



Executive Director's Update for December: 1/18/18

Finance:

- Total cash as of **12/31/17**, was approximately **\$102,637**, about \$11,000 below budget, but \$10.5K above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$34,246**, down slightly from last month, and about \$29K more than what we had last year, at the same time. Comfort level for this account (unrestricted funds) would be more than \$50K for this month...
- Accounts payable is approximately \$58,912, up again 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 \$2500...
- Kelcy's month-end financials posting comments, 1/10/18: *As always, these financials will change with any additional calendar income and West Allis, Madison and Lakeshore reconciling out once we receive their final paperwork. To date we've sold 4162 calendars, up from 3850 last year and from what I've heard we may have up to 50-100 more coming in. Attached is the 2017 banquet nets spreadsheet. We are still waiting on final paperwork from West Allis, Madison and Lakeshore. Of those, only Lakeshore "may" have a small final check to turn in so banquet nets are fairly final. Please look to the furthest column for net income as the usual column is updated to include calendar credits now. You can also check the 2nd tab which is our historic nets. We are finishing out the year just under budgeted event income (\$176,000 versus \$177,000 budgeted), and may reach budget depending on Lakeshore. Also attached is the document Don and I went over with Peter during our HRP meeting. We budgeted in 2017 to have 100% of HRP time billable/applied to grants. As you can see from this spreadsheet we actually had \$21,285 unbilled/unapplied time from HRP. As I mentioned in the first 2018 budget draft email we've budgeted Peter to bill out all but approximately \$5000 of HRP hours in 2018 so this is something that the newly formed Restoration Committee should work closely with Peter on in 2018. 2nd draft of the budget is also attached, the only changes made are to 2017 financials, updated to this December draft.*
- Chapter bank accounts currently hold **\$13,510**. This is about \$7,000 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 year to date: we are at a net loss of **(\$24,664)** vs. a planned income of \$677, or about \$25K off our mark. This gap has closed by about \$10K from last month, and will not be finalized until later in January, when the full impact of the Calendar sales received late will be tallied, and the final event reporting completed. This shortfall also includes the \$16.3K in expected HRP funding not yet applied for (projects not done due to weather).

- **Inventory update:** In December, we added inventory from von Stiehl, and wine chillers found as an opportunity buy. Now, in early January, we've placed orders with a combined value of about \$5k with B&F Systems, and Rivers Edge, despite missing some good sales opportunities in December. With cash being low, we were not spending any more than what is required, so as to preserve funds. I've also re-ordered Parker crossbows, and we have significant Browning orders pending.

- **Sponsors update:**

State hunt posters are in design/development, may not be available for state meeting yet...

2018 Sponsor spiff knives have been ordered from Browning again, as well as an item for the \$50 contributor level. The caps were too high priced, w/ too high MOQ.

Reconfirmed von Stiehl in December, and acquired tour certificates and product at deep discount.

Have attempted to reconfirm P44/D44 3 times, limited response thus far, pending.

Have reconfirmed Parker, and made a limited order for Calendar/event use on 1/18.

Have attempted to reconfirm Mathews, but it was prior to ATA, no response to date, pending...

Have attempted to reconfirm Andis, but Matt did not respond to my e-mail, will hit him on LinkedIN again – the product lines we've featured were discontinued in '16, so this may be a long shot...

Reconfirmed SportDOG, but again at a lower rate. 2 years ago, and since 2010, they had provided \$7500 in product annually. Last year, it lowered to \$5k, with a new contact, and we had to spend \$700 on Calendar product, and this year it lowered to \$2500, with a discount purchase opportunity, same as we used on the Calendar. I may reach out to Bob Olson, to see if we could use his Garmin contacts to switch providers in this area of sponsorship...

Reached out to Rob Scherper via FB on 1/18 regarding renewal...

Reached out to LongLeaf Camo, via Joe Gonyo, on 1/15, regarding renewal...

I spoke with Marty, re: Nutro on 12/13 at the Bash, will contact him again in the next week via phone, to see how we can proceed...

Event sponsor NEW Wall Street was contacted to confirm renewal for the Spring and Abrams shoots, I've been held off as they complete a peak business cycle. Russ has confirmed his event sponsorship for the Fox Valley Scramble, and we're hopeful that our SE WI Scramble will return as well.

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, no contact to date...

Prospecting:

PEET: I've made an inquiry to this company, in hopes of engaging them in a product sponsorship, directly, after my friend changed rep groups, and no longer handles them, 1/16...

I wrote a proposal for Chris Bente, Twin Rivers chair, to forward on to his contacts, owners of New Berlin Self Storage, where Tom's unit and trailer are posted, seeking a \$3000 discount for state sponsorship consideration, pending 1/16...

Next up are contacts to Rio ammunition, and Hevi-Shot, from inquiries that Rob M made around the holidays... (after SHOT show...)

No response to my inquiry/appeal to a buyer/merchant at the parent company of Onyx safety devices yet, (10/9) so I'll try another approach...

Development:

Summary: This list featured the **34** 2017 planned events, with or without a budgeted contribution as well as key areas to effort further growth, or return. The event nets sheet shows us completing 28 events, 29 if you count the Wausau Sport Show, which does not have a fundraising line, but is a 3-day commitment for staff. We predicted 28-30 events completed for '17. For 2018, our initial budget line-listing for volunteer teams & staff consisted of **26** events creating income. Listing to be updated next month, for 2018.

2017 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) **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. No budget line, supports Wausau/Northern Wetlands chapter events.
- **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. **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. Don has registered to attend.
- **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, next meeting is 1/22.
- **Appleton/Fox Valley**: Event ran 3/23/17, \$18.5K net w/ class A, on \$13K budget. No wrap meeting. Reporting complete. Event is slated for 3/29/18. 1st mtg was 1/6/18.
- **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. Event slated for 4/21/18, moved back due to Easter.
- **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. Event slated for 4/7/18.
- **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. Event slated for 4/19/18.
- **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. Event slated for 4/30/18.
- **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. Event slated for 4/14/18, 2 weeks earlier than the two previous attempts.
- **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 & Firearms, and move into May on the 12th, 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. Event confirmed this week, with the Madison team, to return on 6/19/18.
- **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. **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. Event slated for 7/25/18.
- **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. Event slated for 6/24/18 this year.
- **Rice Lake:** No current team. Small events in 2010 & 2011. This would be a key area for growth. No event planned for 2017. Not budgeted for 2018.
- **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 499 Calendar stubs!** Event set for 8/9/18.
- **Cedar Creek/Mequon:** No event '16, '17. Former chairman, Mike Depies, has been elected to the BOD, and will join in January, 2018. Tom has been discussing a "Bash" style event with this

team, either for November, before gun-deer, or August, their traditional dinner timing... No 2018 budget plan.

- **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. Major changes for 2018, as the DCCE joins this event, on Fri/Sat, with calling on Sunday.
- **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. Date/venue not confirmed yet, would normally be 8/18/18
- **Midland Wings/West Bend:** Event ran 8/24/17. Attendance/net both down. Made super goal with Calendars. Reporting complete.
- **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. This event would move to the Fox Valley, if the Bergstrom truck raffle concept comes to pass...
- **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. Ad contract signed, draft completed for national magazine, next mtg is 1/23/18, in GB.
- **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. No budget plan for 2018.

- **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. No budget plan for 2018.
- **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. Tom is considering a "bash" style event to restart things here. No budget plan for 2018.
- **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. This team hosts the Calling Championships.
- **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. **Reporting not yet complete.**
- **WWA Holiday Bash:** 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! Net was \$4600, exclusive of Calendar sales (many). Reporting complete.

Conservation Calendar:

Calendar sales from 8/8-1/10 were nearly 4200 units. Need to set aside 700-900 pieces for Kelcy out of our working inventory for next year. I crafted an advertising update for the committee on 1/4/18, have not heard approval, to date. Discussions Tom and I have had to date for 2019: 5000 print run, 4500 max sales, 1 in 12 odds, 10th anniversary edition, only 12 mathews, 6 parkers, likely noabela's donated prizes, possible cash sponsor for a "theme day" in Rob K.?, more CC handguns, etc... RSP ad already reconfirmed.

Summary:

December was focused on running the final two events of the year, moving Calendar stock, stubs, and cash, preparations for the state hunt and shoot series, early work for the state meeting, in addition to the extensive work on the wetland bill by Don. We continue 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... **Plan for another one hosted by directors in 2018? At J&H after the Abrams shoot on Sunday, 7/22?**

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 has been able to do some project work this month, with the very cold weather and has provided some posting for FB, from his travels, but has also been extremely ill, since the holiday week, with a flu-type virus, limiting his 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...
- Peter worked the PF state meeting 1/12, for their “partners fair”, on Friday before the main event, to expose their membership to our work, and the frequent partnership we have with PF on the upland aspect of our projects...
- Although we’ve been teased on this before, there is an increasing possibility that we’ll be partnering with Delta-GB, in the distribution of 400+ mallard nesting tubes, cradles, and posts, a conservation gift from a group in South Carolina. Requirements would include GPS positioning, and some reporting, but certainly we’ll be able to make use of 50+ of these units, just at our AWA and Abrams properties, plus distribution through other means to volunteers/members as well. More to come on this. (its fallen apart before, we’ll see)

Legislation/Regulation:

- Wetland bill: heard today it’s been modified again, in bad ways, we may have to have more calls to action, as we did in December, prior to the hearing on the 21st. Could see a vote as soon as the 23rd. Spent time last Thursday, with DU partners, plying senate committee chair & staff, who seems painted into a corner by leadership on this one. Very partisan issue, being driven by campaign funders.
- Taylor Finger will present at the state meeting, to discuss the “early teal” season, take public input, and answer questions?
- Heard the governor will ask leadership to have sessions in March, following his “State of the State” address, to make several major policy planks come to life... more to come

Key BOD Decisions/Opportunities:

- Standing Habitat committee to return, and move forward, working with Peter – meet w/ him at state meeting, go from there?
- 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, or for the return of a Cedar Creek “bash” event?
- Need to develop the 2018 calendar for the Board, see draft example I’ve provided...
- Realign board/chapter liaison assignments?
- Any directors want to help set up Wausau sport show/travel with me on Friday, 2/9?