



Executive Director's Update for October 12/14/16

Finance:

- Total cash as of **11/30/16**, was approximately **\$72,396**, above budget, and above last year at this time, but this is mostly due to restricted funds being greater (Abrams, and a \$10K Life Member contribution which we've kept out of the endowment account, as a cautionary measure for 11 months, now). Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$19,223**, better than last year, but still below budget, and well below a "comfort level" of approximately \$60,000.
- Accounts payable is approximately \$30,019, down slightly from last month, but now more than a year ago, as we owe payments to HRP, that are impacted by the lack of grant funds being applied for...
- Kelcy's month-end comments, 11/8/16: *"...We're still awaiting final paperwork (all funds have been received) to wrap up West Allis & Madison (September events), which is causing the discrepancy of budget vs actual on chapter event revenue...."*
- Chapter bank accounts currently hold **\$14,213**, at budget, comparable to last year, and much improved from previous months. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income/(loss) for the month was **(\$9,637)**, more than \$10K off budget, due to the timing issues described above. With a few exceptions, events this year have performed well, producing income well above budget – despite late reporting/reconciliation. In fact, strong fundraising results are helping to overcome delayed grant revenues which won't be realized until 2017, due to the very wet conditions which persisted for the second half of 2016, precluding any work on a number of projects. Net income/loss, Year To Date (YTD) is now: **(\$21,422)** vs. a budget plan of **(\$16,856)** through eleven months of the year.
- Inventory update: inventory is at \$32,515. We've received orders of layout blinds and decoys from Cabela's (plus a new Haybale for next year's Shoot Series), as well as opportunity buys from Harbor Freight Tools.
- Sponsors update:
Mars Pet Foods (Nutro): discussed the cash portion of their sponsorship, which seems "secure", and have been challenged to come up with a trackable coupon program to be used at events next year, with very tight specific requirements...

Submitted two ideas for Cabela's 2017 merchandise package, just awaiting a vacation to be completed for more information.

I may go back to Milwaukee Electric Tool, to see if they'll align us again with a distributor, for use in 2017. Our previous indirect opportunity has not returned.

Secured the new Mathew's conservation pricing program, the first few days this month, should be posted on-line for volunteers. Still important to coordinate these buys to save shipping. Have not gone back to Parker, yet, as I still have 10 units for event use, from the 2016 order. We have the 2017 Calendar crossbows, secured separately in backstock, in addition.

Requests submitted for renewals with Von Stiehl, Parallel 44, and DyeSport, earlier this week, without responses to date.

Also secured the return to Bust A Duck outfitters, our 2013 provider, for the 2017 State Hunt.

Prospecting:

No action in this area this 3 week month (vacation/holiday).

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.

Note: This list will be updated with "future" information, for the December monthly reporting...

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. During the last week of the month, I did secure our booth again for 2017, following confirmation with the chapter chair, etc. Event set for 2/10-12/17.
- **Rhinelander/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. NEED TO HAVE ANY CLASS A RAFFLE PLANS PREAPPROVED!
- **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. Just received an update, this event will be reduced to a one day event: Saturday, March 11th, at the Hotel Mead in Wisconsin Rapids.
- **Chilton/Between the Lakes:** No event for 2016. Event is set for 4/8/17.

- **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 did a great hunting demo for a kid's event in late August.
- **Jefferson/Twin Rivers:** Event ran 4/2/16. Net = \$15.6, made goal, including a class A for Madison golf. Reporting complete.
- **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. Reporting complete. Net = \$5200, only 2/3rds of budget.
- **Fountain City/Duckweed:** No further update.
- **Madison Area Shoot:** Event ran 4/23. 84 shooters shot more than 100 rounds. Net around \$1300. Reporting 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. Reporting complete. Note: the new sponsor for this event made a verbal commitment to return, at the Fox golf gig...
- **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. Reporting 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. Net of \$2100, about 15% short of goal. Reporting 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. I have an inquiry in with the property, to find out how we might recover our Calendars and stubs. No further update.
- **Summer Shoot** – Event ran for July 22-24, @ Wild Wings. Number of shooters was level with last year, although Friday was a bust. 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... Reporting complete, made budget at \$3500 net.

- **Hudson/St.Croix Valley:** No event this year. Mitch (chair) did at least reply to an e-mail inquiry last week, stating he was too busy with work to attend a photo op for a project in their neck of the woods. This was the first communication from him since late spring. No further update.
- **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:** Event ran 8/2/16. 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... Reporting complete. Net = \$2100, made budget.
- **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:** No 2016 event. 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:** Ran 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. Traffic at the store was down significantly, due to the poor ad content. We were unable to muster teams for Richfield, Green Bay, and Sun Prairie, for the second weekend, which I got approved with Stephanie. We used our \$700 gift card, plus a significant donation from Cabelas to purchase layout blinds for events, at cost. Reporting complete.
- **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, but perhaps it was lucky, as the event had terrible weather, with flooding in the store, and greatly diminished crowds, according to Tim Fischer.
- **Wausau:** Event ran 8/18. No team in this area since 2011. Despite fliers out, extensive FB coverage, we had a very small turnout, on heavy competition in the same venue from a Friends of NRA event. Planning has already begun for next year, this team has energy, and will grow & improve. Net was \$2900, just short of goal. Reporting complete.
- **State Shoot:** Event ran 8/20 @ 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 ran 8/25/16. Made super goal, \$8700 @ a much improved 39% net/gross, additional monies retained by chapter, reporting complete.
- **Ducks Before Bucks:** Event ran 8/30. Attendance down slightly from the November version. We didn't draw well from our shooter participants. Still believe this event/venue/timing has legs, need to let it grow... Fell just short of super goal at \$3700/64%. Reporting complete.
- **Sheboygan:** Event ran 8/27 at Klessig Farm. Unbudgeted net = \$1500. Reporting complete.
- **West Allis:** Event ran for 9/15/16, with a record crowd. Partial reporting reveals at least \$11.1K net, just over super goal. **Reporting not complete.**
- **South Shore:** Event set for 9/29/16, canceled in July. New chair is out of town with work. Budget impact of -\$5K. No further update.

- **Oshkosh:** No 2014 or 2015 event. Former chair had no comment at the Calendar drawing on 9/12. No further update.
- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. Budgeted event for 2016. Chair is erratic at best, at responding to communication efforts, from Tom and Don. No further update...
- **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. No further update.
- **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... Our lead volunteer did not show up for the Wausau event, but Tom and I met a new potential volunteer, in banking, at the Sheboygan farm fest event...
- **DePere Ladies Wine:** 2016 budgeted event, will not occur.
- **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 12/1/16. 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 appears to be near to super-goal performance, and should exceed with this team's strong Calendar sales... Reporting not complete.
- **Madison:** Event ran 9/20/16, with about 100+ attendees. Poor cash/credit handling resulted in overdrafts. No response from my text on 11/2 to the chair, requesting he return voicemails left by Tom, so we can wrap up. **Reporting not complete**
- **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" at MidPoint. Due to strong support from Pat/host, and good spending from attendees, we should net between \$3400-\$3600, for an event which ran from about 5:45 to 7:25. State hunt winner came from the GB event, was contacted on 12/16. Reporting not complete.

Conservation Calendar:

Calendars are being chased around to fulfill needs. Response to a single appeal via ConstantContact and our FB friends page resulted in more than 100 sales and counting. Kelcy noticed last night that we do not have the February 28th prize printed in the Calendar, we'll need to post that on-line. Virlee Gunworks already verbally re-committed to its ad set for 2018. Raffle drum was donated by Butch, proprietor of our long-time host venue. Current stub count is in excess of 2300 pcs, about 500 ahead of last year yet.

Summary:

Exciting "green shoots" appearing for 2017, with progress made in Shoot Series, the Lakeshore Team re-boot, additional help for Chilton, and strong response to the Christmas Bash, plus a solid State Hunt plan, following the collapse of the long-standing CO plan.

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. It concluded successfully, with 7 adult participants, and 5 youth participants, on October 7 and 8. WWA volunteers from Wausau may assist with a S.P. based LTH in 2017, and Bruce Urban met with students from UWSP in late October to help mentor them in their LTH planning efforts.

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. No further update, here.

DNR Invasive species boot-cleaning station efforts:

Last fall, 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. See the e-news article for more info...

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 hampered by SUPER wet weather all over the state from August through November. He and Kelcy did make about \$9K worth of submissions to “small NAWCA” grants, which was applied to our accounts payable due to HRP.
- I did engage the vendor for poisoning the Abrams ponds, to be sure we still are on his radar, for potential work this winter. We hope to see another \$5K yet, from another source, to be awarded this month, if successful. This would allow us to proceed on the rough fish removal phase, which must proceed any wild rice restoration efforts.
- Wet weather precluded working on our hoped-for burn of the Abrams islands yet this year....

- Bruce and a large team got the 3 final disabled-accessible blind platforms installed at the ends of the newer trail spurs, off the south access trail, in early November...
- Bruce and I installed a project road sign at his son's property, where the work was completed in August of 2015, and I distributed some of our new small-format signs to Peter, for install, as well.

Legislation/Regulation:

- DU is planning a "conservation day" at the Capitol on 2/15, I've been invited to join in, again...
- Rep. Kleefisch has been elected as the Chair of the Natural Resources Committee...
- I attended a meeting hosted by Larry Bonde of the Conservation Congress, last Saturday at UWSP, where numerous stamp groups were represented, and we brainstormed on a unified approach to improved funding sources for several key areas, including the WI duck stamp. More to come on this issue...
- I would not be surprised at all to see VERY FAST action on a number of issues which may warrant our attention, immediately after the start of the New Year. I'll keep you posted.

Key BOD Decisions/Opportunities:

- Board election process – by-law amending - next steps?
- Do you want a conference call between now and 1/28? 1/16?
- Does anyone have any key contacts with potential new State Sponsors, or on a smaller level, does anyone know of a company willing to be a Presenting Sponsor (\$1500 cash) for any of the Shoot Series events (except Abrams) or the Madison golf outing? All great opportunities for significant marketing presence for partnering firms...