



## Executive Director's Update for October: 11/11/17

### Finance:

- Total cash as of **10/31/17**, was approximately **\$67,628**, about \$44,000 below budget, and \$3K below last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$37,477**, up again from last month, and about \$16,000 more than what we had last year, at the same time. Budget (and comfort level) for this account (unrestricted funds) would be more than \$78K...
- Accounts payable is approximately \$44,397, thankfully, not up more than a few \$ from last month. Peter believes with a little luck, we may be able to close out the balance of our "carryover" Duck Stamp funds, by mid-winter, if we can get a run of "appropriate" weather, between now and then. Budget for this expense line is \$26.2K...
- Kelcy's month-end financials posting comments: *none this month...* Don's comments: *"... Our first run at the budgeting leaves us a few thousand short of where we'd need to be, in a typical year, after making adjustments to factor in the return of a Fox River team event (confirmed), and not hosting a Madison dinner event (not confirmed), and other similar corrections to plan. We left our meeting, asking Tom to go back to the teams from South Shore, Cedar Creek, LaCrosse, and Marshland, to see if any or all of them has the capacity & desire to bring their previous events back, for 2018... We also factored in the various trends shown by the teams, over the past 5 years, when estimating their funding capacity for 2018, adjusting them up and down, as appropriate, as we've done previously..."*
- Chapter bank accounts currently hold **\$13,780**. This is about \$2500 less 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 **\$(5,428)**, about \$18.9K worse than the budget plan for the month. Year to date: we are at a net loss of **(\$25,137)** vs. a planned income of \$9,545 placing us about \$34.3K behind budget, measured at this time. This includes the \$15K in expected HRP funding not yet applied for (projects not done due to weather), and timing issues from West Allis & Madison reporting not yet completed.
- Inventory update: In October, we added no inventory. Before and after his vacation to ND, Tom did some inventory reconciliation work, "finding" items he had lost track of in the past. With cash being so low, I'm trying not to spend any more than what is required, so as to preserve funds.
- Year-to-date review: if you look at the event income summary spread sheet, you'll see I've highlighted two boxes in the bottom row in yellow, with red lettering, and heavy borders. We need to generate a little more than \$23,400 between the events not yet finalized, and the two final events of the year, in order to make our budget for fundraising events. (the selected boxes do not "double count" the value of Calendar sales, which have their own budget line, but are included with chapters, for purposes of goal setting...

▪ **Sponsors update:**

State Hunt 2018: I'm pleased to announce that we pursued SEMO: South Eastern Missouri Outfitters, a vendor used several times by the Urben family, and their response to my detailed marketing appeal was terrific – instead of our normal “split”, where we ask for a \$2500 discount, and we pay the balance, the provider is donating the entire \$4500 cost of the trip, saving WWA \$2000! We're working on finalizing other details, so we can begin preparing the collateral for this effort.

I'm working with my contact at Browning again, to develop our Sponsor Spiff knife for 2018, expect to review samples this coming week with him...

Bruce spoke with his dog-antler-retriever-training contact again, who still wants to work with WWA, but not as a State Sponsor, at this time...

## **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.

### **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) **Rob has stepped in as a figurehead Chair for this team, Chris may also be on the team?**  
**Return Event slated for Saturday, March 10<sup>th</sup>, 2018**
- 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. I've re-signed us to this event, 10/11. Event slated to run 2/9-10-11/2018.
- **Rhineland/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... Event slated to run March 7-11, 2018, our booth is reserved.

- 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. Event is set for March 10<sup>th</sup>, 2018. Same date as the Sport Show, and the Fox River chapter event
- **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. Event slated for 3/15/18, first meeting to be in early December.
- **Appleton/Fox Valley**: Event ran 3/23/17, \$18.5K net w/ class A, on \$13K budget. 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**: Event ran April 22nd. Net loss of **\$285**, vs. budget of \$2K, without Calendar credits (significant calendar sellers). This event will not return, re-directing volunteer effort towards the Madison Shoot or other events. Reporting complete, September.
- **South Milwaukee/South Suburban**: Event ran 5/1. Net of \$8K, at low margin, but beat super goal of \$7K, a good turnaround for this team on its 3<sup>rd</sup> venue in as many years. Reporting complete, September.
- **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. No further update.
- **Stevens Point**: No team in this area, although we do have a couple of names, including a person who will be volunteering now, at the DCCE, on the 15<sup>th</sup>. 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. This event may move time & venue, to J&H, on Saturday, July 21st, 2018...

- **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. **This event may move to a single day, and later in the year: Sunday, July 15<sup>th</sup>, 2018**
- **SE Wisconsin Scramble:** Event ran 5/23. Total sponsorship response down from '16, but still netted \$7200, just shy of super goal, on the same number of golfers as last year. Reporting complete. Event slated for May 22<sup>nd</sup>, 2018.
- **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. **This event will become the Abrams Shoot, and a new shoot, at a new venue, may move into May...**
- **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. Winner of the 2014 State Hunt, after twice canceling confirmed plans, in 2015 and 2017, with short notice, has now filed a complaint with the WI Dept. of Gaming on us. Don responded (John R/Bruce U. cc'd) on 9/8/17, with subsequent phone conversation on 10/5, and further information provided on text messages retained, on 10/9. **Currently not on budget plan for 2018...**
- **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 budgeted for 2018.** (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 ran 8/10/17. This group was super-angry with delayed class A ticketing & flier prep, due to Tom's personal issues. I met them, and doubled up on our FB advertising efforts to attempt to rectify. Increased attendance and net over LY. Net of \$6500 on super goal of \$4K. Reporting complete.
- **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:** Ran for 8/12/17. Waterfowl Weekend at all WI stores, 8/12 and 13, with focus on Saturday. We fielded WWA teams at GB and Sun

Prairie. Food booth for Richfield did well, earning us \$1800 in 11 layout blinds from Cabela's, when we plowed our cash earnings into merchandise again.

- **Midwest Shooter Supply Fall Fest:** Opportunity: event set for 8/18 & 8/19, days we were 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 ran for 8/19 @ Wern Valley. Post card with Bash, went out mid-July. Evite went out, & FB promo, as well. Need a new chairman for this event. Shooter numbers down again. Record number of Flurry teams participated. \$2740 net vs. budget of \$3K. Reporting complete.
- **Midland Wings/West Bend:** Event ran 8/24/17. Attendance/net both down. Will exceed budget, but not goal/super goal. Meeting scheduled for 10/11/17. No reporting yet.
- **Hunting Eve Bash (Ducks Before Bucks3):** Event ran 8/29. Net \$2100 vs. budget of \$3500, after the loss of significant \$\$ to Tom's June burglary of the class A funds. Not quite 60 participants. Outside tent was a real bonus. Thanks to our group of directors to help that night – couldn't do it without you.... Reporting complete.
- **Sheboygan:** Event ran 9/9/17 at Saxon Homestead Farm. 11 pre-registered ended up with 30 participants. Net \$330 vs. budget of \$1500. More funds being collected? Reporting complete.
- **West Allis:** Event ran 9/14/17. Chapter has multiple class A's. Tom reports the error by EnvisionInk, confusing the West Bend and West Allis mailings may be responsible for pre-registration being down 80+ people, as of 9/12, including the lucrative Balestreri group of 20+. Reporting not yet complete.
- **Decoy Carving Contest & Exhibition (DCCE):** Event ran 9/15 & 16. We learned a lot. Nearly met our break-even goal. Net = (\$650) without Calendar sales credit, after sponsorship assistance of chair, Mike Pierce. Wrap meeting held 10/3, next planning mtg w/ Cabela's is 10/16...
- **Madison:** Event ran 9/18/17. I'd made a FB appeal for "joiners", and a significant ad buy. Attendance that I could confirm visually, not including volunteer workers, was in the low 60's. We cannot continue an event this small, in the Sheraton. Event will be a net loss, \$1500 at least, despite budget cutbacks in most areas. This event has not yet recovered from the forced removal of its former chair... Reporting not yet complete.
- **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 '16. 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. \$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. **Not budgeted for 2018.**
- **Marshland:** Last outreach event, Dec. 2011. I have heard this group may be considering some sort of shooting event for New Year's Day, 2018?
- **Lakeshore/Manitowoc:** Event set for 11/30/17. Promo's out, Kelcy reports the group is communicating better than ever before. Tom has added in a call/paddle raffle, and other activities, in hopes of livening up this moribund event from last year. FB campaign, along with Kelcy's e-vite program, begins this week...
- **WWA Holiday Bash:** Event ran 12/15. 58 attendees w/ stubs, plus another 10 helpers, plus staff led to a full house. "Bash" committee has disappeared. Tom has secured the Delafield BrewHaus, event set for 12/12/17. Business plan set, e-vite ready for prime time send out.

### **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.

First drawing for Calendar sellers was slated for Monday, 10/30. We had nearly exactly the same amount turned in for the contest, as last year. Jim Rogers from Fox Valley chapter, and John Gonia from Oshkosh were the winners. Prizes yet to be distributed.

### **Summary:**

October was dominated by use of vacation time, preparing for the final two events of the year, and catching up on clean-up related tasks, in addition to the extensive work on the wetland bill by Don. We've also had good staff meetings on budgeting, Tom's retirement plans, and HRP billing.

## **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 3-4 remaining LTH waterfowl in the state. GB event ran 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 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:**

Patrice and I worked Duck School on Friday, October 13<sup>th</sup>, 2017, with a very large group of attendees, 24+! We used my personal blind boat again, due to high & rising river water levels. Todd Schaller confirmed for me on 11/1, that we’ll have another large group in Duck School for 2018.

### **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 worked a project near the Fox Valley for a contact made earlier this year. This owner has offered up the property for LTH’s and other like purposes for WWA. I met with this owner on 11/9, setting him up with 9 Calendars, and making arrangements for small & large project signage...
- Peter did wild rice seeding in the Northwoods, week before last. He’s working up the pictures and write up on it.
- He believes with a good cold January, we should be able to finish out the \$20K plus of carry-over Duck Stamp funds, by February for submission...
- During October, Peter submitted a “small NAWCA” grant, with partners, for about \$90K. If successful, about \$60K of this would be for WWA work, the balance for partners...

## **Legislation/Regulation:**

- Been working feverishly behind the scenes with DU, WWF/George Meyer, the other WWA, Conservation Congress, and others, to get Rep Steineke and Sen. Roth to pull back the bill submission they were seeking co-sponsors for, last week. Very bad bill for wetlands, removes all of WI's protections for isolated wetlands, among other issues. This has continued all month, with me returning to Madison again on Monday the 13<sup>th</sup> for more meeting with leadership. Hearing expected in December, for a vote in January, before session's end...
- Our ad-hoc committee approved the teal-season questions to be included in the waterfowler's survey, to be sent out in December... this winter will begin the process of what/how the future of early teal might look like... (reviewed in the Migratory Committee meeting again on 11/6/17)
- I've asked Taylor Finger to consider coming to the state meeting, to discuss the "early teal" season, take public input, and answer questions? (only so much time in the day...) He was very interested, is going to review his calendar of commitments, and get back to me...

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

- Does any board director need/want Conservation Calendars they know they can sell through?
- Mark your calendars for 11/30 in Two Rivers, and 12/12 for Delafield, please. The first event could greatly use your attendance, and the second could use your help in running a game or raffle... please!