



## **Executive Director's Update for February: 3/12/18**

### **Finance:**

- Total cash as of **2/28/18**, was approximately **\$112,042**, about \$44,000 below budget, but about \$6K above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$15,159**, down from last month, and a whopping \$56K less than budget, but about \$7500 more than what we had last year, at the same time. Comfort level for this account (unrestricted funds) would be more than \$75K for this month...
- Accounts payable is approximately \$66,543, up slightly again from last month. This is nearly all owed to HRP, our project partner. I'll be asking Peter & Kelcy if we can make the balance of our "carryover" Duck Stamp funds, as had been suggested, as projects got done in winter.
- Kelcy's month-end financials posting comments, 3/9/18: *No comments this month.*
- Chapter bank accounts currently hold **\$53,588**. This is about \$5,000 more than last year, at the same time, and a like amount over budget. (we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).
- Net income year to date: our net loss through the second month of the year was about \$2K worse than budget, with us short the \$6K in planned sponsorship revenue from Nutro, yet unreceived, and now apparently, unlikely to arrive. Results will have more variability now going forward, as we enter significant income weeks between late February and late April...
- Inventory update: In February, we added inventory in a number of areas, including PEET, Packers gear for shoots, as previously mentioned, and a second order through B & F, for additional knives for door prize use, etc. I've also just scored 3 tool carts for golf outings, on sale, and made an appeal for a generator for Valley from HFT. We ordered in 4 predator hunting sets from Flambeau, and upgraded them with clearance e-callers from Midway, USA. Chapter reward shirts showed up on Thursday, and we'll have our \$50 membership spiffs from Browning, before Kelcy heads out on vacation.
- **Sponsors update:**  
2018 Sponsor spiff knives were received at Wales, on Friday the 9<sup>th</sup>, have been shipped out for Northern Wetlands, GB, and Valley events.

Still need to meet up with Sherpers, both as a state sponsor and golf outing sponsor...

Reached out to LongLeaf Camo, via Joe Gonyo, on 1/15, and week 1 of Feb, regarding renewal...  
AND made a small order through Joe on 2/12 from Boyt Harness... pending shipping?

I spoke with Marty, re: Nutro, in late February, he doesn't know where he can get our sponsor monies, nor product, has not attended the first two events (his territory is enormous, now), perhaps we should take down their logo from our sponsor lists, now?

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. No contact to date...

PEET boot dryer stock is all in place.

### **Prospecting:**

I spoke to the president of "49Signs", about 6 weeks ago, regarding the opportunity for him to provide gift certificates for \$500, for 5 of our events, plus building us a WWA logo sign we can use as the "demo model" at select events, as a state sponsor. He was very engaged, asked me to remind him in a few weeks, which I did on the 9th....

Wrote an appeal to White Rock Decoys, 1/29, from the LaCrosse area, requesting an opportunity to purchase items at wholesale/discount, and for them to join us as a state sponsor or donor. No reply to date...

Wrote an appeal to Rogers Sporting Goods of Liberty, MO. This is basically the price-leader online, for most hunting accessories, ammunition and the like. The customer service rep I spoke with via e-mail said he would forward the materials to the owners. No further update...

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, no response to date...

I wrote appeals to RedNeck Blinds, asking for a donation/or sponsorship with their new for 2017 Waterfowl Blinds, which they may be having trouble selling at retail. After no response in 2 weeks, I ordered one on sale, for use as our 2018 FlurryBlind...

I wrote an appeal to Mr. Heater, in hopes of drumming up interest, after I saw they had re-upped their support of Whitetails Unlimited. No response to date....

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

### **Development:**

Summary: This list featured the **26** 2018 planned events, with or without a budgeted contribution as well as key areas to effort further growth, or return. Opportunities for growth in **red**.

## 2018 Chapters/Event teams – in historical or current planned event calendar order:

- **Wausau Hunting Show:** Event ran 2/9-2/11, recruiting for Stevens Point was non-existent, but the new Wausau team did well, manning the whole event, although they sold only 15 pre-event class A's. Following brief discussion, it seems we'll not return to this event, due to declining attendance. No budget line, supports Wausau/Northern Wetlands chapter events.
- **Rhineland/Northern Wetlands:** Event ran for 2/24. FB advertising in place for the 2 weeks prior to 4 days before their event. Tom going up for a wrap meeting on 3/16/18.
- **Milwaukee J/S Sport Show:** Event ran 3/7-3/11. We repaired the booth with magnetic tape (\$90) on our show booth popup display. \$240 in AWA brochures printed, \$65 AWA banner sourced. Many raffles ran, including the new truck raffle. Unknown how things went yet.
- **WI Waterfowl Hunter's Conference:** Event set for 3/10. Hotel Mead in Wisconsin Rapids. We were not asked to be a cash sponsor, so for a third year, we will not. Attendance appeared to dip to <100. Perhaps we should consider contributing as a scholarship sponsor for future years at \$500. Much more bang for the \$, and directly supports education. Don/Bruce were the only WWA attendees?
- **Green Bay:** Event set for 3/15/18. FB advertising in place, attendance down slightly, currently. Strong support in donated product/prizes again.
- **Berlin/Fox River Chapter:** 3<sup>rd</sup> event set for 3/17, after a 1-year hiatus. FB advertising in place.
- **Appleton/Fox Valley:** Event is slated for 3/29/18. Latest mtg was 3/7/18, Don attended. FB advertising going up, this week.
- **Chilton/Between the Lakes:** Event slated for 4/7/18. FB advertising to go up 3/26.
- **Madison Area Shoot:** Event set for 4/14/18. No class A sold for the event, but another one will be offered there, for the new Baraboo event, 2 weeks later.
- **Waukesha County:** Event slated for 4/19/18. Class A's rolling. 25% sold out, as of 3/6/18.
- **Jefferson/Twin Rivers:** Event slated for 4/21/18, moved back due to Easter. New venue, new co-chairs. Class A rolling. No further update.
- **Eau Claire/Chippewa Valley:** No team in this area since 2011. Key area for recruiting/rebuilding in 2018. No event planned for 2017. Had an outdoor work volunteer inquiries from this area, in May and December, 2017.
- **Baraboo River:** Unexpectedly, a new group of volunteers, including new chair, has stepped in here. Dinner event slated for 4/28/18, despite my concerns. Tom claims on 3/6 that they've got 7 gun tables "sold" already. I'd advocated, planned, a "bash" event, but the new team was resolute on going "all-in". More to come, class A planned...
- **South Milwaukee/South Suburban:** Poor communicating treasurer has departed, this team could use an infusion of help. Had a nice return to vigor in 2017. Event slated for 4/30/18. No further update.
- **Fond du Lac:** A historical WWA chapter community. No event planned for 2018. Recently, noticed PF working to rebuild their FDL area team, advertised. Key area for recruiting/rebuilding in 2018. No further update.

- **Stevens Point:** No team in this area, although we do have a couple of names, including a person who helped at DCCE-17. Key area for recruiting for 2018, although no event planned for 2018. No luck recruiting for this team, at the recent Central WI Hunt Show.
- **Spring Shoot, Presented by NEW Wall Street:** new event at a new venue, after the re-jiggering we did, following our former "Little Creek" venue taking the same position against conservation groups that "Wild Wings" did a few years back. Hopefully, we can entice the Lakeshore team to help work, promote this event at Joe's Clays, near Reedsville. Set for 5/14, the Saturday before Mother's Day. I had a very good planning meeting on site, on 3/2/18.
- **SE Wisconsin Scramble, Presented by Cardinal Fabricating:** Event slated for May 22<sup>nd</sup>, 2018. Presenting Sponsor, 1 Event Sponsor, already confirmed, promotional brochure is completed.
- **Madison Scramble:** Event set for 6/19/18. This event is crying out for a Presenting Sponsor (\$1500 cash).
- **Waukesha Shoot:** Event slated for 6/24/18 this year, Sunday only. We should build 1 or more class A's to draw at this event...
- **Ozaukee Shoot:** This event will move to a single day, and later in the year: Sunday, July 15<sup>th</sup>, 2018. Need volunteers for this event, and a presenting sponsor!
- **Abrams Shoot, Presented by NEW Wall Street:** This event will move time & venue, to J&H, on Saturday, July 21st, 2018...
- **Hudson/St. Croix Valley:** No communication since February '17 from the former Chair. No event planned/budgeted for 2018. A key area for team re-building for 2018, beyond...
- **Fox Valley Scramble, Presented by FCS, Inc.:** Event slated for 7/25/18. Presenting sponsor confirmed.
- **Rice Lake:** No current team. Small events in 2010 & 2011. This would be a key area for growth. No event planned for 2018. 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.
- **Wausau:** Event set for Saturday, 8/4/18. Class A pre-event was introduced at February's sport show in their area. Beginning monthly meeting schedule, they have WDNR chain saw training on 3/31/18. **This team turned in 499 Calendar stubs!**
- **Cedar Creek/Mequon:** Long-time power-chapter, no event since 2015. Tom has been discussing a "Bash" style event with this team, either for November, before gun-deer (Ducks Before Bucks?), or August, their traditional dinner timing, which is crowded... No 2018 budget plan.
- **State Calling Contest/Cabela's Waterfowl Weekend/Decoy Carving Contest & Exhibition (DCCE):** August 10-12 Major changes for 2018, as the DCCE joins this event, on Fri/Sat, with calling on Sunday. There is a regular conference call for the steering committee members.
- **Midwest Shooter Supply Fall Fest:** Opportunity: West Bend and West Allis did terrific on class A's at this event in 2015, but we've not been back, since. Should be 8/11 & 8/18, days staff (and several volunteers) were already working at Wern for the State Shoot. Not budgeted for 2018.
- **State Shoot:** Date venue confirmed for 8/18/18, at Wern, by Don, in early February. Ian, one of our "mega-shooters" is taking Chair role for this event?

- **Midland Wings/West Bend:** Event ran 8/24/17. Attendance/net both down. Made super goal with Calendars. Reporting complete. Event should be 8/23/18.
- **Hunter's Eve Bash 4:** 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 moves to the Fox Valley, to Waverly Beach Bar & Grille, on Lake Winnebago, where we'll draw the Bergstrom truck raffle, in addition to the Series vault, and other goodies, on 8/30!**
- **Sheboygan:** Event ran 9/9/17 at Saxon Homestead Farm. 11 pre-registered ended up with 30 participants. Net \$330 vs. budget of \$1500. Need to find a way to recruit a chapter of long-tail duck hunters for this area, that John could mentor! Reporting complete. Not budgeted for 2018. Had a company make an AWA inquiry for the Sheboygan area this past week...
- **West Allis:** Event planned for 9/13/18. Reporting must improve for this year...
- **Madison:** Event ran 9/18/17. This dinner banquet will not be allowed to return again for 2018, after 2 years of increasing losses. There has been some discussion of a "Bash" type event, hosted at the Oaks GC, or another less expensive venue, as a possible replacement for this team...
- **Racine/Kenosha-South Shore:** Last event was 2015. Lack of leadership, and relocations sank this chapter team. Recently, a possible new leader was engaged by Don, attended the Annual Meeting, will be meeting with Tom at the Milwaukee Sport Show. A key area for growth for 2018. No budget plan for 2018. Kelcy reports our former BOD treasurer, and member of this chapter, says they're coming back this year, as of February...
- **Oshkosh:** No event here since 2013. A key area for recruiting/rebuilding in 2018. 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. Tom is considering a "bash" style event to restart things here. No budget plan for 2018. We may work a February 2019 sport show here, to boost a team, as we did in Wausau.
- **Rock County:** A small event for several years, no event since 2014. 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. 11/29/18 would be their typical (recent) date?
- **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. Net was \$4600, exclusive of Calendar sales (many). Reporting complete. Waukesha Chapter to take over? Thursday,12/6/18. Venue secured.

### **Conservation Calendar:**

Calendar sales from 8/8-2/14 were nearly 4276 units. Need to set aside 700-900 pieces for Kelcy out of our working inventory for next year. Should have the advertising sold out, with the final unit going to Don's mechanic shop, last week. (first time ever?) Discussions Tom and I have had to date for 2019: 5000 print run, 4500 max sales, 1 in 12 odds, 10<sup>th</sup> anniversary edition, only 12 mathews, 6 parkers, likely no cabelas's donated prizes, (have made an appeal to Scheel's, here) possible cash sponsor for a "theme day" in Rob K.?, more CC handguns, etc...

## **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 – date is tentatively held for Bruce, by the venue...**

### **DNR Invasive species boot-cleaning station efforts:**

During fall of 2015, WWA sourced, built, delivered and installed 3 stations around Big Muskego Lake, 1 station at Horicon, 2 stations in Waukesha County at public properties, 1 station at Shawano Lake, 1 station at Abrams-north, 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. I've recently made contact with the Schrusser people (made in WI), to see if they'll offer us units for a 12 unit expansion of this project, and possibly join us as a State Sponsor {deal pending}.

### **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. Recently, I received an appeal to support this event for 2018. I believe we may, at the \$500 level.

### 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 was able to do some project work in February, (see invoice/report) with the very cold weather early in the month, and has provided some posting for FB, from his travels.
- During October, Peter submitted a “small NAWCA” grant, with partners, for about \$90K. This grant has been approved. About \$60K of this would be for WWA work, the balance for partners.
- If you watch our FB group, you’ll see pictures from the project 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. More to come on this. Their work date was Saturday, March 10<sup>th</sup>, down in SC. Then, the truck driver had a stroke, preventing the deliver which was to take place on Monday the 12<sup>th</sup>, at Maribel Sportsman’s Club. We’ll see when the new date is, hopefully soon. I’m coordinating with Life Member Erich Pitz, regarding potential storage assistance for these, as well.

### Legislation/Regulation:

- Wetland bill: awaiting the Governor’s signature on AB547/SB600 -the flawed wetland bill. Some concerns cropped up last week regarding a line-item veto, so more visits were made by partner’s lobby staff, to help ensure that won’t be happening.
- Deputy Secretary Kurt Theide has resigned his position, effective 2/16, to join Kathy Stepp at EPA in Chicago...
- We’ll be actively supporting the “Sportsmen for Wetlands” campaign that is the mast head for the coalition of groups that came together to work against AB547/SB600, decals available at all upcoming events, etc...
- WWA pushed the migratory committee to include the possibility of a second split in the south zone, to occur after the close of duck hunting, so that goose hunting could reopen 13 days later, and run through to January 3<sup>rd</sup>, the same as the river zone, over the objections of some DNR staff, who wanted to “study it” further. (I’d asked for the same consideration, 4-5 seasons ago, when we were allowed additional days of goose hunting for the first time) This is a great “R3” opportunity, where ten’s of thousands of students, from elementary to college level have 2-6 weeks off, to have a chance to hunt geese now.

### Key BOD Decisions/Opportunities:

- Any other board directors want truck raffle tickets? Wish to assist with the Spring Shoot?
- **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?
- Realign board/chapter liaison assignments?