



Executive Directors' Report

20 Sep 2023

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

- Planned Giving efforts beginning to show some results, with at least two donors pursuing estate gifting totaling in the 6-figure range. New videos soon to be added to site.
- Division of Gaming contested case stipulation of facts being ironed out—should be submitted by end of week. Decision planned in
- Events continue to be inconsistent financially.
- Draft website specification pending (question as to whether to continue this year with re-boot given disappointing event revenue)
- Annual report sent out to 200+/- supporters
- WWA Evaluation needed for BBB re-cert.
- EXPO initial follow-up to EXPO vendors and sponsors completed with more follow-up needed/planned.
- Continued prospecting for grants/sponsors/initiatives for diversifying revenue sources.
- Calendar sales happening now – seem well received in-person, but online sales curtailed due to DoG dispute.
- Joel Kleefisch - The Fowl Life – strongly connecting to WWA (EXPO, Podcast)

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

- PLE Program continues with Anthony's departure, Anna on-boarding. Mark has identified and initially scoped significant project at Peter Helland Wildlife Area (120+/- acres).
- Wild Rice Program: Volunteers collected 225# of rice; Project Director bought and distributed another 1000+#. DNR seems pleased.
- NRCS contract award for easement monitoring not yet in place—before October? Potentially hiring 04th ecologist and adding about \$25K to overhead / support effort. Discussion with NRCS lead says they will add \$30K to contract for better telling the NRCS habitat story (TBD).
- Pines project progressing, with video being shot and planning/funding coming together. Stand-alone NAWCA grant will be submitted.

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

- SHC presentation refined for late October presentation at capital
- DNR Secretary came to Waterfowl Hunters EXPO – VERY impressed.
- Attended DNR Secretary Roundtable... topics: Wolf Management; PFAS; HuntWild.

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

- R3 Waterfowler Academy
- Learn to hunt planning shows stronger effort this fall with 3 additional LTHS planned. 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 exceeded previous expectations with over 5,000 estimated visitors, 135 vendors filling 191 booths. Phenomenal youth zone. On budget, should net \$15K+/- and support scholarship/science projects and PLE initiative for 2024.