



Executive Director's Update for September 10/12/16

Finance:

- Total cash as of **9/30/16**, was approximately **\$103,389**, below budget, and essentially unchanged from the previous month. It is \$33,000 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 **\$23,719**, down from last month.
- Accounts payable is approximately \$31,625, up from last month, but still well below what it was at last year at this time, in good part due to our grant cycling/payments to HRP.
- Kelcy's month-end comments, 10/7/16: *"... we're running fairly close to budget year-to-date so far, still have a few August events to wrap up. The main difference you'll notice on the balance sheet would be chapter bank accounts, this is mainly due to Madison's account, they had a significant overdraft and NSF check on their gun invoice and the check has not cleared. Right now the event is about (\$850) as you'll see on the nets spreadsheet. I haven't gotten a more specific answer from the chapter on whether or not we've transferred back sufficient funds to cover all their invoices and/or if they may have some funds remaining to transfer back to the state..."*
- Chapter bank accounts currently hold **\$48,311**, quite high for this time of year. Tom needs to have wrap-up meetings with several teams upon his return. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income (loss) for the month was **(\$6,428)**, below the expected budget line, mostly due to event timing/reporting. 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: **(\$6,585)** vs. a budget plan of **(\$5,639)** through three quarters of the year.
- Inventory update: inventory is at \$31,344, down slightly, but reflecting Kelcy's comments above. We'll be receiving orders from Paramount Cap, shortly, as well as decoys from Flambeau.
- Sponsors update:
Mars Pet Foods (Nutro): 2nd half of the stock for the balance of this year received in September.

Flambeau order of decoys was picked up prior to the Madison event.

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...

Porter's Handcrafted decoys final inventory was received. Unfortunately, we will be unlikely to partner with this team again, due to their unreliability. (Had to deal w/ another customer issue, in week two of October...)

Prospecting:

We've made our secondary contact with a potential State Hunt vendor (primary was Tom at the Milwaukee show), received acknowledgement of our proposal, but still awaiting word on potential discounting and guide arrangements from ownership...

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. Following the chapter dinner, it seems likely we'll return to this event for 2017.
- **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 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:** 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 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. **Reporting not 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. My parents are making inquiries with the sheriff's dept, 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, no reply to communication to Mitch, from me or my brother, in River Falls. 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:** 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. 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. **No reporting yet.**
- **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. No reporting yet.
- **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. 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. Tom is held the first planning meeting for this team on 9/13. I've not had any luck getting additional volunteers from my FB efforts for this team, but we got one for Chilton from the effort...
- **Madison:** Event ran 9/20/16, with about 100+ attendees. Poor cash/credit handling resulted in massive overdrafts, this will need to be addressed upon Tom's return from vacation. See Kelcy's comments in section 1. 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 made a full business plan layout to several volunteers, on 9/1...

Conservation Calendar:

Calendars are still being distributed. Playbook draft is 99% updated. Selling signs are posted to the Volunteer's Secure Page. Tom still needs to finalize the knife plan. 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 50 pieces of inventory remaining in his possession.

Summary:

September ended up being very busy, with many meetings with partners, in planning for the coming post-election results, as well as WWA future activities, as well, in addition to two events with high staff involvement. October will begin the 2017 planning, in earnest, after Tom's extended leave.

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.

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.

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, precluding much of his typical late summer work. He has mentioned he's way ahead on research, planning, and permitting work, because of this issue!
- Don/Bruce did installation of an additional dozen and a half "private lands ahead" signs on the east border of the southern parcel at Abrams, to help stem the tide of trespassers onto our new neighbor's property, on 9/16.
- Don made application from one source for additional Abrams project funding, in concert with long-time partner CellCom (Nsight), in August, and made another application their GreenGrants program, where we've been a four-year recipient. We just learned last week, that we'll receive \$2K from GreenGrants again!
- I provided Mike Alaimo from the Waukesha Chapter our remaining set of Duck ID panel signs, for use at the AWA effort for Rome Pond, or possibly the next AWA area, at Lake Mills. I expect to be creating another sign order through BSI for more of these pieces, as well as regular project sign stock, and a few more pieces for Abrams, in early October.
- I discussed beginning a planning process again, on 10/6/16, for potential work done in November, to burn the Abrams islands, with Peter at another meeting we were both in attendance at. His arrangements to have invasive Phragmites sprayed again (we did it in 2014) out there, have been completed, as well.
- Peter will be hosting several classes, along with Tim from the Northern Wetlands chapter, on October 24th, as they do wild rice seeding in Vilas County sites...

Legislation/Regulation:

- I attended, along with a half dozen other conservation organizations, a legislative planning session, hosted by DU, on 9/14, in preparation for the incoming new class. More to come on this.
- 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...

Key BOD Decisions/Opportunities:

- Board election process begins again
- Board director on-boarding conference calls again?
- Where/when to host the annual meeting – Regan proposal
- Who can assist with the WWA Christmas Bash?
- Who could assist, or attend with a group, the Manitowoc event?