



## **Executive Director's Update for March: 4/14/18**

### **Finance:**

Total cash as of **3/31/18**, was approximately **\$159,323**, about \$18,000 below budget, but about \$16K above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$42,933**, up from last month, and still a significant \$46K less than budget, but about \$12K more than what we had last year, at the same time. Comfort level for this account (unrestricted funds) would be more than \$85K for this month...

Accounts payable is approximately \$59,730, down slightly again from last month. This is nearly all owed to HRP, our project partner. Peter & Kelcy will be applying for the "carryover" Duck Stamp funds, as enough projects got done this winter. (Peter had hoped to have this done on 4/12, but now it'll be next week...)

Kelcy's month-end financials posting comments, 4/9/18: *"I'm still waiting on event invoices from Tom to enter into our books for Fox River/Berlin and Fox Valley/Appleton so accounts receivable is off and our GGBCF March statement is not yet available... As always, banquet nets spreadsheet shows income received as of March month end to date..."*

Chapter bank accounts currently hold **\$75,147**. This is about \$19,000 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 third month of the year was about \$3K worse than budget, with us short the \$6K in planned sponsorship revenue from Nutro. This is figured off incomplete reporting, as Kelcy mentions above...

Inventory update: In March, we received our sponsor spiff Browning knives, and \$50 membership spiffs, ordered back in September. Just re-ordered items through Joe Gonyo and Boyt harness, last week. We also just received larger re-orders of the extremely popular camo/brown waxed look "hybrid" cap, and the olive/mesh trucker cap, placed back in early January through Paramount Apparel (import program).

#### ▪ **Sponsors update:**

I've confirmed with Rob a meeting with Sherpers, to pick up product/certificates for both as a state sponsor and golf outing sponsor, likely this week with NRB travels...

Reached out to LongLeaf Camo, via Joe Gonyo, on 1/15, and week 1 of Feb, regarding renewal, no update yet...

I've had an initial "text" conversation with Scott from DyeSport, over the Easter holiday weekend, will follow up with him this week on the prospect of bringing new apparel into our lineup, and possibly some table covers donated, as well...

We've removed the Nutro listing from our sponsors lineup. We should determine a dogfood manufacturer to pursue regarding sponsorship, does anyone have an industry contact, etc?

### **Prospecting:**

I spoke to the president of "49Signs", about 9 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 9<sup>th</sup> of March, and the 3<sup>rd</sup> of April – he stated they'd had some "HR" issues, and he still hoped to be partnering with us soon....

After their CEO reached out to me via LinkedIN, I wrote an appeal to Montana Campfire LLC, detailing out an example of how they could become a state sponsor with their innovative fire-starting materials, last week... no reply yet.

I also wrote a state sponsorship appeal to the proprietor of Shaggy Dog Marinades, from Janesville, WI., something I'd not done for about 7 years. About 10 years ago I got his products into all the GM stores, along with a work partner... no reply yet.

We did get a renewed conservation price listing from BeaverTail/DOA, and intend to make a small order, I'll travel to MN to pick it up, likely in mid-July...

Next up are contacts to Rio ammunition, and Hevi-Shot, from inquiries that Rob M in January, and to Chewy.com, that Chris made last month... Also working with a small craft vendor near Wausau, to build some custom wall-boats, with WWA customization...

I participated in a dinner meeting with Russ, making initial introduction to a GB-area business owner, an active outdoorsperson, I described our works across the state & our specific efforts at the Abrams long-term project, as well as our various funding mechanisms, including the endowment program....

### **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 2/24. Tom had a wrap meeting on 3/16/18. This group, which had lost several members, now has a couple new ones, and a plan in place for 2019... No reporting yet.
- **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 ran 3/10. Hotel Mead in Wisconsin Rapids. 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.
- **Green Bay:** Event ran 3/15/18. Strong support in donated product/prizes again. Reporting complete. Attendance down again, spending per person, up.
- **Berlin/Fox River Chapter:** Event ran 3/17, after a 1-year hiatus. Very smooth, no issues following the "chair explosion" of 2016. Event moves back to January 26<sup>th</sup>, for 2019. No reporting yet.
- **Appleton/Fox Valley:** Event ran 3/29/18. Attendance down slightly. Group plans to move to February 28<sup>th</sup>, for 2019. No reporting yet.
- **Chilton/Between the Lakes:** Event ran 4/7/18 with a sell-out. No FB advertising, due to that.
- **Madison Area Shoot:** Event cancel for 4/14/18, on 4/12. Extensive FB advertising campaign out. 9 pre-registrants (double last year) all refunded. Unclear if rescheduling will occur...
- **Waukesha County:** Event slated for 4/19/18. Class A's rolling. 90% sold out, as of 4/3/18. Challenge of 3 events: 4/19, 4/21, 4/23...
- **Jefferson/Twin Rivers:** Event slated for 4/21/18. New venue, new co-chairs. Class A sold out, Second one rolling. FB advertising to go up now. 3 event challenge: 4/19, 4/21, 4/23
- **Eau Claire/Chippewa Valley:** No team in this area since 2011. Key area for recruiting/rebuilding in 2018. No event planned for 2017. Had 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. Class A being offered. FB advertising to go up now. We're also inviting potential LaCrosse team members to attend this event...
- **South Milwaukee/South Suburban:** Event slated for 4/23/18, earlier than expected. Challenging, as Tom has huge event 4/19, and large event 4/21, and it's my turkey hunting week. Any local board directors who can assist with facilitating these events, and the "pack up", re-load, etc, would be much appreciated.
- **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, and have finalized the event plan/layout, as of 4/6. Will begin promotion in earnest, this week.

- **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. FB “event” is completed, ran advertising for the 4 days of the Masters tournament...
- **Madison Scramble:** Event set for 6/19/18. This event is crying out for a Presenting Sponsor (\$1500 cash). FB “event” is completed, ran advertising for the 4 days of the Masters tournament. Contract just confirmed, updated menu planned following 2 yrs of concerns.
- **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... No further update, yet.
- **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... I’ll have the 1<sup>st</sup> draft of this event completed this week, modeled off last year’s summer shoot, last year’s abrams shoot, and the just completed work for the spring shoot....
- **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. FB “event completed. New event sponsor received from the FB advertising that ran the 4 days of the Masters tournament. Met with host last week, ordered 2018 logo-balls, etc.
- **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 did WDNR chain saw training on 3/31/18. **This team turned in 499 Calendar stubs!** They also have the largest concentration of truck raffle tickets...
- **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? Will begin working on a mailer postcard for this, the Waukesha, and Ozaukee Shoots, asap...
- **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.
- **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 a 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. 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. We’ve got several new guys itching to get things going now! A couple may join us at Baraboo, and then hopefully Tom can get a meeting together in early May. 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, and assisted with the Fox River event.
- **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 has seen much progress in the last 5 weeks. Gun selections are complete, 12 mathews, 6 parkers. Scheels secured for 12 call/cap prizes, filling in the Cabela's spot from last year. They'll also offer 10% off any gift card purchases for prizes. 5500 to be printed, 5000 max sales. Images being reworked, after some of the first selections were too "digitized" after being blown up. We should plan to set aside 1000 of the 5500 to Kelcy/home office, given this expanded inventory. Ads all sold out, only 2 remain yet to be paid, cash, at least one to be paid yet, in certificates. 2018 Calendar sales from 8/8-2/14 were nearly 4276 units.

### **Truck Raffle:**

Kelcy has received 50 stubs sent in from Russ, and about 25 stubs sold on-line... as of 4/12/18. Just 2425 to go...!

## **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:**

**All trainers must attend a refresher course this year.** 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?**

### **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 a 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 secured 12 Scrushers from the mft at nominal cost for an expansion of this project, and have another source of funds for the signage necessary, as well. I hope to have these ready for assembly, yet this summer.

### **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 11/1/17: we'll have another large group in Duck School for 2018, Chief Warden tells me it will be 9/28, as of 4/11/18...

### **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:**

- 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. We've received 90 of these tubes, and as of 3/26, I've distro'd 25 to Mike A., 8 to Mike D., for AWA's, and 8 to Rob M. for around Horicon. Peter will need some, and a half dozen to Abrams. No other inquiries came from our newsletter, and I'll need to get the remainder out of my personal trailer, soon.
- Peter & Kelcy will submit Duck Stamp reimbursement for carry-over funding, this next week...

## **Legislation/Regulation:**

- Out of session now, which should reduce the amount of potential problems, until January!
- 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.
- 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:**

n/a at this time