

## **Alberta Conservation Association 2015/16 Project Summary Report**

**Project Name:** Waterfowl Warmup

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Sheila Campbell

**Primary ACA staff on this project:**

Sheila Campbell, Colin Eyo, Ken Kranrod, Don Myhre and Len Peleshok

### **Partnerships**

Beaverhill Sporting Clays  
Cabela's  
Canadian Red Agencies  
Evan's Group

### **Key Findings**

- Waterfowl Warmup raised awareness of the value of the Report A Poacher (RAP) program and raised funds for a new RAP educational trailer.

### **Introduction**

Waterfowl Warmup is a fundraiser in support of the Report A Poacher (RAP) Program. Proceeds from the event support the purchase of a new RAP educational trailer, which will be used to help educate the public about the negative impacts of poaching.

### **Methods**

At this event, teams of four register for a friendly competition to see which team can shoot the most clays. The course format is set up much like a golf course, but rather than holes, there are shooting stations. All teams begin at the same time in a shotgun start (pardon the pun), with each team beginning at a different station. Teams then walk from station to station. There are 14 shooting stations, and each person has eight clay targets per station. The more clays hit, the more points. The team with the most points wins.

ACA hosted Waterfowl Warmup on August 20, 2015, at Beaverhill Sporting Clays, 45 minutes east of Edmonton. The event started at 10:30 a.m. with coffee and muffins on the deck of the clubhouse. Participants then spent the morning checking out the shotgun demo stations. They were able to test the latest shotgun models by Benelli, Beretta, Franchi and Mossberg, and check out waterfowl gear at stations hosted by Cabela's, Canadian Red Agencies and Evan's Group.

After a barbecue lunch, the course shoot followed from 1 to 4 p.m., with the trophy presentation and event wrap up occurring from 4 to 5 p.m.

## **Results**

Thirteen teams travelled from Edmonton, Fort Saskatchewan, Ardrossan, St. Albert, Mundare, Beaumont and Calgary to participate in Waterfowl Warmup. This year's winning team was Team Double Tap consisting of Tyler Riewe, Mark Wagner, Victor Kuefler and Ryan Drebert. The team name and its members was added to the Waterfowl Warmup plaque that hangs at ACA's office in Sherwood Park. Winning team members also received an individual trophy to take home.

## **Conclusions**

Waterfowl Warmup raised awareness of the value of the RAP Program and raised funds for the program's educational trailer. A special thank you to Cabela's, Canadian Red Agencies and Evan's Group for sponsoring the shotgun demo stations and to Cabela's for providing hundreds of decoys to stage the event site. Thank you, as well, to the corporate and community teams and to our hosts at Beaverhill Sporting Clays.

## **Communications**

- Waterfowl Warmup was promoted in various ways:
  - Event webpage at [waterfowlwarmup.com](http://waterfowlwarmup.com).
  - Displayotron on [ab-conservation.com](http://ab-conservation.com) to thank sponsors and participants.
  - Advertising in *Conservation Magazine* and *Alberta Discover Guide*.
  - Facebook and Twitter posts.
- News releases in Edmonton, Calgary and local newspaper, radio and television:
  - "Calls to Report A Poacher hotline help catch poachers," August 11, 2015.
  - "New Report A Poacher trailer the aim of Waterfowl Warmup," August 11, 2015.

## **Media Coverage**

- *Let's Go Outdoors* Facebook video posted July 27, 2015 at <https://www.facebook.com/letsgooutdoorsca/videos/vb.123196301136465/728807590575330/?type=2&theater>.

## Photos



In 2015, we enhanced the Waterfowl Warmup event with the addition of a deck banner and a branded wall for our event tent. Photo: Alberta Conservation Association

**2015**  
**Waterfowl Warmup**  
SPORTING CLAYS  
TEAM CHALLENGE  
Thursday, August 20<sup>th</sup> 2015  
Beaverhill Sporting Clays

45 min east of Edmonton

- 14 shooting stations – 14 unique waterfowl setups
- 8 targets per station per person
- BBQ lunch
- Shells and targets included
- Shotgun demos and shooting tips

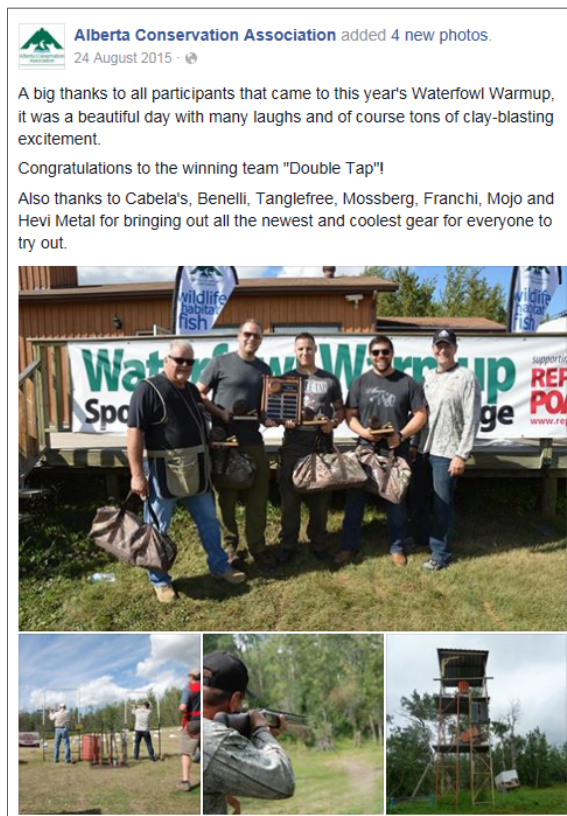
**4 person team \$1000. Register early! Limited spots available.**

Corporate sponsorship of shooting station only \$500.  
Contact Sheila Campbell, Alberta Conservation Association  
780-410-1979 / sheila.campbell@ab-conservation.com

We advertised Waterfowl Warmup in the *Alberta Discover Guide*.



Banner ad on Alberta Conservation Association's website.



A Facebook post about Waterfowl Warmup.

 **Alberta Conservation**  
@ConserveAlberta

 [Following](#)

Waterfowl Warmup event this year on August 20.  
4-person teams compete in this casual [#clayshooting](#) tournament.  
[reportapoacher.com/index.cfm/wate...](http://reportapoacher.com/index.cfm/wate...)

A Twitter post about Waterfowl Warmup.