



Executive Director's Update for July: 8/7/18

Finance:

Total cash as of **7/31/18**, was approximately **\$97,357**, above budget, and about **\$33K** above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$40,104**, up a bit from last month, and not far off budget, and about \$11K more 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 \$75K for this month...

Accounts payable is approximately \$37,240, up about \$8K from last month. This remainder is still nearly all owed to HRP, our project partner. We are above budget on this line item again, although still \$15K below last year, at the same time.

Kelcy's month-end financials posting comments, 8/7/18: *"...while we were able to get final check transfers for two of our outstanding events (Fox River & South Suburban) to help with cash flow, we do not yet have final paperwork from them and a few other events so banquet #'s are still looking a bit off from budget. Let me know if you have any other questions...."*

Chapter bank accounts currently hold: **\$23,984**, about \$9K over budget for the period, but down \$19K from last month, due to transfers we made out of chapter accounts, despite not having their finalized paperwork completed (Tom assures their final bills are paid in full). *(we seek to minimize chapter accounts, to maximize working capital – the ready-to-spend funding referenced above).*

Endowment fund: our Greater Green Bay Community Foundation agency account now holds more than \$28,200...

Net income year to date: our net loss is currently approximately **(\$12.4K)**, on paper, but this is inaccurate, due to the reporting delays as previously reported. We're actually doing better than what our reporting currently shows. Despite numerous requests to Tom from Kelcy and I, we're still waiting to get the grossly delayed event reporting turned in for Fox River, Twin Rivers, South Suburban, Spring Shoot, Waukesha Shoot & the more recent Ozaukee Shoot, so we can access those funds, and close out the events (and state raffle reporting).

Inventory update: In July, we received an order of smalls from Rivers Edge, and purchased small amounts of items directly for upcoming events (ie: freezer food for golf). We also received an order of Browning gun cases from a SHOT show order, to be used in a direct appeal, closer to opening day. No significant orders from other vendors made during the month.

Sponsors update:

Received a LongLeaf Camo order inquiry, via Joe Gonyo, on 6/17, regarding a renewal order, he said he expects to receive it yet, during our update on 7/25...

Had an initial conversation with NEW-GB folks on 7/25, regarding them renewing for a 3rd year as double sponsors of shooting events- positive response...

Prospecting:

Made an inquiry of Northwoods Brewing (utilizing a family connection to one of the owners) regarding a custom 35th anniversary canned beer run, including a potential sponsorship discount... (for review)

Have been unable to get Rick Alsen to answer inquiries regarding duck decoy in-stocks from Beavertail, Inc., had hoped to place a discounted order for pick up in July...

Received an inquiry from the media consultants to OnX Maps, regarding sponsorship opportunities. I forwarded them a complete program of our opportunities, which they've acknowledged.

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.
- **Rhinelander/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 26th, for 2019. **Still awaiting final check, etc. Treasurer playing e-mail tag with Kelcy, as of 8/6/18...**
- **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, meeting set for 8/13/18...**
- **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. Made \$9K, unbudgeted. **Reporting complete.**
- **South Milwaukee/South Suburban:** Event ran 4/23/18. Funds transferred. **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 2018 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, **final check not submitted yet?**
- **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. We had 39 golfers. Made \$850 at this event, although the local chapter had a class A pre-event that brought in another \$1200... **Reporting complete.**
- **Waukesha Shoot:** Event ran 6/24/18. No further update, now growing late. No reporting from Tom.
- **Ozaukee Shoot:** Event ran July 15th, had essentially as many participants in one day, as had been had in 2 days in previous years. Tom event, no reporting yet.
- **Abrams Shoot, Presented by NEW Wall Street:** Event ran July 21st, with rain in GB & Appleton, with less than 40 participants. **Reporting complete.**
- **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 ran 7/25, with fewer foursomes than recent years, but with great presenting sponsor support, made super goal. **Reporting complete.**
- **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 ran 8/4. Team reports a positive outcome, via their FB group activity.

- **Cedar Creek/Mequon:** Long-time power-chapter, no event since 2015. Tom has been discussing a “Bash” style event with this team. They assist with the Ozaukee Shoot event. Two former chapter leaders now on the state board. 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. Will be 8/17 & 8/18, days staff (and several volunteers) were already working at Wern for the State Shoot. This year they’ve added a “meat” calling contest, for significant prize awards. Not a budgeted event 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. Confirmed the Lasers team again on 7/11, regarding pullers...
- **Midland Wings/West Bend:** Event set for 8/23/18. Tom working on prep with Al. Treasurer grievously injured in a July accident. Pat Smith to assist with treasurer’s duties? 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.** 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. I passed Calendars to the former chair, for him and a key seller, early in the month. No budget plan for 2018.
- **La Crosse:** A classic WWA community, a new team held small events in 2011, 2012, and 2013. 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. New chair has also taken an interim board appointment...
- **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. 11/29/18 would be their typical (recent) date, have heard no discussion yet...

- **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? They are running a class A to be drawn at the event, Thursday,12/6/18. Venue secured.

Conservation Calendar:

Calendar is out, with a few "mail" sellers yet to be contacted. 5500 to be printed, 5000 max sales. We set aside 1000 of the 5500 to Kelcy/home office. Will begin to promote it, in earnest, in the 8/31 e-news...

Truck Raffle:

Kelcy has about 325 stubs in/paid, so far, plus another 25+ I've mailed to her, and 10 I've been asked to pick up. We need to be above 700 stubs to reduce our loss to less than \$2K, 900 to break even. We pushed the due date to the 13th, for seller's to get theirs in for the drawing... 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 a few remaining LTH waterfowl events in the state. (Mead WA, Horicon Marsh, & GB Duckhunters events are known) 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 an order of signs being built, using funding from another partner! Will be sourcing lumber, following the Waterfowl Weekend, to start building frames, for assembly, yet this month.

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 tells me it will be 9/28, as of 4/11/18... Bruce is not available, Patrice is recovering from injury, is there someone who wishes to join me in this effort?

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:

- Peter has been making progress on projects, with the drier weather finally here...
- 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. Our grant partners, approved an adjustment to the scope of our application, to have them cover improved water control structures, so we're ready to keep moving forward on this issue...
- 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... (see recent MOU in the monthly "package")
- The group working on alternate funding sources, lead by WCC Chair Bonde, is meeting again on the 21st – we have reason to believe the governor will support our targeted efforts, among the 14 organizations supporting the efforts...
- Support for Stewardship reauthorization: next conference call, for targeting legislators for outreach, is tomorrow...

- FYI: we received word from the Division of Gaming that they will not pursue us for the failed 2014 State Hunt – twice canceled on short notice by the winner – that the vendor will now not honor...

Key BOD Decisions/Opportunities:

I need 4-5 volunteers to assist with the “Hunters’ Eve” Bash, which returns on Thursday, 8/30 – Menasha, can you help run a raffle/game?

Interested in assisting with the WDNR Warden “Duck School”, as an actor? See above...

Truck raffle: see discussion. I believe we should proceed with the raffle, despite potentially not breaking even....

35th Anniversary celebration custom beer: may sell some, more for prizes, price tag about \$4500 without any sponsor support (request pending)... what are your thoughts?

Does anyone have a connection for a 2019 State Hunt vendor? (Bruce thinks we could likely use the 2018 vendor again in 2020, if they’re willing, they’ll have a new AR operation up and running by then...)

Anyone available to assist with the State Sporting Clays Shoot at Wern Valley on 8/18? Could always use another hand... Pat Smith is helping with the West Bend event on 8/23, treasurer suffered a bad accident....

We’ll need to begin making decisions on whether to continue the Shoot Series for 2019, and how many golf outings to host, in the next 60-90 days. Some of these events have grossly underperformed, and require days of work to complete, for less than \$1200 net... how long do we wait for them to “ripen”, given the precious nature of Saturday/Sunday time for volunteers & staff alike, etc....?