



## Executive Director's Update for July: 8/10/17

### Finance:

- Total cash as of **7/31/17**, was approximately **\$64,098**, about \$94,000 below budget, and \$18K below last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$28,675**, about \$75,000 below budget plan.
- Accounts payable is approximately \$52,338, about \$15K 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, mostly due to Peter's paternity leave, and need to catch up...
- Kelcy's month-end financials posting comments, 8/8/17: "... We were able to wrap up a few events but still have Baraboo and South Suburban as outstanding causing a bit of discrepancy on the financials..."
- Chapter bank accounts currently hold **\$14,522**. This is close to our minimum chapter holdings, cumulatively. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income/(loss) for the month was \$3818, about \$13K better than the net loss planned (due to timing issues with when events were finalized). Year to date: we are at a net loss of **(\$7,644)** vs. a planned income of \$1376, placing us about \$8K behind budget, still missing income from smaller events like South Suburban & Baraboo, due to the reporting/timing issues as mentioned previously. Tom states the SS chair told him this past weekend that their treasurer has been busy building a retirement home, out of state, causing the delay. Tom functions as the treasurer for the tiny Baraboo effort, so he needs to clear that, himself.
- Inventory update: In July, I added only specific event inventory selections, and a few pieces of dove decoys to add to #7 steel shot we had on hand for Wingshooting use, which can now be used for fundraising, as that program is now self-supporting. With cash being so low, I'm trying not to spend any more than what is required, so as to preserve funds.
- **Sponsors update:**

We had several good confirmation discussions with NEW Wall Street, for 2018 events... I had a conversation this week with a representative from another shooting facility this week, who called me, to find out what we would require to bring one or more of our events to their facility...

Prospecting: Bruce and I still intend to meet with the owner of Dog Bones, – this company does the "shed training" – hopefully, we've been unable to coordinate a time, to date.

## 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) **Now that Carmen's daughter has graduated HS, we need to reach out again to this team to see if we can make a recovery...I've asked Tom to do this again, on 7/14 – 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...
- **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 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. \$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. **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. 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.
- **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 set for 8/10/17. This group was super-angry with delayed class A ticketing & flier prep, due to Tom's personal issues. I have a side-meeting with them, tonight... I doubled up on our FB advertising efforts to attempt to rectify.
- **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:** Set for 8/12/17. Waterfowl Weekend at all WI stores, 8/12 and 13, with focus on Saturday. We will field WWA teams for GB, but I got no further response from Twin Rivers co-chair regarding Sun Prairie. Food booth for Richfield.
- **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 set for 8/19 @ Wern Valley. Post card with Bash, went out mid-July. Evite is out, as well. FB promo, next. Need a new chairman for this event, could use staffing help, too.
- **Midland Wings/West Bend:** Event set 8/24/17. Vortex package delivered to Tom, Packers/Brewers gear confirmed. No further update.
- **Hunting Eve Bash (Ducks Before Bucks3):** Event set for 8/29. Will be moved to Wern Valley, with an outside caterer. Don did the event plan for it, during week 1 of July... (postcard) Tom to be confirming food/catering plan with Riley...
- **Sheboygan:** Event set for 9/9/17 at Saxon Homestead Farm. No further update
- **West Allis:** Event set for 9/14/17. Chapter has multiple class A's rolling, currently, with draw dates through the summer.
- **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. **This is an all-hands-on-deck event for staff, and directors, with plenty of help needed, – please contact Don and confirm your availability - ASAP.** 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. Last mtg was 8/1/17, next mtg with UWSP was 8/3, next call set for 8/14...
- **Madison:** Event set for 9/18/17. Had some discussion on 6/20 at the outing. No response from chair to emails or calls from Don or Tom, until Monday, 8/7, when chair declared a meeting for Thursday night. At least 2 committee helpers can't make that night. I made a FB appeal for "joiners". Neither Tom nor I can attend it, as it overlaps Wausau. No further update.

- **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... as all their August goal days were already used up for staff at other events. \$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?** 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". Tom has secured the Delafield BrewHaus, as the alternate venue for this event, due to the loss of MidPoint... 2017 event set for 12/12/17.

### 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 first of the Muddy Water skiffs, delivered, still waiting for another one to be built, to close out this sponsorship... reminded the owner (who's selling out) of our timeline for needing it, but he has not responded to my latest e-mail for a week now...

### **Summary:**

Tom's illness days, family issues, and inability to produce work, which started in June, continued into mid-July, really tearing things up for all of us. We're now entering the busiest period of August, with delayed reporting yet to be cleared. Calendar distribution was a month later than expected, which will make things challenging, but we'll work through it. Thanks to Rob & John for your help in this area, this week.

## **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 LTH waterfowl 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? 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:**

- Peter's wife had twins, a boy & a girl, on June 24<sup>th</sup>. and so he was out of commission for about 3 weeks or so...
- Peter's submission proposal for \$50K in Duck Stamp project funding, back in April, was suggested to DNR senior staff for full funding at the migratory committee meeting in May. ('18/'19 biennium)
- Vendor completed a remote mapping of the basin in May, in preparation for 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 picked up the first batch of these, to fill deferred order requests, and have backstock, this morning, 7/14/17.
- AWA: I signed off on the Mead agreement recently, for new partnerships with WDNR on areas in central WI...
- AWA crew for Rome/Lake Mills did cooperative Purple Loosestrife work, along with WDNR staff, including beetle distribution, during late June, early July...
- 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)...
- 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...

## **Legislation/Regulation:**

- I may check out the gathering of the Congressional Sportsmen's Caucus, on August 15<sup>th</sup>, where members of the "14" will meet to discuss any last ditch attempts to get the funding increase proposal worked into the budget final push...

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

- Lots of issues to be discussed/decided by the board directors, see the call agenda draft for August...
- Consider shooting the State Shoot on 8/19 or helping with the Hunter's Eve Bash, this was originally designed 3 years ago as a board-hosted event, we could use any/all help... thanks to those who've been able to commit to times/dates for the DCCE effort...