau, and a smaller list built for Point.
- **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.
- **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. Peter was to be a presenter, but due to a death in the family, his event was canceled. Attendance appeared to be down by nearly half, with less than 80 people counted, two times Don checked. We did not provide \$500 sponsorship this year, as we were not asked. Don/Bruce/Randy were at day 1, Don at day 2.
- **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 is running a class A for the Fox Valley Scramble, and has signed on for a kid's event in late August.
- **Jefferson/Twin Rivers:** Event ran 4/2/16. **No reporting yet.** Class A canoe to be drawn at Ducks Before Bucks, this team also drew a class A pistol at the Madison golf outing.
- **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. **No reporting yet.**
- **Fountain City/Duckweed:** No further update.
- **Madison Area Shoot:** Event ran 4/23. 84 shooters shot more than 100 rounds. Net around \$1300. Paperwork 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. Paperwork complete.
- **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. Paperwork 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.
- **Summer Shoot** – Event ran for July 22-24, @ Wild Wings. Number of shooters was level with last year, although Friday was a bust. **Reporting not complete.** 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...
- **Hudson/St.Croix Valley:** Event ran July 29, 2015. Attendance was up slightly, but performance was well down, due to increased expense. Mitch also offered to upgrade our show-booth materials (about \$3,000 worth). Following the planning overture memo in April, Mitch claims he doesn't think he wants to run an event this year. I've gotten 3-4 customer inquiries about an event, but no replies from Mitch from any of my calls or messages.
- **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:** Small event started in 2014, canceled 2015. Event ran 8/2/16, although I didn't know if it would, 8 days in advance! 11 foursomes. Invoice just arrived finally on 8/11. 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...
- **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:** Planned for 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. We should try to work Richfield, Green Bay, and Sun Prairie, if at all possible – on that second weekend, for our sponsor. I spoke with the manager of the GB store about this on 8/1. No further update.
- **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, and so it will not happen for WWA, this year.
- **Wausau:** Event set for 8/18. No team in this area since 2011. \$500 budgeted event for 2016, combined with Stevens Point. Fliers out, extensive FB coverage, we'll see how it goes...
- **State Shoot:** Event set for 8/20/16 @ Wern Valley. We've asked pullers from the Kettle Moraine HS trap team to return. Don, Tom, Randy, Chris, planned to work, Scott W & possibly another Mike A. to help, as well. Final event of the Shoot Series
- **Midland Wings/West Bend:** Event set for 8/25/16. 2nd Class A being sold. Fliers out, FB push on.
- **Ducks Before Bucks:** Event set for 8/30/16. We will draw the Shoot Series vault at this event – we have the board class A shotgun, a class A canoe raffle, and a Hi-Point .45 ACP for the humidior game, already secured. We'll also have the "Flurry Blind" to raffle off. Postcards went out, split with State Shoot, in late July... need to know a board-worker plan.
- **Sheboygan:** Event to return this year on 8/27/16 at Klessig Farm.
- **West Allis:** Event set for 9/15/16. Tom was disappointed in the net/gross return here, and has worked on reallocating volunteers to this team, for this year. This team drew an 80% sold out class A pistol at the SE WI Scramble in May. No further update.
- **South Shore:** Event set for 9/29/16, canceled in July. New chair is out of town with work.
- **Oshkosh:** No 2014 or 2015 event. 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 November event? Budgeted event for 2016. No reply yet to my last text to him on 8/10...
- **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.
- **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...
- **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 believes a chapter chair change will occur, this group is returning to December. No further update.

- **Madison:** Event set for 9/20/16 was extensively promoted during the golf outing last week, to push up attendance, with a discount offer. Budgeted event for 2016.
- **WWA Holiday Bash:** The precursor to this event ran 11/19/15. We'll bring the State Hunt draw back here, next December, and run it as a holiday party. Need to have at least one more class A raffle run, to be drawn at this event, perhaps for a logsplitter. We'll park 1 of the 3 State Hunt posters here, by Labor Day weekend, to run all fall long. Event set for 12/15/16.

Conservation Calendar:

Calendars are 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, I believe. It was discovered in July that the drawing tickets state "2016" on them, not "2017" – missed in all the editing work. Current inventory distribution, attached with this report.

Summary:

I still need to begin figuring a plan to address the President's executive action on salaried staff overtime. Kelcy generated the reports I'll need, for me yesterday. Having two golf outings in 6 days, at month's end, was very taxing – taking nearly all my time for the final two weeks of July. We're getting ready for a very busy 3 weeks now, in August.

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...

DNR Shooting Skills Clinics:

2 directors were trained in July 2015, it would be great to have the five trainers get together, and build a plan to host at least one event for the 2016 pre-season, yet. We received an offer in May for additional training sessions, as well as an advertisement for their clinic, from the Mead W.A. 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. I tried to engage the team-members on this topic in June, but didn't really get any traction going, mostly due to folk's work/vacation commitments...

DNR Invasive species boot-cleaning station efforts:

During October, 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. I've not gotten back to this – no further update.

WDNR Duck School:

Following my attendance at the 3/9/16 WDNR Migratory Committee meeting, where I spoke with the Warden in charge of 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 has been asked to serve on a committee, and accepted the role, in assisting the WDNR with evaluating submissions for the “in lieu” fee program for wetland mitigation projects – this team met in mid-June... He will present to the board on this topic, and the potential for WWA to participate, in the August board call...
- 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:

- No further update as the Legislature is not in session for the election season. More negative bills regarding wetlands are expected early in the next session, by those in the know...
No further update.

Key BOD Decisions/Opportunities:

- Class A start for the WWA Christmas Bash (firearm?)?
- Assistance available for Wine Fest and Ducks Before Bucks?
- Where/when to host the annual meeting: January/other?
Richfield Cabela's/other?
Event-based/other?