



Executive Directors' Report

2 December 2019

- **Organization:**

- Board re-structure continues, slowly.
- Director nominations status:
 - Candidates: Todd Schultz (Lacrosse), Andy Ducato (SEWisc), Tim Gerdmann (northern WI), Luke Whitburn (Madison). President and I have spoken with all (except Luke) to explain expectations and answer questions—and they remain enthused! (At least three are very interested in Education).
- Annual meeting proposal: Lambeau...
 - VoY and Hall of Fame process moving forward.
 - Speakers: Finger, Fowler, Hames, ?;
 - Committee chair presentations on plans for coming year?
 - Other ideas for attracting attendees: Lambeau tours, raffles, ...?
 - Need sponsorships: have approached a couple potential but nothing definite
- Discussion: Building an action plan for 2020—harmonizing Board, Staff, Volunteer efforts
- RD replacement: Tom Seibert is no longer on the payroll—retirement celebration planned for the Christmas Bash. (repeat) Bob Kufahl is aboard and learning the ropes. Tom has generously indicated he'll remain deeply involved with WWA as volunteer, while taking a part time job elsewhere. Rob Monette aboard Feb as Associate RD.
- Volunteer opportunities: Know anyone who wants to help Kelcy data entry?

- **Habitat: Creating the environment for better waterfowling experiences**

- Submitted invoice to closeout 2017 Duck stamp funding (Fleener: "Looks like you outdid DNR in the wetland restoration category this year. Keep up the great work.")
- Habitat committee building comprehensive project listing.

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

- DNR survey on zones to be sent out within a week (about 7,000 duck stamp holders)
- Policy team considered new legislation proposal to ease wetland regs for restorations intended to improve hydrologic performance of wetlands (as opposed to for habitat purposes).

- **Education: Passing a waterfowling ethic to the next generation**

- No Education Committee meetings since last board meeting.
- Ross/Bartelmez/Urben (other?) signed up for DNR mentor class in mid-Jan.

- **Membership/Communications: Engaging our members and Spreading the WWA Word**

- (repeat) Committee non-existent. One non-director volunteered for FB admin, and is doing a nice job with limited information... (Kevin Banaszak)
- Limited social media response to \$50 boost membership drive. Will keep at it with free posts (i.e., unboosted).

- **Development: Sustaining WWA**

- Development Committee scheduled for Wednesday evening.
- See attached "final" Sponsor value proposition (i.e., WWA's marketing value for potential sponsors).
- Calendar sales continuing, behind last year's pace
- State hunt completely donated (\$3800), by NDakota Lodge (ducks, pheasants); WWA (+\$500) expenses for winner.
- Discussion: 2020 UTV raffle needs to be finalized
- "Top 200" & Giving Tuesday: Letters went out late last week, 3 recurring gifts so far (\$160/month = ~\$2K /year) + \$250 donation.
- Giving Tuesday email tomorrow... notecard next week.
- Lakeshore banquet paperwork being wrapped up, but likely hit budget (TBD)

- **UPCOMING EVENTS**

Christmas Bash – 5 Dec – Delafield
Annual Meeting - 25 Jan – Lambeau?



WISCONSIN WATERFOWL ASSOCIATION

2020 Corporate Partnering Opportunities

WWA is a 501(c)3 organization chartered in Wisconsin. Your sponsorship is considered a tax-deductible contribution.

WWA is seeking Corporate Sponsors to penetrate new markets, expand customer bases, and deliver conservation impact throughout Wisconsin.

Consider the return from your WWA sponsorship:

WWA brings existing multi-channel communications to an outdoor, segmented audience. Your tax-deductible message will reach...

... a Wisconsin citizen that hunts:

- Over 15% of Wisconsinites hunt, tied for third in the nation (behind only MT and the Dakotas).
- WI ranks 4th in sales of Federal Waterfowl Stamps, and in total hunters.
- Wisconsin's waterfowling tradition is deep—we are the 3rd largest group of hunters in Wisconsin, behind whitetail deer & wild turkey hunters (with a lot of crossover).
- A state that welcomes the travelling hunter - we host the 2nd highest number of non-resident hunters of all 50 states.

For 35 years, WWA has...

- ***Restored wetlands important to Wisconsin-breeding ducks,***
- ***Educated current waterfowlers, and instilled a conservation ethic in NexGen waterfowlers, and***
- ***Advocated on legislative and regulatory issues important to WI Waterfowlers.***



... engaged Wisconsinites with environmental and inter-generational commitment:

- Our member-supported wetland restoration projects have broad appeal--hard to argue with the clean water, flood control, and other benefits functioning wetlands provide.
 - WWA has restored tens of thousands of wetland acres, in 62 of Wisconsin's 72 counties and,
 - Our cadre of volunteers engage in D-I-Y habitat work in their local wetlands (think Aldo Leopold)—they've built, placed, and maintained thousands of nesting structures throughout the state and removed hundreds of invasive species, among many other accomplishments.
- We've hosted more Learn-to-Hunt education programs than any state-wide organization.
- WWA serves on each state committee important to waterfowl and wetland management and enjoys access to decision-makers in Madison.



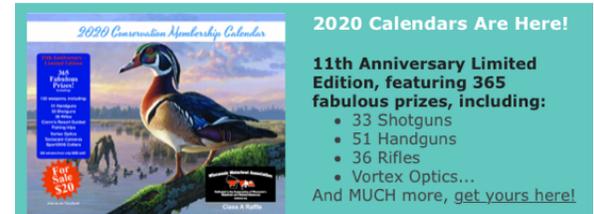
It is that

Your partnership with WWA will connect you with....



... passionate WWA members, though existing multi-channel communications:

- Our 7,000 dues-paying members include a strong 18-35 age demographic, and value companies supporting causes dear to them.
- WWA messaging directly reaches WI waterfowlers with multi-channel, redundant touches.
 - Our easily navigated website is all things waterfowl, including supportive sponsors. (www.wisducks.org).
 - Two info-packed monthly e-newsletters, with high production value, bring issues, tips, and embedded sponsor product information directly to 14,000 subscribers (see sample at <https://www.wisducks.org/newsletter/>) – and our



annual WWA calendar is enjoyed by 5,000 more.

- WWA's social media presence offers additional channels to reach over 4,000+ engaged followers. Monthly promotions can be developed to your need.
- 25+ entertaining events attract thousands to local venues where products are attractively presented to a positively disposed, captive audience.
- WWA hosts four uniquely colorful,

quintessential waterfowling events each year: nationally sanctioned duck and goose calling competitions, decoy carving contests, WWA's annual meeting—this year at Packer's Lambeau Field!



The youth winners from WWA's 2019 Duck & Goose Calling Contest

WWA staff can tailor a multi-prong campaign to help you reach your business goals—and it's tax-deductible too!!!

- Introduce new products or services to Wisconsin outdoor enthusiasts
- Demonstrate corporate environmental stewardship
- Cultivate a new generation of Wisconsin waterfowlers
- Associate a brand with uniquely Wisconsin events
- Grow (or sustain) market share among Wisconsin Waterfowlers
- Target a youthful outdoor demographic

Other? Tell us your goal, and we'll design a campaign together.

Tax-deductible sponsorship packages can be creatively developed, based on your needs.

Contact WWA's Executive Director at 262-224-4949 or reach our sponsor team at wwainfo@centurytel.net.

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 WIWaterfowling. 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 WIWaterfowling.
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 <u>instructor</u>	16 hrs annually	Education	Working with the Education Committee, assist in putting on one LTH event per year
17	Learn-to-hunt <u>Mentor</u>	16 hrs annually	Education	Working with Education Committee, mentor 1-3 novice hunters in their first waterfowling pursuits.
18	Learn-to-hunt <u>property owner</u>	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

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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. 