



Executive Directors' Report

17 Jul 2023

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

- Events have become more inconsistent financially. Best ever golf outing, strong Oz shoot, bashes inconsistent.
- Completed all but final review of BBB semi-annual review. Complete in 2 weeks for board review, action
- Draft website specification ready to send out.
- Taxes (990) completed staff review, pend board review.
- Annual report through first draft from graphic design.
- Calendar at printer.
- Chad Belding (The Fowl Life) giving WWA and EXPO some love (national podcast “sponsorship”, EXPO promo, commitment to attend 2024, official shirt of EXPO).

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

- PLE Program Since June 13th, PLEs have conducted 9 site visits at 8 DNR properties. During that time we have sent the DNR draft plans for six project sites and seven additional desktop reviews have been completed. Meet with DNR Program manager in early August to review progress, tune program.
- Wild Rice Program collecting volunteer interest for activity in late August/ early Sept
- NRCS tentatively awarded WWA funding for three years (about \$87K per year) for private easement monitoring. Will mean hiring of 4th ecologist and about \$25K to overhead / support effort, starting in October.
- Fund for Lake Michigan grant approved for \$30K to help fund PLE program (contract signed by ED). Greater Prairie Chicken fund from NRF contributed \$3K too.
- Pines project firmed up in meeting with landowner aligning expectations. Project (120+ acres) will be seeking funding from state DNR (GP Surcharge funding of nearly \$50K) and feds (NAWCA). Filming continues but won't be complete for another year.
- Wood duck box program looking strong in new partnership with McNaughton Corrections.

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

- SHC presentation to be refined for September-ish delivery in capitol.
- ED meet with DNR Secretary Payne Tuesday as part of his quarterly roundtable. Specific Payne topics include conservation funding and R3 initiatives.

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

- R3 Waterfowler Academy branding effort first draft under consideration.
- Learn to hunt planning shows stronger effort this fall with 3 additional LTHS planned. Long term, developing roadmap for mentors and mentees to follow to “standardize” approach and allow mentees opportunities outside of formal classroom to learn topics at own pace.
- EXPO continues on pace, and ahead of previous year's schedule. Currently 30% growth in vendors (125+), 40% in booth space (180 booths). Sponsorships on track, following budget projections. EXPO will finish in black, but profitability pends attendance: planned <4K with \$23K in projections.

