



# Executive Directors' Report

17 June 2019

## ○ **Organization:**

- Board re-structure continues, unevenly. Committee progress reflects summer-time distractions, early “ownership” uncertainty, Director involvement with chapter level events, limited volunteers.
- Twin Rivers chapter accounting unsat and opened ED eyes to missing controls. Work ahead.
- RD replacement timeline shifts right: 4-5 RD candidates to be interviewed this Friday (13 Sep) with potential offer shortly thereafter. Have conceptually structured compensation as being connected to fund-raising success with each candidate, but more fleshing out of that model is required.
- Revenue generation improving, expense control measures showing improvement. Shoots did much better than budgeted; this plus UTV's \$16K contribution, beginning to make finances look more balanced.

## ○ **Habitat: Creating the environment for better waterfowling experiences**

- Currently have 12 projects underway around the state—11 counties represented. Just completed partnering effort on state's first “in lieu Fee” project near Mukwonago.
- Habitat committee beginning to form: two initial priorities (1) What has WWA actually done in terms of habitat work (data)? And (2) Mike Alaimo's AWA “vision”. Slow but appropriate progress

## ○ **Advocacy: respected as responsible users of WI natural resources**

- Duck Stamp Fee Increase lives: Stand-alone measure to be introduced Tuesday at Capital with DU, WWF, WWA.
- Policy Committee beginning to coordinate various opportunities, mostly reactionary: WWF invites; DNR closed areas; Duck Stamp fee increase; DNR's Wild Rice and Lake advisory committees, etc. Opportunity to play offense with upcoming survey on season structure (working with WWF to develop and survey WI Waterfowler surveys).

## ○ **Education: Passing our waterfowling ethic to the next generation**

- There have been a couple of Education Committee meetings, committee still in the orientation phase.
- LTH schedule 18-19 Oct in GB. There might be an Appleton LTH plan developing.
- Warden Waterfowl school in Lacrosse later this month (Dennis Nelson + ?)
- Waterfowl “weekend” opportunities: New location for Carving Contest?; Growing the calling contest (date and location shift)?

## ○ **Membership/Communications: Engaging our members and Spreading the WWA word**

- Committee remains stalled. Nevertheless, there have been some comms initiatives, and a membership drive in the works.
- Comms: Several outreaches to Wisconsin-wide audiences will help with the WWA message:
  - Don Kirby's Flyway Heritage award shed some light on WWA.
  - Strong FB follower growth over past few months, but this needs more attention.
  - Just published in Badger Sportsman, and article on Duck ID
  - A radio interview of the ED by “The Big Wild”: <https://www.podcastgarden.com/login/audio-21/21747/082319podcast.mp3> . Start at minute 12.
  - And another, longer podcast with Peter Z and the ED: <https://huntfishwisconsin.podbean.com/e/episode-22-wisconsin-waterfowl-association/>
  - And the ED attended a press availability hosted by WWF that included WON and MKE Journal Sentinel reporters. Expect a WWA/new ED-type article in WON shortly.
- Membership: We are purchasing some WWA-engraved knives for use in a membership drive in the coming month. This will be targeted on our current email list for lapsed members (or even current members) who may be attracted to the knife/membership combo. Of course, this is preaching to the choir, but it's a start. Next: how do we grow brand new members?

## ○ **Development: Sustaining WWA**

- Development Committee stumbled a bit with their last meeting due to technical issues with call-in. Will be re-scheduled soon

## ○ **UPCOMING EVENTS**

Ross: 18-24 Sep: Cape Cod fishing  
West Allis Banquet: 9 Sep