



Executive Director's Update for March: 4/20/17

Finance:

- Total cash as of **3/31/17**, was approximately **\$132,898**, about \$20K below budget, but \$25K above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$31,613**, about \$19K higher than last year at this same time, but still well below a “comfort level” of approximately \$60,000.
- Accounts payable is approximately \$49,850, slightly below budget, slightly below 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... *(as previously mentioned, we will have to request an extension of our deadline for submission to Duck Stamp for reimbursement of several projects, where it did not become dry enough, or cold enough, to work them, over the past 24 months...)*
- Kelcy’s month-end financials posting comments, 4/13/17: *“...I apologize for the delay on financials, we were waiting for a few key pieces from Tom that came over this morning. Not included yet are Northern Wetlands and Valley chapter invoices, therefore inventory is showing higher than actual and accounts receivable (trade) is lower than it would be were state package invoices completed...”* {Tom was ill, 4/5-4/12, attending only key events & meetings, with very limited office work or communication, before the hard drive on his “new-refurbished” WWA pc crashed on 4/13...}
- Chapter bank accounts currently hold **\$54,271**, a bit higher than expected, in part due to late reporting, and about \$10k higher 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 (\$9,479), and for the year to date, we are at a net income of **(\$28,654)** vs. a planned **(\$26,789)** essentially spot-on to the budget, for this time of the year, with one quarter completed.
- Inventory update: inventory is at \$34,637, about as expected. This includes the added opportunity buys of freezers, kayaks, and ice shacks, during the past few weeks, plus an order from Rig Em Right, crossbows from Parker for the Calendar, etc. I’d like to place orders for Milwaukee tools, and for sale items from Rivers Edge, but have held off, out of an abundance of caution due to the relatively soft performance of March events, normally our powerhouses...
- **Sponsors update:**
 - Mars Pet Foods (Nutro): we have invoiced the cash portion of their sponsorship. We have not received this year’s monies yet, but our contact claims its secured.

Cabela’s: Stephanie confirmed they will not be able to provide a booth presence at UW-SP for the DCCE, just before the Easter break, as a major in-store event has appeared in their planning

calendar for that same time, now. Also, it appears that with a new bank taking over their credit company, and an approved, lower offer from Bass Pro Shops, that the merger is back “on” – likely not good news for WWA, based on other past M/A efforts with other sponsor/vendors.

HideAway Hollow Outfitters: found out today on Facebook, through WSAW TV (7), that Capt. Matt Raley and two others have been charged with violations of the federal Lacey Act, for allegedly allowing an undercover agent to continue shooting ducks after reaching his limit, on 11/23/12, on the Mississippi River. Matt is a 5-years state sponsor, with his guided fishing trips, and was our long-planned State Hunt vendor for 2018, utilizing his relatively new offerings in coastal Texas. These plans likely need to be all put aside, unless he were to be quickly acquitted...

Prospecting:

Bruce and I intend to meet with the owner of Dog Bones, – this company does the “shed training” – between 4/24-27.

My VP of Marketing contact at Fleet Farm has left his position at Mills, so my best contact has dried up there. I will attempt to reach out to one other former colleague, recently promoted there, to see if I can get a nose under the tent.

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.
- **Rhinelander/Northern Wetlands:** Event ran 2/25. Tom reports the event net will likely be down \$5k to last year. Membership stubs lost. **No reporting/state invoice/etc.**
- 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.
- **Appleton/Fox Valley:** Event ran 3/23/17. State invoice provided on 4/11. No reporting yet, wrap meeting coming soon.
- **Jefferson/Twin Rivers:** Event ran 4/1/17. Co-chairs Tracey & Dave Bente have "retired", following the event, one or more of their kids taking over as lead... No reporting yet.
- **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. No reporting yet.
- **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. Event was totally sold out, prior to second weekend in April. Tom reports more than \$27K "in the bank", as of 4/19...
- **Baraboo River:** This event, set for March 3rd has been delayed to April 22nd. E-vite out. Facebook advertising ran 4/14-4/16. Class A being sold. No further update.
- **South Milwaukee/South Suburban:** Event delayed to 5/1. Moving to 4th new venue in 5 years. E-vite out. Planning meetings underway. Class A being sold.
- **Madison Area Shoot:** Event set for 4/29. E-vite out. Facebook advertising ran 4/14-4/19.
- **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 set for 5/13. Presenting sponsor has paid. Venue promo is up, E-vite coming soon, planning mtg completed.
- **Ozaukee Shoot:** Event set for 5/20 & 5/21. Planning mtg complete. No further update.
- **SE Wisconsin Scramble:** Event set for 5/23. Brochure completed. 6 foursomes signed. E-vite coming, early Facebook advertising attempt ran Masters weekend... early read on sponsorship response seems down, so far...
- **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... Tom has a team in mind, no further update – Tom identifies he has an important graduation for his mentee, this same day now, as of 4/4/17 – could be an execution challenge... Board meeting the same afternoon!
- **Madison Golf Outing:** Event set for 6/20/17, moved forward from August. Rob confirmed 4/20 that he will seek a return from our Hole In One sponsor. Brochure complete. 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. 1st planning meeting, with experienced new volunteer & Russ, was 4/13. Making some changes following meeting... Printed brochures distributed. Scheels sponsorship is diminished this year...
- **Waukesha Shoot:** Event set for Saturday/Sunday, July 29/30, moved back from last year, in hopes of better scheduling. No further update.
- **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 health issues at Mayo in Rochester, since earliest March...)
- **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... No further update.
- **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.
- **Midland Wings/West Bend:** Event set 8/24/17.
- **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 ASAP – no action on this since February?**
- **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. 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 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. He did just "surface" on 4/20 (tax day is past!), re: the June outing.
- **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. Tom had a productive planning meeting, 4/12, with 2 "FB" guys and our Chair, with one more a last minute cancel, and another "on the road" on weeknights. Their plan includes a small event in August, for a dinner event to be held in spring of '18...? Sounds positive! \$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. 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...

Conservation Calendar:

12 Parker Bushwacker crossbows, on hand. 14 Mathews Mission Riot bows, on delayed PO to Jan '18, secured. Scheels gave Tom a firearms bid in week 5 of March. 52 FA field bags (camera cases) for prizes? 2014? camo WWA stadium seats, as 52 prizes as well? Leftover 2017 Browning sponsor spiff knives for 52 prizes? No recent update on ad sales/design/follow up, I'll have to check into that next week, unless the team already has...

Summary:

Some good progress made on pre-planning for “staff events” (3 golf outings, 6 shoots), as well as executing mostly successful March events, and some good preparation for April and later events. Trend appears to be for tighter-than-last year spending at the events, thus far.

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. has been working with J&H, and Bruce, towards an 8/6/17 event, and 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 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 might have sought to advance this to \$500 for future years, to receive better recognition, but we’ve received no request/appeal for this year, for this event, as of 4/20/17, and I believe it may have already concluded.

Restoration/Projects:

- Peter’s wife is expecting twins, in late June, and so he may be out of commission for a week or ten days, around that time. Just fyi...

- He submitted our proposal for \$50K in Duck Stamp project funding, on 4/10/17. ('18/'19 biennium)
- 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 next week, 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... After I finished the "nesting structures" page on the website, on 3/30, we've continued to receive requests for kits and houses, an interesting development not typically seen this late in the season...
- No further updates on projects – pretty wet out there...

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... Sen. Tiffany has been a vocal opponent of this proposal, we'll see if the efforts at the state-wide Joint Finance Committee hearings will be enough push-back...
- I was the only person to testify in person, in support of Taylor Finger's first season proposal, at the NRB meeting on 4/12. Had good side conversations with Section Chief Kent Van Horn, Chief Warden Todd Schaller, Wildlife Director, Eric Loebner, and RGS rep Scott Walters.
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Key BOD Decisions/Opportunities:

- **Need to ensure we've got as many directors as possible, lined up to work the DCCE, on 9/14, 15 and 16 – please let us know what you can do!** We are actively plans roles now...
- 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. Know a local business for a Hole Sponsor? 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, they could USE YOUR HELP...
- Seeking Presenting, or other sponsors for future sporting clays shoots...
- WDNR DUCK SCHOOL: actor – Friday, October 13th, 2017 – want to join in?
- Board self-review process? See John/Bruce...