



Executive Director's Update for November: 12/15/17

Finance:

- Total cash as of **11/30/17**, was approximately **\$63,482**, about \$23,000 below budget, and \$9K below last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$35,669**, down slightly from last month, and continuing at 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 \$58K...
- Accounts payable is approximately \$48,848, up \$4500 from last month. This is nearly all owed to HRP, our project partner. 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 \$16.2K...
- Kelcy's month-end financials posting comments: *none this month...*
- Chapter bank accounts currently hold **\$12,120**. This is about \$1500 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 **\$(13,310)**, about \$3400 worse than the budget plan for the month. Year to date: we are at a net loss of **(\$35,092)** vs. a planned loss of **(\$344)**. While we hope to close this gap in income, with stronger than budgeted results from the Lakeshore & Christmas Bash events, and the Conservation Calendar raffle, we know that West Allis and Madison dramatically underperformed, which will not help. This shortfall also includes the \$16.3K in expected HRP funding not yet applied for (projects not done due to weather).
- Inventory update: In November, we added no inventory. With cash being so low, I'm trying not to spend any more than what is required, so as to preserve funds.
- **Sponsors update:**
2018 Sponsor spiff knives have been ordered from Browning again, as well as an item for the \$50 contributor level. I also have him checking on a co-branded camouflage ballcap, as well.

My submission from September to Cabela's was approved in November, and as of 12/14, we picked up our best sponsorship donation in years: more than \$8000 of 60 qt roto-molded coolers, with optional wheel-kits, 25 units at \$325 retail value each. Tom and I are confident that coupled with small donated local stocks of beverages, grocery or meat selections, we should EASILY be able to earn \$1000, or more, from each of these coolers, and we'll need to ensure volunteer teams are focused on that opportunity. (\$10/100 tickets, etc.)

I met a former buyer for Sportman's Warehouse at the Christmas Bash, who offered to use his industry connections with me, to help us locate and land more sponsor/donor connections. I'm hopeful he and I can get together following the holidays.

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 17th, 2018 (moved 1 wk, for competitive reasons)**
- 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.
- **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. **Event confirmed for Saturday, 2/24/2018.**
- 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 10th, 2018. Same date as the Sport Show. No mailings received this fall?**
- **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 was held 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 3rd 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. **Tom reports this event is looking to return, for Saturday, April 28th, 2018...** need changes to improve \$, we do have a powerful new volunteer for that area, just retired from PF...
- **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 15th. 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 will 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 will move to a single day, and later in the year: Sunday, July 15th, 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 22nd, 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 Spring Shoot, at a new venue, Joe's Clays, and move into May to replace the other 2 shoots...**

- **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, with the latest follow-up on 12/13. **Currently not on budget plan for 2018...**
- **Fox Valley Scramble:** Event ran July 26. Presenting sponsor, & 6 hole sponsors, but no 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. **This team turned in 342 paid Calendar stubs on 12/9!**
- **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. Former chairman, Mike Depies, has been elected to the BOD, and will join in January, 2018.
- **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. Tom has had positive contact with one of our newer volunteers, in November, and I received an experienced conservation volunteer contact this month, as well.
- **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 ran 11/30/17. It was remarkable, to see the turnaround in this team, and this event, over the past two years. Although there's no reporting yet, it was clear that the team was enjoying themselves, and had a MUCH smoother running event, in good part to Tom's efforts to affect leadership change, and the resulting impact of better distribution of tasks/roles.
- **WWA Holiday Bash:** Event ran 12/15/16 w/58 attendees w/ stubs, plus another 10 helpers, plus staff led to a full house. Event #2, at Delafield BrewHaus, ran 12/12/17. We had 81 paid/comp on the reserve list, plus about 8 helpers (some late bails), and about 10 walk in's. Room holds 167, we could max it at 125, for a great event. Money was flowing, it was a great/fun night, and I believe we earned some good \$\$\$. Thank you to all the board directors who came to help!

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 have been ordered from Cabela's (12/11).

Prizes for the first drawing for Calendar sellers have been delivered. Half of the second round have been, as well. We are dramatically short of supporting our on-line sales, again this year. It is my suggestion that we budget 300 pieces for Kelcy out of our working inventory for next year, some to be sold direct, some for her to ship to others, and then we put another 400 for a 11/19/18 reserve, where we'd release the first on-line sales announcement. The amount of work & stress we've had in week 1-3 of December the last 3 years, trying to support guaranteed sales is unwarranted, and needs to get fixed. We simply don't know how big "big" is yet, and haven't come close.

Summary:

November was focused on preparing for the final two events of the year, preparations for the state hunt and shoot series, in addition to the extensive work on the wetland bill by Don. We've begun having weekly staff conference calls, likely to continue until the Annual Meeting, to ensure the 3 of us are on track, with the heavy work load and rapid pace of change.

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 13th, 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 has been able to do some project work this month, with the rains finally coming to an end and has provided a weekly posting for FB, from his travels and work...
- 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...
- In week 1 of December, I attended the Green Bay/Marquette phase 2 planning meeting for another \$1M “big NAWCA” grant. We hope to be small partners in this edition, after being “big dogs” with Abrams, in the last one...

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 13th for more meeting with leadership. Hearing set next Thursday the 21st, I'll be putting out a special edition e-news, call to action, shortly...
- 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...) We currently have him slated at the end of the day in the draft edition of the agenda...

Key BOD Decisions/Opportunities:

- Need to on-board Mike Depies, shortly, do you wish to have a January conf. call?
- Along similar lines – the BOD should work on a secret ballot (see Kelcy) for nominations for officers and voting, so that officers can be ready to perform by the Annual Meeting...
- Standing Habitat committee to return, and moving forward, working with Peter?
- Are board members willing to lead sales on a class A shotgun raffle, to be drawn in late August at a Hunter's Eve type "bash" quicky event? This did happen in 2016, less involvement in 2017... I would make arrangements for it, if so...
- Anyone interested in joining for the joint hearing on 12/21 at the Capitol?