



*Forward*  
**Wisconsin Waterfowl Association**  
ANNUAL REPORT | 2022

## WWA Supporters,

I'm pleased to present WWA's 2022 Annual Report. It was another very good year of our organization in all facets of our operation.

Increased revenue allowed greater mission impact. Chapters knocked their fundraising goals out of the park by offering more events, while sales of the annual conservation calendar soared to a new record. Chapters did more work afield, and we welcomed the Nioclet Chapter to WWA. State-level committees in each mission area were motivated, energetic, and ultimately very effective.

We signed two agreements with the DNR that will dramatically expand our educational programming and bring WWA restoration expertise to neglected wetlands on state-managed properties. The second Waterfowl Hunters EXPO continued to exceed our high expectations for quality programming and attendance, while connecting us with national level corporate sponsors like never before.

WWA's relevance to state waterfowlers continues to grow, and our growing influence is being recognized by state policy makers, corporate partners, donors and our growing membership. This would not be possible without our passionate volunteers and generous donors. I encourage you to read through this annual report to see what the Midwest's premier waterfowling association has accomplished with your help.

Bruce Urban, *President, WWA*

## Board of Directors

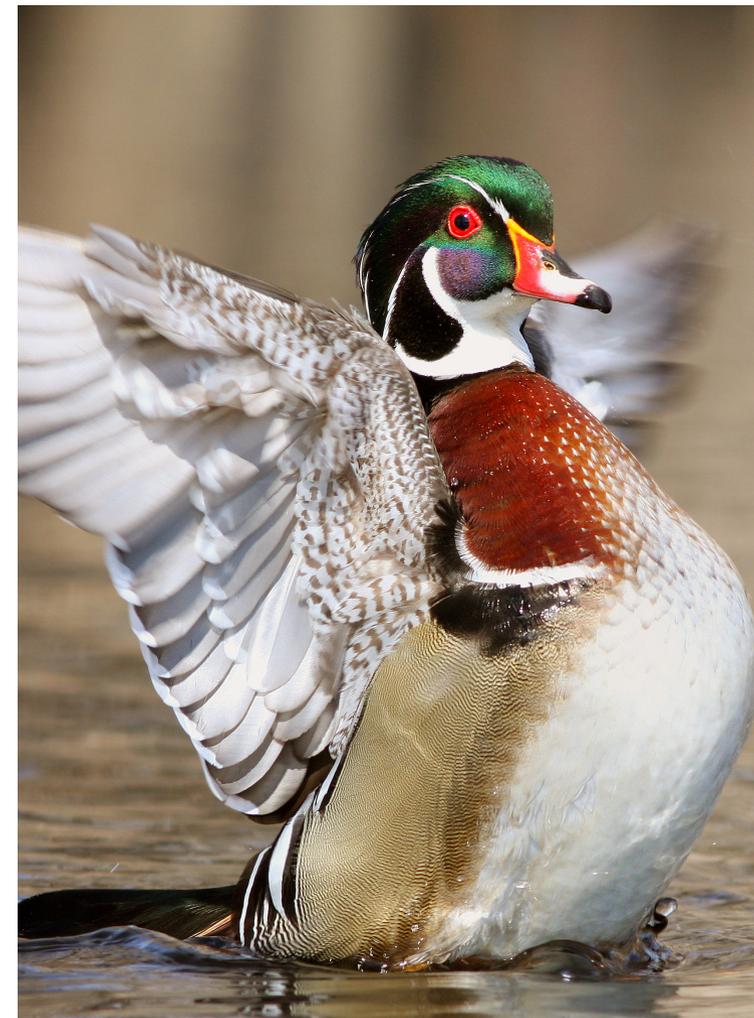
Bruce Urban, *President*  
Todd Schaller, *Vice President*  
Russell Olson, *Treasurer*  
David Elwing, *Secretary*  
Kevin Banaszak  
Ian Bartelmez  
Mike Depies  
George Ermert  
Dennis Fleischer  
Joe Gonyo  
BJ Grassmann  
Pat Smith

## WWA Staff

Bruce Ross, *Executive Director*  
Kelcy Boettcher, *Director of Administration*  
Peter Ziegler, *Project Director*  
Rob Monette, *Regional Director*  
Tom Seibert, *Special Event Coordinator*



The Board of Directors oversees WWA's staff and two-tiered organization of volunteers. The state's mission-focused committees implement initiatives such as the hunter recruitment program, the Adopt-a-Wildlife area program, and our advocacy efforts at the capital. Chapters do local habitat and education work and conduct fun events that help raise operating funds for WWA's programs and overhead.



## Our Mission

"The purpose of the Association shall be to restore and conserve Wisconsin's Waterfowl and wetland resources; to educate state waterfowlers during their progression from natural resource consumer to steward; and to promote governmental policies that protect Wisconsin's resources and promote the rights of citizens to hunt."

## Private Lands Program

Wisconsin produces 50-70% of our total fall duck harvest, mostly from private lands that make up 75% of the state's wetlands. State waterfowlers cannot ignore private wetlands without risk to our fall harvest.

WWA works with committed landowners to restore their wetlands. Funding from multiple sources (e.g., duck stamp, NAWCA\*, landowner) match WWA dollars by 4:1. With "skin in the game," landowners are likely to maintain the restored wetlands into the future, benefiting waterfowl and other wildlife, as well as the surrounding communities for years to come.

### WWA's 2022 Private Lands Program

- > 131 wetlands acres restored
  - > 90 acres of associated grasslands
  - > \$42,000 of WWA-managed grant funds
  - > \$99,000 in landowner and partner funding
- ... and this all started with WWA member dollars of \$36,000

\*North American Wetlands Conservation Act

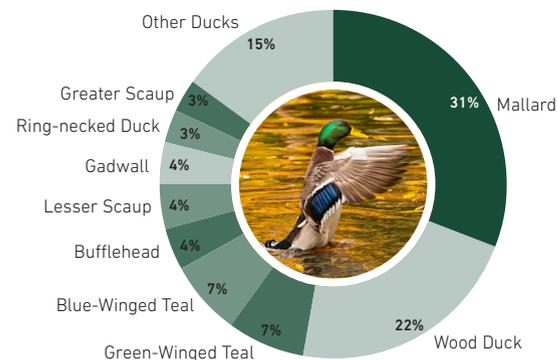
## Public Lands Program

AWA—WWA's 8<sup>th</sup> year in the state's Adopt-a-Wildlife-Area program advanced engagement on eight locally significant properties.

In 2022, WWA volunteers installed and maintained nearly 650 houses, and new partners to sustain this program. The black tern nesting program expanded to include banding these endangered birds. Another handicapped accessible blind was built at Jackson Marsh.

**WWA Forward:** In late 2022, WWA signed an agreement to provide wetland restoration services on DNR properties in Eastern Wisconsin.

### Wisconsin Waterfowl By-the-Numbers



## Habitat

"... restore and conserve Wisconsin's waterfowl and wetland resources."

## Education

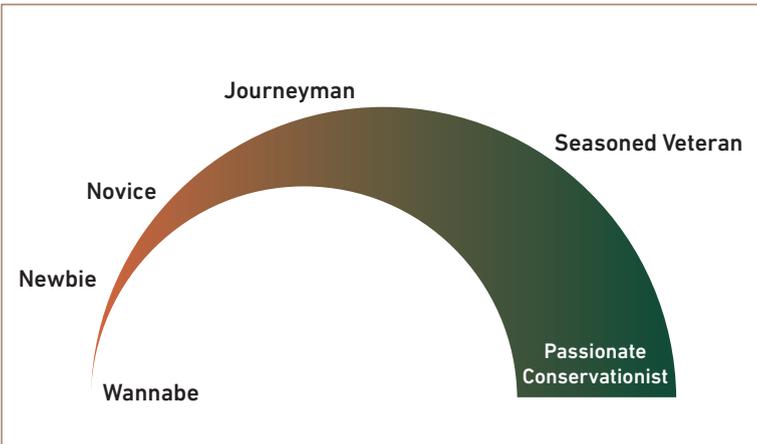
“... educate state waterfowl-ers during their progression from natural resource consumer to steward.”

## From Harvester to Land Steward

Aldo Leopold, the hunter, lived and evocatively described a life that progressed from game harvester to land steward. Adopting this model, WWA’s education program helped over 25 new and novice hunters experience waterfowl hunting through a learn-to-hunt program, created content for our newsletters, and encouraged ethical hunt philosophies throughout 2022. The Waterfowl Hunters EXPO attracted nearly 4,000 guests to the one-day event, of “everything waterfowl.”



## The Waterfowler’s Arc



**WATERFOWLERS  
ACADEMY**

### WWA Forward:

In 2022, WWA received a grant to expand representation in the waterfowling community. With this, we will launch the “Waterfowlers Academy” to encourage progression along the waterfowler’s arc.

## Representing Hunters

WWA is a hunting organization—we represent waterfowlers who collectively offer more conservation value than they consume with the birds they harvest. WWA ensures that this historically sustained commitment is respected by state policy makers. From influencing the DNR’s season-setting decisions, to educating legislators on sandhill cranes or taking them on their inaugural duck hunt, WWA was the strongest voice for the interests of duck hunters in Madison in 2022.”

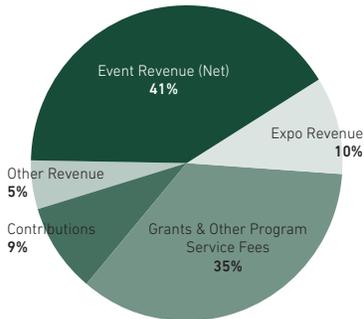


## Advocacy

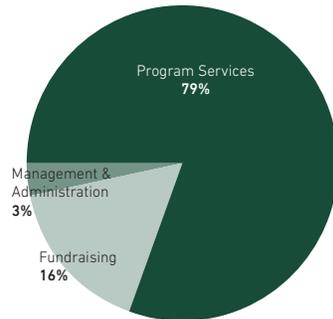
“... promote governmental policies that protect Wisconsin’s resources and promote the rights of citizens to hunt.”

WWA STATEMENT OF ACTIVITIES	2022	2021
Revenue, Support, and Gains (Losses)	<i>compiled</i>	<i>compiled</i>
Contributions	\$55,091	\$30,719
Extinguishment of PPP loan	-	\$50,385
Grants and other Program Fees	\$209,557	\$245,239
EXPO Revenue	\$59,046	\$34,735
Event Revenue (Net)	\$243,665	\$284,578
Other Revenue	\$32,334	\$29,464
Endowment Growth-Interest	\$1,402	\$10,104
<b>Total Revenues, Support, and Gains (Losses)</b>	<b>\$601,095</b>	<b>\$685,224</b>
Expenses		
Program Services: Habitat Restoration, Education, Advocacy and Member Benefits	\$402,325	\$685,224
Management, General Admin.	\$27,923	\$25,684
Fundraising	\$79,091	\$81,359
<b>Total Expenses</b>	<b>\$509,339</b>	<b>\$484,663</b>
<b>Change in Net Assets</b>	<b>\$91,756</b>	<b>\$200,561</b>
<b>Net Assets--Beginning of Year</b>	<b>\$554,488</b>	<b>\$353,927</b>
<b>Net Assets, End of Year</b>	<b>\$646,244</b>	<b>\$554,488</b>

### 2022 SOURCES OF WWA REVENUES



### 2022 WWA EXPENSES



## WWA Forward

WWA closed our 38<sup>th</sup> year in a very strong position. WWA's ability to deliver important benefits to state waterfowlers is increasingly recognized and accordingly, membership, volunteer and revenue trends are positive. This is in large part due to the energy of WWA's passionate volunteers.

We are poised to make even greater impacts in 2023.

See you in the marsh,

*Bruce*

Bruce Ross, *Executive Director*