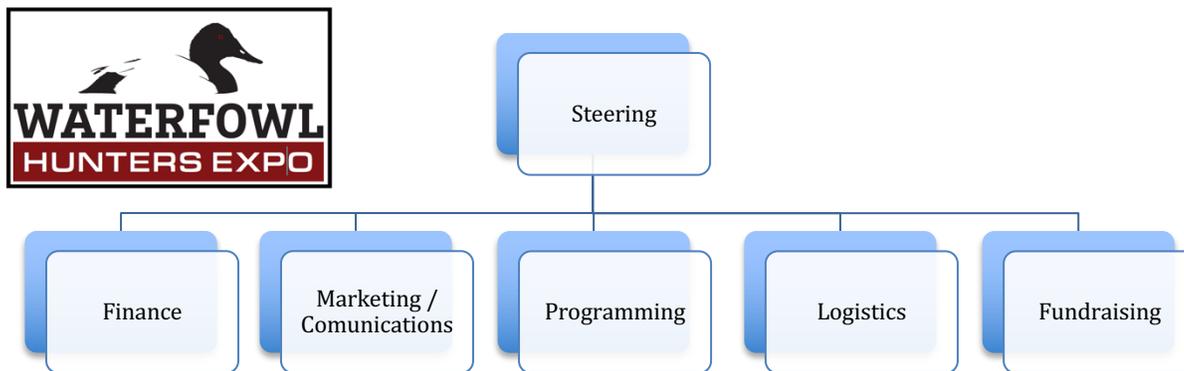


Executive Directors' Report

16 March 2021

- **Organization: *Fun, Focused, Funded***
 - All Committees have met
 - PPP (1st draw) forgiveness paperwork submitted
 - Media kit outreach effort continues – limited success so far
 - Green Bay event prep; 3 class A drawings
 - New insurance provider: Philadelphia
- **Habitat: *Creating the environment for better waterfowling experiences***
 - Habitat committee has established goals for 2021
 - Database effort: developed statement of work, and discussed project with developer
 - Projects into the queue:
 - Met with state farm Biologists to explain WWA process and focus; volunteer met with Wolf river watershed coalition & PF (1st outreaches)
 - Initial meeting with UWSP to develop “tool” to identify potential wetland projects more efficiently
 - Wild rice coordinator job description developed, and potential volunteer identified
 - Sportsmen for Wetlands coalition presentation to generate potential projects
 - Wood duck box distribution “system” established and being tested
 - Duck Stamp grant application approved for \$50K
- **Advocacy: *Respected as responsible users of WI natural resources***
 - Duck Stamp effort continues: governor’s budget needs follow-up efforts w/ Senate JFC—initial comms that same day, next day meeting with Spkr Vos; Now a joint letter from “usual suspects” being sent, and outreach meetings being arranged.
 - Knowles-Nelson, in same “boat” – governor’s budget (\$70M/10yrs) but requires JFC approval.
 - Opportunity to partner with Gathering Waters to address both topics above, by use of their legislative outreach tool.
 - Sandhill Crane Hunt relationship meetings (ICF, Audubon, NRF, ALF)
 - Migratory Bird Committee meetings –
 - Open Water survey developed, deployed, and results compiled
- **Education: *Passing a waterfowling ethic to the next generation***
 - Ed committee met, reviewed goals
 - Well-received newsletter covered wide range of ed topics
 - Membership hats ordered/received, membership drive being planned
- **Membership/Communications: *Creating a community of waterfowlers***
 - Facebook effort continues strongly. Several top-ranking posts in past month.
 - Lots of positive feedback on latest newsletter – article may get picked up for WON and SCI hunters.
 - Hall of Fame recognitions starting at GB event
 - Annual report published—several favorable comments
- **Development: *A Sustainable WWA***
 - ATV / trailer promissory, purchase, insurance – inaugural sales – GB event, then Marsh Inn
 - Inaugural Appleton shoot planned June;
 - Baraboo/beaver Dam chapters inaugural golf outing (June)
 - Rhinelander (usually Feb) likely won’t hold event this year.
- **EXPO**
 - Directors currently involved: Urben, Schaller
 - 15 meetings this past month.... Focus on
 - Firming programming
 - Outreaching to sponsors and vendors to generate cash flow.
 - Firming logistics
 - Initiating marketing “drumbeat”: [website](#); [Facebook](#); traditional media
 - Organizing volunteer effort and outreach/ solicitation

WATERFOWL HUNTERS EXPO



Steering Committee: *Responsible for overall planning and coordination of committees to put on an event consistent with the stated purpose of the EXPO.*

The Chair of each committee is de facto on the Steering Committee. *Includes Continuous improvement responsibilities.*

Steering Committee Goals:

- Wisconsin's waterfowling organizations and volunteers find sufficient value to continue playing role
- Efficient coordination between committees to build a well-attended, favorably reviewed event
- Economically sustainable
- Sufficient volunteers for workload and turnover
- Conscious continuous improvement

Finance Committee: *Manage financial transactions and provide accurate financial reporting.*

Finance Committee goals:

- No-slip, timely accounting – including AP and AR
- Accurate projections

Marketing / Communications: *A comprehensive outreach that attracts attendees and sponsors, and coordinates day-of PR*

Marketing & Communications Committee Goals:

- Easily accessible all-channel communications that target EXPO demographic
- Compelling messages to attract volunteers, attendees and sponsors
- Clearly articulated ROI for participants/ vendors/ sponsors
- Estimate crowd numbers

Programming: *A compelling agenda that appeals to all WI waterfowler demographics and day-of programming management*

Programming Goals:

- A buffet of top-notch presentations and programs by recognized experts
- Customer-driven agenda that is well-rated by attendees

Logistics: *Affordable, attractive venue and amenities that complement program, and provide day-of logistical support*

Logistics Goals:

- Affordable venue that supports event program, attendance and sponsor needs
- Well-rated by programs, attendees and sponsors
- World-class day-of event logistics

Fundraising: *Develop diverse funding streams for sustainability, and ensure day-of fulfillment*

Fundraising Goals:

- Self-sustaining event, financed by multiple channels of support (grants, attendance, sponsors. other)