



## **Executive Director's Update for August: 9/12/18**

### **Finance:**

Total cash as of **7/31/18**, was approximately **\$100,100**, about on budget, and about **\$29K** above last year, at this time. Of this total amount of cash, the unrestricted funds, which is what we can actually spend easily, was **\$47,890**, up a bit from last month, about \$10K below budget, but about \$20K 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 \$80K for this month...

Accounts payable is approximately \$41,731, up about \$4K from last month. This remainder is still nearly all owed to HRP, our project partner. We are above budget by about \$7500 on this line item again, although still \$21K below last year, at the same time.

Kelcy's month-end financials posting comments, 9/7/18: no comments this month

Chapter bank accounts currently hold: **\$21,439**, about \$7K below budget for the period, and down \$5K from the same time last year. *(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 \$28,585...

Net income year to date: our net loss is currently approximately **(\$5.1K)**, 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, 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). Next, Tom needs to clear out the Wausau and West Bend events, with those teams, before he departs for his annual North Dakota trip.

Inventory update: In August, I made several opportunity buys of decoy and blind inventory from Cabela's, as well as three orders of similar inventory from Roger's Sporting Goods. Coupled with a purchase made just today, we are close to having sufficient large hunting gear stocks to make it through the March early outreach event blitz. I also just picked up 8 custom fire-pokers from Ame-High, a Medford-based, vet-owned, enterprise, featuring a WWA marque on hand-built tools...

### **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. No further update.

Had a second conversation with NEW-GB folks on 9/10, regarding them renewing for a 3<sup>rd</sup> year as double sponsors of shooting events. One of principals said it was a "done deal", and asked me to submit

a request at Halloween, during the midst of their 2019 planning sessions. (the other principal, Chris, was our truck winner- after winning a recent State Hunt, 2 years ago, as well!)

### **Prospecting:**

Made an inquiry of Northwoods Brewing (utilizing a family connection to one of the owners) regarding a custom 35<sup>th</sup> anniversary canned beer run, including a potential sponsorship discount. No further update.

Have been unable to get Rick Alsen to answer inquiries regarding duck decoy in-stocks from Beavertail, Inc. Their local pro-staff indicate their stock is trapped in customs on a dock in San Diego.

Running a “card raffle” test with OnX Maps, at our West Allis event: they’ve provided more than \$1600 worth of product code cards, for FREE, with the promise of more to come...

### **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 26<sup>th</sup>, for 2019. **Still awaiting final reporting...**
- **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 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. 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 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. 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 very late. **No final check from Tom.**
- **Ozaukee Shoot:** Event ran July 15<sup>th</sup>, had essentially as many participants in one day, as had been had in 2 days in previous years. **Tom event, no reporting, check, 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, but Kelcy is concerned that they'll end up well below where Tom initially reported, unless something shakes out... **No reporting yet.**

- **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. This event ran well, almost despite our “sponsor assistance”. Calling contest was especially smooth, although attendance was light, again. Decoy contest suffered entries somewhat, due to overlap with Michigan contest, and was impaired by the inability to have more vendors... “Live” truck raffle did well. **Reporting complete.**
- **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:** Ran on 8/18/18, at Wern. Ian, long-time participant, is our new Chair. A record number of participants, in part due to nearly perfect weather conditions. “Live” truck raffle did well again. Sadly, waiting on check from venue, again, as last year... **Reporting not complete.**
- **Midland Wings/West Bend:** Event ran 8/23/18. No further update? **Reporting not complete.**
- **Hunter’s Eve Bash 4:** Event ran 8/30 with less than 40 non-volunteer participants, despite aggressive marketing. Great venue, but a failed event. **Reporting complete,** in early September.
- **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... No further contact from this team, since 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. Tom said in spring ‘18 he thought this team would return this year, but nothing further has come of it. I did re-introduce Tom to one new potential volunteer leader for this team at State Shoot again, that I’d been talking to, via FB. 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. Two former members of this team still sell Calendar raffles.
- **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. They are now holding monthly planning meetings, posted on FB... We may also do the LaCrosse Sport Show in February, to support this 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. 11/29/18 would be their typical (recent) date, have heard no discussion yet, Tom is working with their gun contact to finalize a list, so he can prepare their flier prior to his vacation. I forwarded the team a freezer sale price listing at Sam's, on 9/11/18...
- **WWA Holiday Bash:** Event #3, set for Delafield BrewHaus, 12/6/18. The Waukesha Chapter is now leading this event, selling a class A to be drawn at same. I forwarded them all my previous materials, late in August, handing over the reins.

### Conservation Calendar:

Calendar is out, I have only 200 pieces of backstock remaining. 5500 to be printed, 5000 max sales. We set aside 1000 of the 5500 to Kelcy/home office. Will began to promote it, in earnest, in the 8/31 e-news, could still promote more businesses that help sell the Calendar, if only we could get people to tell us where they are...

### Truck Raffle:

Winner was drawn on 8/30: he also won the 2016 State Hunt! (big sponsor, big spender) After our investment in FB advertising, and an \$1800 reduction in the price of the lease, due to current promotions, from the agreed-upon \$9500, **we'll end up netting about \$200** from this exercise. (\$14,000+ potential) After discussing it with Bruce & Tom Seibert, I am afraid that 1. Territorial limits preventing the truck from appearing "live" at most events, 2. Public negativity regarding vehicle leasing, as an "investment" (ridiculous), and 3. Limited participation in ticket selling by our Calendar raffle selling team, will all combine to make this raffle effort impossible to give a second chance to...

## 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 attended a refresher course this year.** Peter S., Randy, & Patrice ran an event at J&H, 8/25/18. Patrice also continued her 2 events/year gig at the Mead...

### 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, shortly, to start building frames, for assembly, following delays from our signage partner. Completion in week 2 of October?

#### **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.

**Patrice & I are confirmed for 9/28/18, at a new venue: Perrot State Park.**

#### **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 reports the August/September deluges may delay his work for 30 days or more, in much of the state, with active flooding still underway...
- Peter is making arrangements for spraying the cattails at the Abrams long-term project, another dividend of not having to poison the rough fish out of that project.
- Our new partner delivered 1 of the 2 blinds built for the Abrams property on August 21<sup>st</sup>, Bryan Urben & team got the ramp installed for it, and the other two "southern" blinds, the next day. A crew also updated the waterfowl blinds for another season, and Bruce did a wasp-ninja run on 9/11, so we should be pretty well set for hunters for the fall. The final blind is expected in week 2 of November...
- 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/July/August...

### **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 last monthly "package")

- The group working on alternate funding sources, lead by WCC Chair Bonde, met again on the 21<sup>st</sup> – we have reason to believe the governor will support our targeted efforts, they'll be meeting with the Gov. again on the 25<sup>th</sup>... (I've attached supporting docs for your review...)

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

**I AM ACTIVELY SEEKING A “STATE HUNT” VENDOR: 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 Lakeshore Chapter event on 11/29? This team usually has need of help for set-up, especially.

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 30-60 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....?