



## **Executive Director's Update for June: 7/10/18**

### **Finance:**

Total cash as of **6/30/18**, was approximately **\$102,740**, about \$26,000 below budget, but about **\$28K** above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$23,273**, down \$20K from last month, and a significant \$65K less than budget, and about \$12,500 less than what we had last year, at the same time. This category of funds is directly impacted by the funds currently sitting in chapter accounts. Comfort level for this account (unrestricted funds) would be more than \$110K for this month...

Accounts payable is approximately \$29,303, essentially unchanged 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, 7/9/18: *"...we're still waiting on some overdue events with Fox River, Twin Rivers/Jefferson and South Suburban needing to pay state invoices, turn in final checks (all have significant chapter account balances as you can see on the BS) and final paperwork..."*

Chapter bank accounts currently hold recent-record amount: **\$42,822**, about \$25,000 over 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 **(\$7.8K)**, 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 7/11 in person, as Kelcy did last week via e-mail while I was out, to get the grossly delayed event reporting turned in for Fox River, Twin Rivers, South Suburban, and Baraboo (check), plus Madison (check) so we can access those funds (in excess of \$21,000).

Inventory update: In June, supplies of layout blinds (5), floating goose decoys, and steel shot ammo were purchased, when significant discounts were available from Cabela's or Rodgers. Additionally, supplies for the two events hosted in the month were added. No significant orders from other vendors during the month.

#### ▪ **Sponsors update:**

Received a LongLeaf Camo order inquiry, via Joe Gonyo, on 6/17, regarding a renewal order, 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 again 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... Placed an

order request for 8 of these to sample, discounted price (\$25) was higher than goal (\$20) (amehighlogcrafts.com)

I spoke to the president of “49Signs”, about 20 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....

## **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... **Reporting complete.**
- 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.
- 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 26<sup>th</sup>, for 2019. **Still awaiting final check, etc.**
- **Appleton/Fox Valley:** Event ran 3/29/18. Attendance down slightly. Group plans to move to February 28<sup>th</sup>, 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, still awaiting final check, etc.**
- **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, same day, reporting not complete?**
- **SE Wisconsin Scramble, Presented by Cardinal Fabricating:** Event ran May 22<sup>nd</sup>. Despite lower attendance, record earnings resulted. Missed super goal by \$73. **Reporting complete.**
- **Madison Scramble:** Event set for 6/19/18. We had 39 golfers. Will not make money at this event, although the local chapter should clear more than \$1K with their class A pre-event... **Reporting complete, still awaiting final check from class A from chapter, etc.**
- **Waukesha Shoot:** Event ran 6/24/18. No further update.
- **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! See postcard note above. A third round of aggressive FB advertising began again on 7/9...
- **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 renewed again, on 7/9. Final planning meeting occurred, 7/9.
- **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, FB advertising was renewed on 7/9.
- **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 supported a retriever training event in week 4 of June, to earn \$700, which they'll likely place into a fund to support their AWA area, as we've done for the others. Next mtg 7/16.
- **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... They are assisting with the Ozaukee Shoot event. 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 Lazars team on 5/30 and 6/11, regarding pullers...
- **Midland Wings/West Bend:** Event set for 8/23/18. Tom was working on flier, in June, with Al. Attendance was down last year, need to work to find improvement?
- **Hunter's Eve Bash 4:** Event set for 8/30. **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.** Promotion will begin, in earnest, for the event as a whole, not just the truck raffle, shortly. Need to assemble a helper team for this event, as well.
- **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 Tom's storage unit. Distribution will begin in earnest, on 7/11. 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 257 stubs in/paid, so far. We need to be above 700 stubs to reduce our loss to less than \$2K, 900 to break even. Far more negativity than I would've ever guessed, on the lease-issue!

## 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, is tentatively slated for 10/12-13/18.

### 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 mfg 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 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:**

After eight years, we were not contacted to present to a continuing education class on conservation in Wisconsin. (Last edition: 7/13/17)

## **Restoration/Projects:**

- I've had a surprising amount of late wood duck structure interest this year. I delivered another 6 nest tubes, and 10 wdh kits, in mid-June to a property owner west of Oshkosh...
- 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. We've now had a determination that the carp were frozen out, so there's no need to poison the pond. I'll be contacting our grant partners, to see if we can adjust the scope of our application, to have them cover improved water control structures...
- We've located a new partner to get the remaining 2 blinds built for the Abrams property, the same builder our former partners used, when they contacted the blinds already installed...
- 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, nor during the hot weather in June...

## **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...

## **Key BOD Decisions/Opportunities:**

We would welcome director participation/assistance at both the Ozaukee SC Shoot on Sunday the 15<sup>th</sup>, and the Abrams SC Shoot on Saturday the 21<sup>st</sup>...

Wausau team could also use BOD support for their 3<sup>rd</sup> dinner on Saturday 8/4. I have family commitments that day, and cannot assist...

2 applicants for appointment to open directors seats: Marty & Dennis (see Rob & Bruce...)

Let Don know your availability for Waterfowl Weekend: 8/10, 8/11, 8/12...