

Executive Directors' Report

15 November 2021

- **Organization: *Fun, Focused, Funded***
 - 2nd PPP draw forgiveness paperwork submitted, awaiting SBA response.
 - Financial results remain positive – > \$99K ahead of budget, *AND* balance sheet is strong. Note that we are in our negative cash flow period (few events) so financial positions will continue to weaken thru the end of November.
 - Calendar sales anecdotally going well. Ermert's Facebook "pixel" initiative allows tracking RoI on FB-based advertising. Example: \$55 of FB ads yielded \$925 of sales (mostly calendar).
 - Positively resolved workers comp insurance kerfuffle with insurance company for \$200+ credit vs. \$3400 bill.
 - Working to establish sponsors for 2022.
 - Tax submissions completed after significant re-structuring of revenue and expenses.
 - Still searching for annual meeting location – Jugs previously booked

- **Habitat: *Creating the environment for better waterfowling experiences***
 - Project queue numbers remain up.
 - Good initiative with volunteer GIS professionals now focused on field survey work, but could lead to greater ability to tell WWA story. Database projects moving along, but slowly.
 - Peter has identified and will be submitting for new grant source – funded from state surcharge on wetlands development – a couple of larger projects identified as candidates. Decision in Jan/Feb.

- **Advocacy: *Respected as responsible users of WI natural resources***
 - Sandhill Crane Hunt continued overdrive. Articles, emails, press releases, Senate testimony. But bill stalled in Senate (for lack of votes?).

- **Education: *Passing a waterfowling ethic to the next generation***
 - R3 grant budget proposal explained (defended) to DNR, that potentially would build on EXPO.

- **Membership/Communications: *Creating a community of waterfowlers***
 - Significant media associated with SHC hunt.
 - Facebook achieved annual goal of 4000 likes, with 60 days to spare

- **Development: *A Sustainable WWA***
 - Planned giving program purchased, starting on website implementation
 - BBB logo license purchased and will be used on 2020 annual report and legacy program
 - Giving Tuesday (30 Nov) plan in the works

- **EXPO**
 - Beginning planning for new season. Proving to be a way to open doors with potential WWA Sponsors.