



## Executive Director's Update for May 6/7/16

### Finance:

- Total cash as of **5/31/16**, was approximately **\$119,976**, down from last month, but \$22K above the planned budget and about \$7K less than what we had on-hand last year, at the same time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$52,359**, well above the previous month, and previous year.
- Accounts payable is approximately \$27,637, a figure up from last month, but still **down by more than \$24,000 from last year**, at the same time. This is primarily due to improved payment of contractors from our grant funds through HRP's work. Thus, we are much more current on our bills, in this regard, than last year at this time. We have been able to submit a few thousand dollars more in invoices to the GB/Marquette NAWCA grant, as discussed, following the update meeting which was held on 3/31. We'll know more about the status of these submissions, in July.
- Kelcy's month-end comments, 6/7/16: *"...We've finally wrapped up most spring events, still awaiting paperwork on just Twin Rivers/Jefferson and South Suburban chapters..."*
- Chapter bank accounts currently hold **\$26,365**, well below last month, below budget, and last year – due to the “catch up” of several late reporting fundraising events. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income (**loss**) for the month was **\$43,194**, far above the expected budget line, but basically bringing us back to “square”, due to catching up on most timing issues, as described above. 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: \$8,138 vs. a budget plan of \$1,078 for the first five months of the year.
- Inventory update: inventory is at \$30,552. This is low, historically speaking. We did add a second order of Rivers Edge “smalls” in May. Goose decoys found on clearance at Walmart.com, and items being pre-bought for the golf outings and such were also added in. I still hope to be able to bring in additional Milwaukee Electric Tool, through Eric's contacts, as well as Rig Em Right, in June. Possibly Final Approach, shortly thereafter. I've made orders for a new camo cap from one local vendor, and two additional orders for olive green and a brown/camo version of the very popular 2014 “waxed look” cap from Paramount, which won't arrive until late August. I'm still working with DyeSport on a new hoody design, with a nylon-mix change from our classic 100% cotton versions. (we've put the loden green hoody on sale, for father's day, to help reduce remaining stocks...) We also secured another delayed PO from Mathews Archery for the 2017 Calendar, which helps us not have to “front” the \$5K in bows, until closer to when we need them – a huge help to us, in terms of cash flow management. We already have the Parker crossbows on hand, ordered in for that purpose, in late January of this year.

▪ **Sponsors update:**

F/A: I've asked our contact to clarify what the timeline is for their proposed "fall sponsorship" opportunity, identifying the fact that I need to make a decoy plan, soon, and would like to include them in that planning, but need to know what can be done. Unfortunately, their \$2500 free shipping, and limited discount structure make them less attractive. The only update I got from our contact was that he's "waiting to hear back from the marketing guy"...

Rig 'Em Right: the owner asked that I re-contact him in spring, to see if something more can be worked out for 2016, he offered their 2016 catalog as a preview... update: I had to revise my planned request, following a review with Tom in May, and so I'll send out that e-mail inquiry this week.

Nutro: after another reorganization (downsizing), our friend Marty Young survived once again, but now has the whole state of WI, plus some more territory to cover. Update: Marty has asked Tom and I to think of a better way for Nutro to be represented with a food donation, than what we've been doing. Tom and I have met on it, twice, discussing it – and have not yet figured out a plan that reps them better, but still has a chance for WWA to earn \$\$\$\$. No further update.

Seriagraph: following the receipt of our updated "black box" logo formats, changed to include our website address, and a sponsor's version, I've made the new decal request to the contact person Al gave me, via e-mail, near month's end. No update yet.

Prospecting:

Caviness: after seeing their new camo paddles at Fleet Farm, I've made a request of an old friend, one of their reps, to see if I can get an audience to make a pitch for sponsorship...my contact is still working it, at this time. No further update.

Momentum Carnivore Nutrition: Although I was unable to hook up with them at Green Bay's event, we will be tracking down the donor who provided about \$500 worth of high-end dog treats – a family company from over by Manitowoc, in hopes of securing a partnership on a larger scale...

Onyx Outdoors: this company produces lifejackets and other PFD's. I've made one attempted contact with them already, without any response, via their website. Now, I've made contact with their senior product manager, via LinkedIn, and one of my former peers at GM. I'm hoping to make arrangements to have a package of camo self-inflating vests, with boat cushions, etc., for use at our events... no further update.

Johnson Outdoors: This request, to a new contact, should be made this week, with a little luck...

## 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 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 9<sup>th</sup>, 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.** A new class A canoe was installed last week, for draw at Ducks Before Bucks, this team is also running a class A pistol for 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 set for Saturday/Sunday, June 25/26. Fourth event in the Shoot Series. Posters/handouts printed professionally, on 6/2, combo postcard with the Summer Shoot to go out by 6/9. e-vite at week's end.
- **Hayward-Spooner/Northland Waters:** We ran poor events here in 2010, 2011, and then a big class A in 2012. Chair relocated to Ashland. Former treasurer here, Dennis, sold only about 15 Calendars this year (2015). No 2016 event.
- **Summer Shoot** – Event set for July 22-24, @ Wild Wings. Postcard (combo'd w/ Waukesha Shoot) to go out on 6/9. No further update.
- **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. Update: Don left a voice mail for Mitch on 5/24 and 5/31 – no response.
- **Fox Valley Scramble:** Event set for July 27, 2015. Presenting sponsor secured. Promo materials distro'd, preliminary event planning begun.
- **Madison Golf Outing:** Small event started in 2014, canceled 2015. 2016 budgeted event, set for 8/2/16. Deposit has been paid, Don has secured a hole sponsor and a beverage cart sponsor, to date. Update: Don spoke to Rob on 5/31, requesting the info from 5/4 again, Rob said he'd been moving his office, would try to get the hole sponsor info, last week.
- **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:** Don reached out on 2/10, to all involved parties. Chair reports they need committee help. I posted it to FB. Events in '09-'13. Not budgeted. I've not gotten any response, off my two bumps on our FB friends page. No further update on the team. Scott from DyeSport has donated four small table covers for use at events, and we are working on a new hoody design...
- **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. No further update.

- **State Calling Contest/Cabela's Waterfowl Weekend:** Planned to be 8/13/16, since last year, confirmed, in late May. Budgeted for this year. 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. No further update.
- **Midwest Shooter Supply Fall Fest:** A new opportunity. Don set up an EZUP booth on Friday, August 14<sup>th</sup>, to sell calendars, class "A" raffles, and promotional materials for the 4 upcoming events (State Shoot/West Bend/West Allis/South Shore) in the SE Wisconsin area. Al joined him, and Scott came in the afternoon. Randy & Scott Williams ran the booth on Saturday the 15<sup>th</sup>. Extremely hot weather turned down attendance, but this was a promising start... Budgeted for 2016 for 8/12 and 8/13. Update: Tim Fischer has left his job here, so Tom has made an inquiry regarding this opportunity...
- **Wausau:** No team in this area since 2011. Currently working on recruiting a team to surround Richie Kersten, a volunteer Don has recruited from FB. Despite several meetings, this has not gone well, so far. Not a budgeted event for 2016.
- **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, Tim, Scott & another West Allis volunteer worked event. Final event of the Shoot Series
- **Midland Wings/West Bend:** Event set for 8/25/16. Class A being sold. No further update.
- **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 HiPoint .45 ACP for the humidor game, already secured. We may also have the "Flurry Blind" to raffle off.
- **Sheboygan:** Classic chapter site, a very small project based event held here in 2013. Farm event to return this year on 8/27/16. No further update.
- **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.
- **South Shore:** Event set for 9/29/16. Attendance was a concern last year. No further update.
- **Oshkosh:** No 2014 or 2015 event. John Gonia made an inquiry on the cost of class A ticket printing, during the last week of the month, didn't say what his intent was. No further update.
- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. No further update, following the addition of even one more FB volunteer in late April. No response to Don's inquiries in May. Budgeted event for 2016.
- **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:** With baby growing, Don will work with our hostess, to see about a return, for 2016. Budgeted.
- **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. No further update.
- **Madison:** Event set for 12/10/15 was canceled. Tom met with the new chapter members of this team on 5/12/16 for event planning. 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, hopefully for a firearm. We'll park 1 of the 3 State Hunt posters here, by Labor Day weekend, to run all fall long.

### **Conservation Calendar:**

After several digital reviews, the 2017 Calendar is at the printing facility. Need to begin working on a Playbook update. John Regan is working on a concept we discussed for a simple selling fixture, to help improve signage, and reduce theft by ignorance, at some locations. This year's edition will have firearms, bows, crossbows, and two duck skiffs, as the major prizes, plus gift cards and knives. The new drawing venue for 2017, near Collins Marsh, has not yet been communicated to the "Oshkosh crew".

### **Summary:**

Now, with June upon us, I'll circle back to a few missing website "buckets", while figuring a plan to address the President's executive action on salaried staff overtime. Tom is preparing for the June & July shoots, and the remaining August events, as well as attempting to activate the teams in Wausau, Manitowoc, South Shore, LaCrosse, and Madison – in hopes of energizing them towards the next round of fundraising. He also needs to get reporting completed from the Twin Rivers and South Suburban teams. The loss of significant volunteer effort may yet derail the other accomplishments of this year.

## **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.

### **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.

### **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. Now, with my spring events complete, I'll return my attention to this program.

#### **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. Our contact did confirm for me, at the WWHC, later that week, **that he would still welcome one additional volunteer actor, if any of you are interested.** You could ride over with Bruce and me, would make it pretty painless for someone retired, or willing to give up a vacation day for the cause...

#### **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 and Kelcy prepared a good listing of additional funding opportunities, which I submitted to our contacts at DU, yesterday, for any overage of funds which might remain on the GB/Marquette large NAWCA grant. This would be a windfall of project funding, should we receive any reimbursement for the submitted expenses.
- Peter will be assisting the Wetlands Association and several others with public outreach events on managing private wetlands, in late May and early June – we've already posted these on our FB friend's page....
- On May 5<sup>th</sup>, we were able to get most of the desired area burned at the Abrams project, leaving the islands again (not burned 5 years ago, either) to be attempted this fall. We'll likely begin that planning process again, around 10/1/16, for potential work done in November.
- Peter reported on burn day that he'd reviewed 5-6 "poor" projects, all over the central/western part of the state over the past week, and was going to visit 3-4 others the afternoon-evening of the 5<sup>th</sup>, on his way back home from the Abrams project. No further update on those, yet.
- Peter will be measuring the size of several areas of remaining invasive Phragmites on the Abrams site, on 6/7/16, while in the area for another purpose. He believes we can get 50% partnership in having these areas sprayed, from USFWS. Bruce and I tentatively approved this proposal, via e-mail discussion last week. More info to come.

## **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...
- The retirement of Rob Bohmann from the CC, will result in the likely death of the habitat stamp effort that we assisted with last fall, and the retirement of Rep. Al Ott, means going back to the drawing board on the waterfowl stamp increase process, as he was our key leadership contact. No further update.

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

- Class A start for the WWA Christmas Bash (firearm?)?
- Assistance available for the Waukesha Shoot or Summer Shoot?
- I already have Bruce, is anyone else available to work a course game at the Madison golf outing on 8/2/16? I'll need five people total, including staff, since we're doing the hole-in-one contest.
- Need to begin working on a plan for how to address the now confirmed President's executive order regarding salaried employees and overtime...
- Potential by-law's updating to review/approve?