



## Executive Director's Update for October 11/9/16

### Finance:

- Total cash as of **10/31/16**, was approximately **\$70,279**, below budget, and down about \$30K from the previous month. It is \$10,000 more than what we had on hand, the same time, last year. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$21,427**, essentially unchanged from last month.
- Accounts payable is approximately \$32,001, essentially unchanged from last month, but now more than a year ago, when we had just made significant payments to HRP, catching up, due to grant funds finally being received.
- Kelcy's month-end comments, 11/8/16: *"...We finally engaged Wern Valley staff to complete our records request from State Shoot last week, and I picked up our package from them on Tuesday the 8<sup>th</sup> ..."*.
- Chapter bank accounts currently hold **\$16,137**, below budget, 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 **(\$6,429)**, identical to last month, and \$5,600 better than budgeted. With a few exceptions, events this year have performed well, producing income well above budget – despite late reporting/reconciliation. Net income/loss, Year To Date (YTD) is now: **(\$13,017)** vs. a budget plan of **(\$17,752)** through ten months of the year.
- Inventory update: inventory is at \$31,742. We've received orders from Flambeau and Paramount, plus opportunity buys from Harbor Freight. I've also engaged Cabela's for layout blinds, at terrific pricing.
- Sponsors update:  
Mars Pet Foods (Nutro): discussed invoicing for the financial portion of their sponsorship, was directed to wait until January of 2017, unlike recent years where a submission was needed, now.

No further word from F/A, I expect we may be done with them as a vendor partner. Rig 'Em Right order was delayed again for cash flow purposes...

Spoke with Capt. Matt Raley (Hideaway Hollow Outfitters) at length about next year's program, of fishing trips and potential Texas hunt days, plus renewed our plan for a return to Texas, to hunt his new lodge arrangement, for our 2018 state hunt.

Had initial discussion with Cabela's regarding a 2017 merchandise package, will be submitting ideas for this, shortly. It sounds like her support from corporate for these sort of things has

actually improved, which is good for us, despite limitations being placed on her advance planning capabilities, for things like the 2017 calling contest and carving competition.

We still hope to be able to work through Eric Urben's employer, to access superior pricing on Milwaukee Electric Tools, for use in 2017. This program has typically been short-lead-time, right around the Thanksgiving holiday time... Bruce had a discussion with the owner, in late October, when we confirmed that we are paid-in-full on previous purchases.

### Prospecting:

Our potential State Hunt vendor in Colorado collapsed, at least for now, with the pending sale of the ranch, which I was finally able to get an update on, on the 3<sup>rd</sup>. I've now made an appeal to our 2013 vendor, in Arkansas, for a potential return, and Tom and I had an extended discussion of what a no-hunt hunt might look like, with a boat/trailer/HFT mud motor package, in case my appeal is rejected. I was encouraged by the Midwest contact for the CO ranch, that the likelihood of a future arrangement is still very good, just not now, with all of the arrangements of a potential sale/closing.

## **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. 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.
- **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. NEED TO HAVE ANY CLASS A RAFFLE PLANS PREAPPROVED!
- **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. Just received an update, this event will be reduced to a one day event: Saturday, March 11<sup>th</sup>, 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. So much food was left over from the booth, she'll need to host another food booth, before any proceeds might become available. No date has been set for 2017 yet. **No reporting yet.**
- **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) **No reporting yet.**
- **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 planned for 12/1/16. Flier is out, electronic ticketing ready, e-invite 1 is out, along with 3 FB postings, more to come...
- **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. **No reporting yet.**
- **WWA Holiday Bash:** Event set for 12/15. We parked 1 of the 3 State Hunt posters here, by Labor Day weekend, to run all fall long, with a premium bonus gun. I updated the 9/1 full business plan layout to several volunteers, on 11/2, no responses yet...

### Conservation Calendar:

Calendars are still being distributed. Playbook draft is 99% updated. Selling signs are posted to the Volunteer's Secure Page. We've decided to change the knife plan – using remaining 2016 sponsor stock (Browning knives) as this prize, due to their high perceived value & relatively low cost. It was discovered in July that the drawing tickets state “2016” on them, not “2017” – missed in all the editing work. I am working at recovering our stock from Shoot Star Archery, as noted above. Don has only 30 pieces of inventory remaining in his possession. 952 stubs turned in, as of 11/10, vs. 707, same time LY. (250 stubs ahead, almost 24% sell through)

### Summary:

Progress made on a number of fronts in October, despite significant vacation breaks being taken by staffers, including a successful start to the 2017 planning, completion of the 2017 sponsor item search, and initial work on the 2017 state meeting, and more.

## **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 in August and September, which continued into October. He and I met at a 10/6 meeting hosted by the “other WWA” in Madison, to discuss future wetland collaborations...
- Don’s Green Grants funding from CellCom (Nsight), arrived, to be deposited to the Abrams account, and we hope to see another \$5K yet, from another source, to be awarded next month, if successful. This would allow us to proceed on the rough fish removal phase, which must proceed any wild rice restoration efforts.

- I picked up several sets of Duck ID panel signs, as well as full-size and smaller project signs, and more general signage for Abrams, on 11/8, while at my in-law's hunting property in Chippewa County.
- Our fledging Wausau team participated in a Lake Wausau cleanup project on 10/30, helping clean more than a ½ mile of lake frontage, removing a HUGE pile of tires and other debris, partnering with the lake property owners' association members. Kudos!
- Peter hosted several classes, along with Tim from the Northern Wetlands chapter, on October 24<sup>th</sup>, as they did wild rice seeding in Vilas County sites... (see e-news)
- Although hopes are dimming, we still would like to burn 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...

### **Legislation/Regulation:**

- I completed my writing assignment, creating a "brief" for new legislators, a role I volunteered for, ahead of the 10/28 deadline, part of work that came out of the legislative planning session, hosted by DU, on 9/14, in preparation for the incoming new legislature.
- Peter and I attended a session with the WI Waterfowl Association on 10/6, in potential preparation for the creation of a new version of the "Wetland Team", a cross-functional gathering of many different organizations and agencies, previously hosted by DNR, until about 2011...
- I reached out via FB, to Rep. Joel Kleefisch, offering my help to him on issues including the RR crossing issue, increasing the price of the WI duck stamp, and creation of a crane hunting season, following his re-election this week. I hope to renew this relationship, this year. (Joel, Rebecca, and I first met at WISN-TV, back in the late 90's, when we worked there...) Will work on the same, with Sen. Cowles, soon.

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

- Board election process – next steps
- Board director on-boarding conference calls again?
- Who can assist with the WWA Christmas Bash?
- Who could assist, or attend with a group, the Manitowoc event?