



## Executive Director's Update for September: 10/11/17

### Finance:

- Total cash as of **9/30/17**, was approximately **\$63,702**, about \$73,000 below budget, and \$40K below last year, at this time. Of this \$40k difference, about \$30K is chapter funds in cash, and \$10K was a life member contribution, which we held in reserve last year, which was then moved to its appropriate home in the endowment account. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$31,607**, up \$4K from last month, about \$37,000 below the budget plan.
- Accounts payable is approximately \$44,366, down about \$20K from last month, due to grant monies received and applied to HRP & other related invoices. 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 category is \$40K...
- Kelcy's month-end financials posting comments: *none this month*
- Chapter bank accounts currently hold **\$17,546**. This is about \$30K 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 \$5999, about \$5K better than the budget plan for the month. Year to date: we are at a net loss of **(\$19,749)** vs. a planned loss of **(\$3,932)**, placing us about \$15K behind budget, an improvement of 25% from last month's reporting.
- Inventory update: Again in September, we added only specific event inventory selections. I've transferred more and more of any over-stock out of my Kaukauna storage, down to the New Berlin site. With cash being so low, I'm trying not to spend any more than what is required, so as to preserve funds.
- **Sponsors update:**  
Final Approach/Bushnell: following the national press release detailing their support of a Delta science project, I reached out again to our contact, requesting consideration for sponsorship/donation, to augment their "discounted" purchase program. Unfortunately, we got another "no" again. We are still eligible to purchase, but I am routinely able to purchase, at retail through Roger's, for the pricing that F/A offers us on their program, without the \$2500 minimum purchase for free freight.

About a week ago, I reached out to the Senior Product Manager, via LinkedIn, (a secondhand connection from my GM days...) from Absolute Outdoor, Inc., which produces the Onyx line of PFD's, in Max 5 camo, hoping to engage them in a sponsorship/discounted purchase arrangement. No response yet, as of this writing...

Cabela's: with the sale to Bass Pro Shops finalized, I made an early appeal through Stephanie, to see if we could get a sponsorship product arrangement done early for 2018, before things are all settled. I've asked for 25 of their yeti-knock off extreme coolers (retail \$250+ each). We also were able to wrangle our one-day food booth at the Calling Championships, and some additional consideration into 8 premium layout adult layout blinds, and 3 youth layouts, more than \$1800 worth, with \$0 outlay from WWA! A truly awesome volunteer effort and result!

## **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) Now that Carmen's daughter has graduated HS, we need to reach out again to Kevin from this team to see if we can make a recovery...I've asked Tom to do this again, on 7/14, 8/19, 9/12, and again today, 10/11 (he is not optimistic, without an infusion of leadership assistance...)
- 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. Traffic was down, unsure whether we'll return for 2018, or not. Pre-event ticket sales went ok. I've re-signed us to this event, 10/11.
- **Rhinelander/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...
- 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 DCE promo materials – I was told there would be no display room, but there were many other displays.
- **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.
- **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.
- **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.
- **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.
- **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.
- **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.

- **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 planned for 2017. (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. No further update.
- **Marshland:** Last outreach event, Dec. 2011. This team was working the Summer Shoot when it was hosted at Wild Wings, but since that venue is closed to conservation efforts, they're focus will be the Calling Championships, and perhaps the DCCE in future years? Also continues to be one of our two wood duck box focal points. Not budgeted for 2017. 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. Tom met with this group on 9/25, and it seems their promotional brochure is done, this week, following much discussion. Tom has added in a call/paddle raffle, and other activities, in hopes of livening up this moribund event from last year. I'll begin an aggressive FB campaign, along with Kelcy's e-vite program, next 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. First draft of the business plan put out for review on 10/9...

### **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 is slated for Monday, 10/30. Very few stubs received, to date.

### **Summary:**

September was dominated by the undertaking of the Decoy Carving Contest & Exhibition. We nearly met our goal of breaking even at this important educational endeavor. Thanks to the many board directors who were able to step in and make a big difference! Turning attention now to sponsor inquiries, and other preparatory works for 2018, as well as preparing for the final 3 fundraising efforts of the year. (Lakeshore, Christmas Bash, Conservation Calendar)

## **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 is slated for 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 just 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:**

Warden Tyler Strehlow re-confirmed for me on 8/2/17 that Duck School will take place, “during the split”, on Friday, October 13<sup>th</sup>, 2017, with a very large group of attendees, 24+! Don & Patrice to attend, plans in place for the ride-share, and a modified scenario, with goose tagging changed...

### **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...
- He's planning on doing wild rice seeding in the Northwoods, but may be having trouble partnering with a school group this year? Let him know if you'd like to assist in the effort, it'd be in the next 3 weeks or so...

## **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. More to come on this battle, I'm afraid...
- Our ad-hoc committee approved the teal-season questions to be included in the waterfowler's survey, to be sent out in November... this winter will begin the process of what/how the future of early teal might look like...

## **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...
- Does anyone have contacts around the Berlin area, where we might be able to prop up/provide leadership to the Fox River team, which didn't host an event last year, after starting off at \$11 and \$16K their first two years?
- Do we want to invite Taylor Finger to come to the state meeting, to discuss the “early teal” season, take public input, and answer questions? (only so much time in the day...)