



Executive Directors' Report

16 November 2020

- **Organization: *Fun, Focused, Funded***

- Year-end financial results expected to be positive, especially if 3 remaining events are profitable. But COVID intensification puts them in jeopardy. And early 2021 events also jeopardized. Warrants discussion.
 - Positive financial results possible because of the confluence of 4 things: Belt-tightening, Class A ramp-up and success, extraordinary event success (for events that could be held), PPP.
- Staff has begun developing next year's budget proposal—establishing event budgets based on historical success PLUS class A raffle(s) anticipated to reach goal/super goal status. Board will review entire budget in Dec-Jan and approve annual budget
- WWA's 2019 990 (Federal tax report) has been completed/submitted. Shows five-year decline in revenues, begging question of *how do we turn this around?* Expenses are about as thin as they can be in current staff model. So, how do we :
 - Expand current revenue streams?
 - Create new revenue streams?

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

- WWA is now a member of the board for the WI Conservation Hall of Fame.
- Projects in the works is shown below;

Project	Location (T,S,R)	% Completed	Description	Wetland Acres	Partners	Comments
walker	winnebago		scrape ditch plug			Ready to go
gneiser	marquette	35	ditch plug,structure	30	fws/county	Ready to go
johnson	fond du lac	10%				Survey complete - need design and costs
Jacobson	Washington		scrape	3		ready to go
Wolfrath	outagamie	15				meeting with DNR- wait for vegetation
Irving	Dane	50		5	fws	Ready to go
white	outagamie	35	scrape channel reconnect	5		waiting on bids - ready to go
hahn	Washington	5	scrape/berm	5	fws	initial phase of prep
zak	Sauk	10	scrape	3		Permit submitted- county mining issue
dederick	winnebago	25	structure	10		permit county/dnr/flood agreement- probably on hold
Butzlaff	washington	25	scrape/ditch fill	5	nracs	updated plans to NRCS
flyway	fond du lac	50	structure on ditch	10	fws	Completed

- Exploring new grant opportunity with NRCS – WREP – not sure if it's a good fit but we'll see if we can find a way to submit application.
- **Advocacy: *Respected as responsible users of WI natural resources***
 - Duck Stamp re-boot now that election is "final". Devin LeMahieu Senate leader.
 - Knowles – Nelson Post card initiative—worth completing
 - Sandhill crane season effort also re-booting, with hopes that legislative Ag Committees will be the initiators of any proposed legislative action.
- **Education: *Passing a waterfowling ethic to the next generation***
 - ED participated in new Warden School—WWA recognizes honor graduate with book set and certificate.
 - EXPO planning intensifying – 28 August. Potential programs listed below
- **Membership/Communications: *Creating a community of waterfowlers***
 - Facebook effort continues strongly. 3,100+ page followers
 - 2021 membership drive

- **Development: *A Sustainable WWA***
 - Lots of calendars available to sell.
 - Giving Tuesday – 6 December – facebook initiative - partnering with corporate sponsors (at least SportDOG)
 - Planned newsletter advertising initiative – role for directors in identifying potential advertisers.
 - Kelcy is selling ~90% of Class A raffles, even if they are chapter raffles. And risk of gaming commission shutdown. Sustainable?
 - 2021 UTV raffle planned but availability and deals in short supply
 - Year-end fundraising activity – Board direction?

2021 EXPO Programming intentions

Kids Zone:

- Duck Calls to be handed out
 - Can we reach out to Buck Gardner or some other duck call organization to see if they will donate a couple hundred calls or provide them for a minimal cost
- Old decoys to paint/silhouettes to paint
 - Ask for donations from volunteers for old decoys and see if volunteers will cut out silhouettes and provide (personally can supply 20+ old decoys)
 - Paint will either have to be purchased or see if anyone will donate paint
- BB-Gun/Archery range
 - Not sure where guns and archery equipment will come from
 - Paper targets can be purchased, archery targets and/or metal plates will need to be found
- T-shirt making/button maker
 - Mark K. may have a lead on both of these things
 - Potentially paint may need to be purchased or donated
- Duck ID
 - Plan is to reach out to Wisconsin DNR LE staff or Biologist staff and see what we have available. I know we have plenty of wings that we can use for hands on learning. Ideally like to have waterfowl on a stick but need to make sure people do not handle them. Potentially use the tools that LE uses for waterfowl school. I would suggest either a DNR LE staff or DNR Wildlife Staff man this booth to provide both some training but also to make sure things are not handled to roughly

Dog Training:

- Dock Dogs
 - Not an official event, perhaps have some experienced dogs and potentially let attendees try their dogs out on the dock. Not sure if that is allowed and when we have to get on Dock Dogs schedule
- Dog Training Seminar
 - Like to have a trainer go through the basics of handling, healing, casting, marking, common obedience and/or e-collar training
 - Easy things for attendees to take home and try
 - Guide them to training tools that will help
 - I do not know of a person for this, but it sounds like the expo team does
- Gear
 - Breakdown of training gear for all ages of dogs
 - Puppy
 - Young
 - Adult
 - Dummies, E-collars, Actual Wings, Pigeons, Live Ducks, Scents, Throwers, etc.
 - Not sure who we would ask to do this

Decoy Carving

- Decoy carving instruction
 - Have an individual going through the process of taking the actual pieces of wood and transforming them into a duck, painting examples, detail carving, etc.
 - Use the individual that WWA had at decoy contest, Pat Gregory, Geoff Vine...
- Decoy sales
 - Multiple companies/businesses promoting decoy sales
 - White Rock, Flambeau, Northern Flight, Big Foot, Etc.
- Historical Pieces
 - Have some collectors with booths showing off their collections
 - Bryan Muche, Nels Swenson, perhaps some other folks in the group know others

Duck Calling

- State duck and goose calling contest
 - expectations and logistics to WWA
 - Likely need to be outside with some tenting

- Calling Seminar
 - This is a display of multiple calling techniques of multiple species
 - Types of calls for different types of hunting
 - Importance of when to call and when not to call
 - Potentially volunteer or some well know caller

Raffle/Fundraising/Sales

- This will be handled by the fundraising committee
 - Food Vendors?
 - Swamp Meet? – Can utilize large area of the parking lot
 - Boat, motor, blind displays, vendors, industry reps

Cooking/Preparing/Proper Care of Game

- Cooking how-to
 - Talk about prepping waterfowl
 - Seasoning, marinade, sauces
 - Ways to cook
 - Grilling, pan-fried, smoking, oven
 - Breasts, Legs, Plucking whole bird
 - Side dishes that work with waterfowl
 - Mark K. may know someone for this?
- WI Foodie
 - Mark K has the best idea what WI foodie can do and provide
 - Highlight locally harvest and non-processed food
- Smoker/Grill Company Displays
 - Have areas/Booth Space to show off products
 - Fundraising/Marketing will need to reach out to these companies
- Proper Field to Table Care
 - Show ways to breast a bird – Can purchase mallards for this purpose
 - Show ways to easily pluck and gut a whole bird
 - Talk about keeping wings attached if out of state
 - Best ways to prepare meat for either freezing or cooking
 - Common misconceptions with ways to process and package
 - Not sure who we could get to do this, perhaps volunteer?

Student/Research Corner

- UWSP DU Chapter
 - Booth area to highlight chapter and good they are doing (B. Sedinger)
- UWSP Grad. Students
 - Booth or area for posters as well as potential seminar talks held
- USGS
 - Seminar Talk/Power Point
- WDNR
 - Taylor Finger – Rules, Flyway Updates, Preseason update
 - Seminar Talk/Power Point
 - Drew Fowler – Current Research and Wetland Management
 - Seminar Talk/Power Point
- WWA and WWA
 - Tracy Hames and Peter Zeigler – Wetland Management
 - Seminar Talk/Power Point

Shooting Demonstrations

- How to Shoot/Wingshooting
 - Patterning gun, fitting gun, swing through method, distance determination
 - Multiple Wingshooting instructors on committee as well as volunteer help from WWA/WWF/GBDH
- Industry Reps
 - Have Browning, Barretta, Remington, etc. have booth space and area to show guns

- Proper Gun Care and Maintenance
 - Have someone go through different types of shotguns (pump, inertia, gas) and show the proper cleaning and maintenance and how often it should be done
 - Use different tools to make the job easier depending on the firearm
 - Not sure who we can get for this perhaps a staff or volunteer
- Historic Pieces
 - Punt guns, 8 gauges, 10 gauges, types of ammo
 - Perhaps Bryan knows someone that could present for this
 - Had someone at previous Hunter Conference that did this once

State Stamp Contest

- Sounds like this can happen – Waterfowl, Pheasant, Turkey
 - Need to have the judging before event so there is no pressure on the specific judges
 - Need to ensure that no paintings or drawings will be tampered with
 - Use a seminar room to display all of the art – need to promote this to increase stamp interest
 - Also use room to highlight all the good work that the stamp money does
 - Taylor and Jeff will work with Alaina Gerrits (WDNR) and Jason Fleener (WDNR)

Law Enforcement Booth

- See duck ID above – Potentially incorporate LE booth with the waterfowl ID booth
 - Talk with Tyler Strelow (WDNR) about waterfowl ID training tools
- Have a warden or two available for questions on regulations
- Warden gear display and tools of the trade
 - Talk with Tyler Strelow for availability of WDNR wardens also reach out to Federal Wardens and see if there is someone available

Do we want to have an area for taxidermy?

- Ways to prepare bird for taxidermist
- What makes the best birds for being mounted (what to look for)
- Examples of mounted waterfowl