



Executive Director's Update for May: 6/12/18

Finance:

Total cash as of **5/31/18**, was approximately **\$121,548**, about \$38,000 below budget, but about **\$20K** above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$45,263**, up from last month, and still a significant \$55K less than budget, but about \$5500 more than what we had last year, at the same time. Comfort level for this account (unrestricted funds) would be more than \$110K for this month...

Accounts payable is approximately \$28,599, paid down significantly from last month. This remainder is still nearly all owed to HRP, our project partner. We are below budget on this line item again.

Kelcy's month-end financials posting comments, 6/7/18: *"...We're still awaiting final paperwork from Northern Wetlands and Fox River which is messing with our budget versus actual #'s, nets spreadsheet is attached as well..."*

Chapter bank accounts currently hold recent-record amount: **\$35,816**, about at budget for the period. (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 is currently approximately \$21K, on paper, but this is inaccurate, due to the reporting delays as previously reported. We're actually doing much better than what our reporting currently shows. I've directed Tom again, on 6/7 via email, and 6/11 via conf. call, to have the two grossly delayed event reporting turned in to Kelcy by Thursday 6/14, and have reached out to Pat (treasurer) on Twin Rivers, as of the 12th, as well.

Inventory update: In May, only as-needed event supplies were purchased. No significant orders from other vendors during the month. A new order was just generated for smalls from Rivers Edge, this week.

- **Sponsors update:**

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

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:

Spoke with one of the two owners of Ame High Log Crafts, regarding custom logo fire-pokers, and sent over our logo package so they could get us a reduced-cost quote... (amehighlogcrafts.com)

I spoke to the president of “49Signs”, about 16 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... **Tom needs to get inventory reporting to Kelcy, so this event can be finalized.**
- 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, made super goal.** 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. **Tom needs to get inventory reporting to Kelcy, so this event can be finalized.**
- **Appleton/Fox Valley:** Event ran 3/29/18. Attendance down slightly. Group plans to move to February 28th, for 2019. **Reporting complete, missed goal.**
- **Chilton/Between the Lakes:** Event ran 4/7/18 with a sell-out. **Reporting complete, missed goal.**
- **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. **Reporting complete, exceeded super goal.**
- **Jefferson/Twin Rivers:** Event ran 4/21/18. Team was very happy with venue/results. **Reporting not complete.**

- **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. Made \$9K, unbudgeted. **Reporting complete, more \$ may trickle in.**
- **South Milwaukee/South Suburban:** Event ran 4/23/18. Tom reports solid results. **Reporting not complete.**
- **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 ran 5/14. Limited participation. Enthusiastic host site. **Don turned in all to Tom, reporting not complete?**
- **SE Wisconsin Scramble, Presented by Cardinal Fabricating:** Event ran May 22nd. Despite lower attendance, record earnings resulted. Missed super goal by \$73. **Reporting complete.**
- **Madison Scramble:** Event set for 6/19/18. This event is crying out for a Presenting Sponsor (\$1500 cash). Forth round of FB advertising just concluded, last minute blast added. Just 8 foursomes signed yet, pushing Rob Roth, to see if we can shake out any more participation...
- **Waukesha Shoot:** Event slated for 6/24/18 this year, Sunday only. A promo post card was sent to more than 2K households, right after Memorial Day, supporting this and the final 2 SE WI shoots...
- **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... Shoot plans completed in early May, poster moved to the venue, FB advertising to begin, shortly.
- **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). Several short rounds of FB advertising have run, state-wide invite went out on 6/12.
- **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, although they report that sales are extremely difficult to find! This team is supporting a retriever training event in week 4 of June, to earn \$700 for their event!
- **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:** Will occur on 8/18/18, at Wern. Ian, long-time participant, is our new Chair. See previous note on postcard mailing. Reached out to Lasers team on 5/30 and 6/11, regarding pullers...
- **Midland Wings/West Bend:** Event set for 8/23/18. Tom was working on flier, as of last week, with Al. Attendance was down last year, need to work to find improvement?
- **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, IF THIS RAFFLE MEETS ITS MINIMUM, 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. 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 had been some discussion of a “Bash” type event, hosted at a less expensive venue, as a possible replacement, but I’ve counseled Tom against even that, given the lack of communication from this team, prior to the golf outing...
- **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.
- **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! No budget plan for 2018. We may work a February 2019 sport show here, to boost a team, as we did in Wausau. Tom reports this team wants to run a banquet event on 3/30/18.
- **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 is completed, and at the printer. I currently anticipate working on distribution on my return from vacation on 7/9/18. 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, perhaps for the first time ever?

Truck Raffle:

Kelcy has less than 200 stubs in/paid, so far. We need to be above 700 stubs to reduce our loss to less than \$2K, 900 to break even. I'm seeing discussion between Wausau team members, via FB, on how difficult they are to sell. I had several unpleasant discussions with FB users, during my vacation, who received the FB advertisement I put in place, prior to Father's Day, to support the effort. Far more negativity than I would've ever guessed!

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... **No plan currently 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. (7/13/17) Update: I've not been contacted yet this year, regarding this class, so perhaps it has fallen by the wayside?

Restoration/Projects:

- I've had a surprising amount of late wood duck structure interest this year. My son and I delivered 18 kits and 6 houses to Phillips in mid-May (on a personal trip), and I've sold another 11 houses over the past 4 weeks, including today's sale again.
- Peter delivered improved water-control-structures for the culverts at Abrams, in early May, and I built tongue-and-groove boards for them, mid-month. Now, we're waiting dredging permits to install them (updated this morning) which will cause us to miss the very low water conditions currently out there. We may also be losing our carp removal partner...
- We've missed a build cycle for the Blackwell corrections facility, and so need to find a new means to get the remaining 2 blinds built for the Abrams property, since our NEW Deer Alliance partners seem unable to organize themselves to finish out the project...
- I still need to get a large project sign installed at a farm out near Zittau, I wasn't able to get it done during the "soft time" in May...

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:

I'm sure Tom would welcome Director participation/assistance at both the Waukesha SC shoot on Sunday the 24th, and Ozaukee on Sunday the 15th...

The Wausau Chapter team could use help in getting to its minimum 12 participants for Saturday 6/23 and Sunday 6/24, for a retriever testing program, where they're working as shooter's/dead bird holders. I can get you in touch with their leadership (as can Patrice), if interested... They could also use BOD support for their 3rd dinner on Saturday 8/4. I have family commitments that day, and cannot assist...

Finally, it is my sad duty to share with you the news Joe Porten shared with me, yesterday afternoon: he has been diagnosed with a large, inoperable brain tumor, and has been given approximately 3 months to live by his doctors. Joe feels very badly about not being more forthcoming with all of you about his abrupt resignation a couple months ago, and wanted me to share these messages with the board members & staff:

- ~ He deeply believes in the mission & works of WWA, and was immensely proud to serve with the board
- ~ He is most sorry he won't be able to continue on, as he was very excited about the DCCE & several other on-going efforts to build WWA for the future....
- ~ His condition has already robbed him of his ability to read & write; it was confusion during a WWA conference call, where he was unable to follow the conversations, when he realized something was really gravely wrong, despite previous health issues last fall and earlier this winter. This realization forced a number of immediate changes, including his quick resignation, from ours, and numerous other volunteer commitments. I wasn't at liberty to share these issues earlier, but now, Joe asked me to "fill you all in", so you could understand his frame of mind, at the time.

Joe is retired now and was in a very positive mood during our call. He seems at peace with his fate, and his faith is leading him on. I will also share this message on our call Monday night, as I did with our DCCE committee members, last night.