

DRAFT WWA Proposal for EXPO administrative and management support

Discussion: Sustainability of the EXPO has been an important part of its evolution over the past 5 years. Specifically, *incremental professionalization* has been a deliberate strategy to that end. As an example, we have outsourced the vendor management function and the professional marketing function to date and attempted (without complete success) to outsource the sponsor/vendor acquisition and signage functions.

For the past five years, consistent with WWA board direction, WWA has been donating the professional EXPO accounting, administration and management costs of Kelcy Boettcher and Bruce Ross even as their time demands have increased with the EXPO's growth and other WWA initiatives. This proposal estimates some of those costs absorbed by WWA while clarifying the functions and the related costs it has provided to the EXPO program. The time has come to consider having the EXPO program to underwrite those costs and potentially set the stage for expanding WWA capacity to undertake some or all of these functions.

Accounting and Administrative Functions

- Receive and enter invoices into QuickBooks
- Pay bills
- Enter online payments from Convention Force into QuickBooks
- Reconcile monthly bank statement against QuickBooks and Stripe online payments
- Provide financials upon request -
- Develop and provide a simple Profit and Loss Statement for the EXPO monthly
- Work with Marketing team on EXPO email content to WWA membership via Constant Contact
- Manage WWA website to complement EXPO website for shared programming/activities (DCCE, Calling Contest, Duckhunters banquet, etc)
- Day of treasurer
 - Cash pouches for each event/need; After event cash counting; Event reconciliation/reporting
- Coordinate day-of admissions function
- Pay out winner's prizes & scholarships – e.g., checks to calling contest, Fastest Retriever & checks/letters to DCCE winners
- WI Temporary Event Vendor Reporting – Dept of Revenue Form S-240
 - Enter all vendor info into DOR reporting and submit within two weeks of EXPO

Management Functions

- Oversee the Steering committee activities, including development of strategic outlook and growth trajectory planning
- Run Steering Committee, including develop agendas, minutes and follow-up actions
- Supervise /manage steering committee/subordinate committee activities
- Manage outsourced functions (e.g., vendor management, marketing)
- Oversee, coordinate grant and scholarship activity (both given and received)

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- Draft articles, press communications for EXPO marketing
- Cultivate sponsors and vendors and develop/sign associated contracts
- Coordinate new initiatives (e.g., Women’s zone; Duckhunters Banquet, etc)
- Oversee administrative/accounting function
- Manage EXPO signage function
- Oversee attendee data collection and use
- Spokesperson for EXPO – interviews, podcasts, radio, TV

	A	B	C
1	EXPO Admin and Management function - COSTING		Draft 11/30/2024
2			
3	Administrative and Accounting Function		
4	1	Receive and enter invoices into QuickBooks	
5	2	Pay bills	
6	3	Enter online payments from Convention Force and other sources (stripe, checks) into QuickBooks	
7	4	Manage bank account, deposits	
8	5	Reconcile monthly bank statement against QuickBooks and Stripe online payments	
9	6	Provide financials upon request -	
10	7	<u>Develop and provide a simple Profit and Loss Statement for the EXPO monthly.</u>	
11	8	Work with Marketing team on EXPO email content to WWA membership via Constant Contact	
12	9	<u>Manage WWA website to complement EXPO website for shared programming/activities (DCCE, Calling Contest, Duckhunters banquet, etc).</u>	
13	10	Day of treasurer	
14	11	Cash pouches for each event/need; After event cash counting; Event reconciliation/reporting	
15	12	<u>Coordinate day-of admissions function</u>	
16	13	Pay out winner’s prizes & scholarships – e.g., checks to calling contest, Fastest Retriever & checks/letters to DCCE winners	
17	14	WI Temporary Event Vendor Reporting – Dept of Revenue Form S-240 (Enter all vendor info into DOR reporting and submit within two weeks of EXPO)	
18		TOTAL	\$ 3,180
19		Overhead (10%)	\$ 318
20		TOTAL ADMIN/ACCTG FUNCTION	\$ 3,498
21			
22	Management Function		
23	1	Oversee EXPO activities, including development of strategic outlook and growth trajectory planning	
24	2	Run Steering Committee meetings, including develop agendas, minutes and follow-up actions	
25	3	Supervise /manage steering committee/subordinate committee activities	
26	4	Manage outsourced functions (e.g., vendor management, marketing)	
27	5	Oversee, coordinate grant and scholarship activity (both given and received)	
28	6	Draft articles, press communications for EXPO marketing	
29	7	Cultivate sponsors and vendors and develop/sign associated contracts	
30	8	Coordinate new initiatives (e.g., Women’s zone; Duckhunters Banquet, etc)	
31	9	Oversee administrative/accounting function	
32	10	Manage EXPO signage function	
33	11	Oversee attendee data collection and use	
34	12	Execute EXPO four 10 hour days	
35	13	Spokesperson for EXPO – interviews, podcasts	
36		TOTAL	\$ 9,888
37		Overhead (10%)	\$ 989
38		TOTAL MANAGEMENT FUNCTION	\$ 10,877
39			
40		Mileage	\$ 1,512
41		overhead	\$ 151
42		TOTAL TRAVEL	\$ 1,663
43			
44			
45		TOTAL PROPOSAL	\$ 16,038