



Executive Director's Update for April: 5/8/18

Finance:

Total cash as of **4/30/18**, was approximately **\$182,163**, about \$16,000 below budget, but about **\$58K** above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$34,629**, down from last month, and still a significant \$78K less than budget, and about \$3500 less than what we had last year, at the same time. Comfort level for this account (unrestricted funds) would be more than \$100K for this month...

Accounts payable is approximately \$53,032, down slightly again from last month. This is nearly all owed to HRP, our project partner. Peter & Kelcy have applied for the "carryover" Duck Stamp funds, as enough projects got done this winter. I expect we may have these funds yet this month, to pay down a good chunk of this debt to our partner.

Kelcy's month-end financials posting comments, 5/7/18: *"...I received Chilton's paperwork today so while it shows complete on the banquet nets spreadsheet it is not reflected yet in the financials. Tom says he has Northern Wetlands paperwork done but I have not received it yet..."*

Chapter bank accounts currently hold recent-record amount: **\$102,268**. This is about \$45,000 more than last year, at the same time, and reflects the series of strong events completed over the last three weeks, following the Easter holiday week. Once these events are completed (paperwork), we'll see these funds applied to our unrestricted funds {see above reference}. (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 April, we added mostly specialty hot buys for the golf outing events, including kayak inventory at cost from Sherpers, and a couple of small green kayaks for use at future events, as needed. No significant orders from other vendors this month.

▪ **Sponsors update:**

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, as I get time, on the prospect of bringing new apparel into our lineup, and possibly some table covers donated, as well...

Prospecting:

I spoke to the president of "49Signs", about 14 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 of March, and the 3rd of April – he stated they’d had some “HR” issues, and he still hoped to be partnering with us soon....

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, Tom states it is complete, needs to be given to Kelcy.
- 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 26th, for 2019. No reporting yet.
- **Appleton/Fox Valley:** Event ran 3/29/18. Attendance down slightly. Group plans to move to February 28th, for 2019. No reporting yet.
- **Chilton/Between the Lakes:** Event ran 4/7/18 with a sell-out. Reporting just received.
- **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.
- **Waukesha County:** Event ran 4/19/18. Another strong event this year.
- **Jefferson/Twin Rivers:** Event ran 4/21/18. Team was very happy with venue/results.
- **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:** Event ran 4/28/18. Tom reports solid results.
- **South Milwaukee/South Suburban:** Event ran 4/23/18. Tom reports solid results.

- **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:** Event set for 5/14. Extensive FB promo period just concluded.
- **SE Wisconsin Scramble, Presented by Cardinal Fabricating:** Event slated for May 22nd, 2018. Second round of FB advertising just completed. 11 foursomes signed, as of the 8th. Concerned that perhaps new tax law may be hurting these events?
- **Madison Scramble:** Event set for 6/19/18. This event is crying out for a Presenting Sponsor (\$1500 cash). Second round of FB advertising just concluded. No foursomes signed yet, just made inquiry with Rob Roth, to see if he has had any feedback from his golfers...
- **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... I have a promo post card being built for this & the other two SE WI shoots, to go out at month's end... Tom had planning mtg last week.
- **Ozaukee Shoot:** This event will move to a single day, and later in the year: Sunday, July 15th, 2018. Need volunteers for this event, and a presenting sponsor! See postcard note above.
- **Abrams Shoot, Presented by NEW Wall Street:** This event will move time & venue, to J&H, on Saturday, July 21st, 2018... 1st draft of this event was distributed on 4/10.
- **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, Robinson Metals, received from the FB advertising that ran the 4 days of the Masters tournament. Scheels, a former event sponsor is now down to a double hole sponsor (\$950+ in 2015, down to \$200 in 2018).
- **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 selling. Largest team participation in the truck raffle.
- **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? See previous note on postcard draft...
- **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, Tom reports similar this month, but I've not seen firm meeting plan yet...
- **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. Update: **Planning meeting is set for Wednesday, May 9th, 6pm this week, with the "FB team"...**
- **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 1st draft came out about 2 weeks ago. 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. 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.

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 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 11/1/17: 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. Although we did receive a request for 2018, we did not participate this year.

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 10th, down in SC. We've received 90 of these tubes, and as of 5/3, I've distro'd 25 to Mike A., 8 to Mike D., for AWA's, and 8 to Rob M. for around Horicon, 12 to Peter, 4 to John Reagan, 6 to 2D Farm, and still have about 20 in my trailer with some planned for Abrams. No other inquiries came from our newsletter, and I'll need to get the remainder out of my personal trailer, soon.
- Peter & Kelcy submitted Duck Stamp reimbursement for carry-over funding, two weeks ago.
- Peter sourced improved water-control-structures for the culverts at Abrams, about 10 days ago, and delivered them on the 2nd. I have the wood for the boards, just need to customize them. Will require equipment to make the install, in the near future...

Legislation/Regulation:

- Out of session now, which should reduce the amount of potential problems, until January!
- 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...
- I met with our S4W partners on 5/1 in Madison, where we discussed the future plans for this coalition, including educating leaders/decisionmakers on the importance of wetland policy.
- May 2nd, participated in the Congressional Sportsmen's Caucus sporting clays shoot at Waunakee Gun Club, followed by a 2019 strategy session, attended by all the major participants in public sporting policy, (DU, NWTF, TU, Gather Waters, WWF, Con Congress, WI Wetlands, PF, etc.)

Key BOD Decisions/Opportunities:

n/a at this time