



Executive Directors' Report

11 October 2019

○ **Organization:**

- (Repeat) Board re-structure continues, unevenly. Committee progress reflects summer/hunting distractions, early “ownership” uncertainty, Director involvement with chapter level events, limited volunteers.
- RD replacement: Have extended offers to—and had them accepted by— a ¾ time RD (Bob Kufahl-resume highlights attached) and ¼ time (Rob Monette). Scheduled transition over October /early Nov. Monette by February.
- Loss of 4 directors in one year’s time – time to replenish “stock”.
- Financial state somewhat improved, hurt by no Baraboo event (hunting season timing did not portend well). See finances from Kelcy.
- MWA demise – attached American Waterfowl editorial and email from Jim Tief/Jerry Solsrud.
- Identification of volunteer opportunities (attached)--Can Directors help find vols??

○ **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. Attached project sheet shows state of current projects
- Habitat committee moving forward: two initial priorities (1) Historical project review; (2) Understanding AWA and Alaimo’s vision/capacity limitations. Currently reviewing historical records

○ **Advocacy: Respected as responsible users of WI natural resources**

- Duck Stamp Fee Increase lives: Stand-alone measure introduced at Capital with DU, WWF, WWA.
- WWA survey for duck hunter zone preferences. Have Directors taken the survey?

○ **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 supported by WWA in Trempeleau (Dennis Nelson + Ross)
- WWA Duck Id article in Badger Sportsman
- 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 non-existent. One non-director volunteered for FB admin.
- Facebook efforts growing – these informal members of WWA now exceed 3200.
- Membership drive to non-current members last week—some slow/small reactions. Facebook drive next week. WWA-engraved knives and soft coolers as recognitions.
- Many state-wide media events Aug / Sep to raise WWA profile.
- Next: how do we grow brand new members?

○ **Development: Sustaining WWA**

- Development Committee requires new chair. ED will interim chair.
- Olson and Ross attended charitable “how-to”, leading to year end “membership” and sustaining member drive (see attached letter). Directors have important role.

○ **UPCOMING EVENTS**

Ross: 20-24 Oct in N Dakota
Lakeshore banquet 13 Nov (Manitowoc)
Christmas Bash – 5 Dec

WWA Volunteer opportunities

	Volunteer Opportunity	Effort (est.)	Committee	Description
1	Nesting structure coordinator	2-3 hrs/mo seasonally	Habitat	Coordinate the inventory and distribution of WWA's State-wide wood duck and nesting tube program
2	Nesting structure educator	16 hrs to develop, then 1 hr/month	Education	Develop and implement an electronically-delivered youth education program to understand the biology and phenology of wood ducks throughout the state.
3	Facebook administrator: WWA group	8 hrs/mo	Comms	Expand WWA's 3000+ member Facebook group page offerings by administering the group and providing engaging content for members
4	Facebook coordinator: WWA home page	8 hrs/mo	Comms	Keep WWA's 2000+ member Facebook group engaged with relevant and useful waterfowling information
5	Bird banding coordinator / volunteer	5 hours each spring and summer	Membership	Seasonally, track bird-banding opportunities throughout the state and advertise them to members who want to experience banding waterfowl.
6	State Event volunteer	Depending on which and how many events, 4-12 hrs /year	Development	Working with the Event coordinator, support state-run events (duck carving/calling events, golf outings, clay shoots, etc) around the state... only be 1-2 events per year for each volunteer.
7	Hunting policy regional lead / volunteer	Depends on issues, but roughly 14 hrs / year	Policy	Review and provide input on federal, state and local legislation or policies that could affect WWA waterfowling. Contact key policy makers to ensure WWA's voice is heard.
8	Policy Grassroots Coordinator	Initially, 3-5 hrs/mo	Policy	Build grassroots network to generate widespread and coordinated input on legislative and policy issues that could affect WWA waterfowling.
9	Chapter event volunteer	2 hrs/month average	Development	Working with local chapter chairperson, put on fun and profitable events.
10	Chapter start-up coordinator	2-4 hrs/month average	Development	Working with Development Chairperson and Regional Director, identify opportunities to establish new chapters in under-served areas of the state.
11	Habitat project lead generator	1-2 hrs/month average	Habitat	After understanding what makes a good wetland restoration candidate, project, identify local potential projects and help facilitate them to completion.
12	Habitat project photojournalist	2 hrs/month average	Habitat	Compellingly document and publish WWA's restoration work.
13	Wild Rice project coordinator	3 hrs/month average	Habitat	Identify potential wild rice re-seeding opportunities and help bring them to reality.
14	Membership Program Chairperson / vol	4 hrs / month	Membership	Start up a WWA membership committee (or be a member of the committee) to expand and engage WWA membership throughout the state.
15	Merchandise committee member	1 hour / month	Development	Provide insights and evaluations of potential products for WWA event and its on-line marketing programs.
16	Learn-to-hunt instructor	16 hrs annually	Education	Working with the Education Committee, assist in putting on one LTH event per year
17	Learn-to-hunt Mentor	16 hrs annually	Education	Working with Education Committee, mentor 1-3 novice hunters in their first waterfowling pursuits.
18	Learn-to-hunt property owner	2 hours annually	Education	Provide access to your hunting property once per year to support our LTH program
19	Marketing Program Coordinator	5 hrs/month	Comms	Develop and implement an approach to expanding the visibility and attractiveness of WWA to the general and hunting public
20	AWA field work volunteer	4 hrs / month, seasonal	Habitat	Hand-on marsh improvement work: installing waterfowl nesting structures, removing invasive plants; improving habitat.
21	AWA regional coordinator	4 hrs / month	Habitat	Coordinate regional AWA effort between local AWA teams and the DNR
22	Abrams Property Friend	3 hrs /month	Habitat	Help develop and maintain the WWA-owned Abrams property north of Green Bay
23	GIS coordinator	3 hrs / month	Habitat	Develop / publish GIS-based representations of WWA habitat work
24	Membership database entry	8-10 hrs in Nov and Dec	Membership	Assist entering annual membership data into database

Resume Highlights- Bob Kufahl

“...I am a quasi-retired sales & marketing executive with over 30 years of very successful experience in the outdoor industry who is always open to getting involved in challenging projects. I say "quasi-retired" because now I only get involved in projects that interest me. The position of Regional Director for WWA is something that would interest me and I believe that my 30+ years of experience in the outdoor industry give me some unique perspectives and contacts that would be of great benefit to WWA.

Briefly, my career experience includes 15 years as the COO of Carry-Lite Decoys; 9 years as the Sales & Marketing Director for Lansky Sharpeners; 2 1/2 yrs as Sales Mgr at The Outdoor Connection; 3 yrs as Sales & Marketing Director at SportLock; and 2 1/2 yrs as Regional Mgr for Bradley Smoker. While working at Carry-Lite and Lansky Sharpeners, I was instrumental in building both companies into dominant brands within their market segments and making both brands iconic brand names.

During my time with Carry-Lite, I worked closely with WWA, DU, Delta Waterfowl and the Wild Turkey Federation. I also served on the Elmbrook DU Executive/Banquet committee for 17 years and Tosa Baseball BOD for 8 yrs, and have been doing volunteer work with the Outdoor Heritage Education Ctr for 2 yrs, so I have extensive experience in planning, scheduling and executing fund raising events.“

Emails from WWA founder Jerry Solsrud and Jim Tief

On Oct 10, 2019, at 2:01 PM, Jim Tief <tiefjim@gmail.com> wrote:

This should be sent to all WWAboard members immediately. They should be charged with recruiting at least 2 younger members and act as mentors for future board members....like within 3 years or so. How terrible for Mn.
Jim

On Thu, Oct 10, 2019, 1:31 PM Jerry Solsrud <jerry@solsrud.net> wrote:

Well this sure was a shock to me - the ending of the MN Waterfowl Assn!
And to think that when we were forming our association, I looked mostly to them along with the California Waterfowl Assn. for guidance as to what we should do to get WWA off on the right start. I even copied their bylaws for our use. And probably a lot of other things too.
What a shame.

JAY MICHAEL STRANGIS

WaterfowlerMag.com

American Waterfowler magazine is published bi-monthly except monthly in August, September and October by American Waterfowler, L.L.C., 11300 E. Gantt James Road, Tucson AZ 85748.

Editorial comments: inquiries can be directed to info@WaterfowlerMag.com. **Subscription orders:** contact itask@services.com, P.O. Box 10336, North Hollywood, CA 91615; 818-286-3158. One year subscription, U.S. delivery: \$24.97; two year \$44.97. Canadian delivery one year, add \$14; two year add \$28. Foreign delivery one year, add \$20; two year, add \$40. For subscription inquiries, address changes, missed or damaged issues, please call our Customer Service department at 818-286-3158, or email us at AWFPC5@magserve.com. **Subscribe online** at WaterfowlerMag.com. Both subscriptions and digital editions available. ISSN: 2162-1101; USPS: 2400. Periodical postage paid at Mpls, MN, and at additional mailing offices. **Postmaster:** Send address changes to American Waterfowler c/o Itask Services, P.O. Box 10336, North Hollywood, CA 91615. To mail our editorial offices, write: American Waterfowler, P.O. Box 18804, Tucson, AZ 85721.

Printed in the USA. Copyright © 2019

American Waterfowler, L.L.C.

Neither the authors nor American Waterfowler L.L.C. assume any liability for accidents or injury resulting from the use of any of the equipment featured in this magazine.

Jay Strangis



It's Our Future

It's Sunday and I'd rather be watching football than writing this column, but there have been a few things nagging me this week and I might as well get them out in the open.

First, being a Minnesota native son, I'm sad to hear that the curtain has closed on the Minnesota Waterfowl Association. As of September 30, the MWA is no longer. Founded for all the right reasons, the organization did some good things in its 52-year life span, but it lost touch with today's young waterfowlers at a time when the old guard was passing. That's not a good combination. Aside from harkening back to those board members I watched and respected, and the wins, both big and small along the way, I'll remember it most for its Camp Woodie (wood duck), an annual, weeklong retreat for youngsters that taught hunting and conservation in a hands-on way. We published a story on Camp Woodie some years ago in *American Waterfowler* and got a lot of positive feedback from readers.

Perhaps it was just the MWA's time to pass away. But it brings up an uneasy feeling that's been percolating in me for a while. It's a feeling that perhaps too many of us today don't take seriously just how fragile our resource really is.

It makes sense that we might think otherwise. We hear about big survey tallies, Canada goose comeback stories, overabundant snow geese and perhaps think, "Well, everything is great." We see bird limits unsurpassed in modern times: 15 Canada geese per day in the early season in North Dakota, with a 45-geese possession limit; eight geese per day during the regular season; 50

light geese per day in North Dakota in the regular season; unlimited white geese in spring season. Even six ducks per day with 18 in possession is a gift (make it seven per day in the Pacific Flyway) to those waterfowlers who remember the two-duck limits.

Less talked about is that pintails have crashed. Once they outnumbered mallards nationwide. Canvasbacks now are number 15 among birds most harvested, when historically they once vied for top of the list. Hello! On the East Coast this year the mallard limit is two. Only one can be a hen! The Canada goose limit is one per day. No canvasbacks are allowed in California! The pintail limit is one nationwide.

And yet we are buoyed by Instagram and Facebook posts of giant piles of birds. "We got this," we seem to say. "No problem. Lots of birds where we hunt."

Is the conservation message somewhere buried under these enormous piles of birds? Are we fooling ourselves into thinking that we're riding an endless gravy train?

Lots of guys, myself included, send their \$35 each year to Ducks Unlimited. Perhaps half of those might attend a DU banquet. Or not. But our dedication can't end there. It's got to be part of our lifestyle. *WHERE DUCKS COME FROM* should be our mantra. And we need to make ourselves the gatekeepers—in the way we live, the way we favor breeding ground conservation and the way we use our votes. That wetlands and grasslands come first must be the basic tenant of our waterfowling faith. Wetlands aren't dumb. They aren't boring. They're our future.