

Alberta Conservation Association 2016/17 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:

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Partnerships

Beaverhill Sporting Clays
Cabela's
Canadian Red Agencies
Evan's Group
Maverick Inspection Ltd

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 responsible hunting and angling and 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 18, 2016, at Beaverhill Sporting Clays, 45 minutes east of Edmonton. The event started at 10 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 Canadian Red Agencies and Evan's Group. After a barbecue lunch, the course shoot followed from 12:30 to 4 p.m., with the trophy presentation and event wrap up occurring from 4 to 4:30 p.m.

Results

Fourteen teams participated in Waterfowl Warmup, including Lamont and Fort Saskatchewan fish and game clubs. This year's winning team was B-C Ranch consisting of Ross Campbell, Jim Campbell, Scott Campbell and Bob McMaster. The team name and members' names were added to the Waterfowl Warmup plaque on display at ACA's office in Sherwood Park. Winning team members also received an individual trophy and prize bags 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 Canadian Red Agencies and Evan's Group for sponsoring the shotgun demo stations and to Cabela's for sponsoring the winning team's prize bags. Thanks as well to Maverick Inspection Ltd. for sponsoring the barbecue lunch. A final thank you to the corporate and community teams and to our hosts at Beaverhill Sporting Clays.

Communications

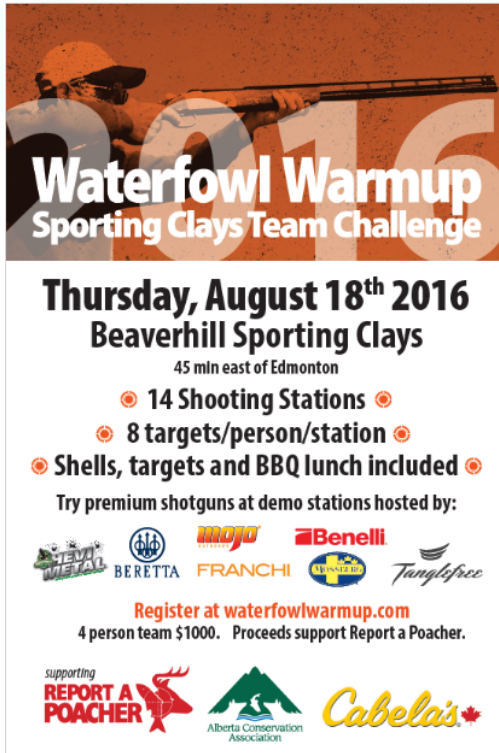
- Waterfowl Warmup was promoted in various ways:
 - Event web page at www.waterfowlwarmup.com
 - Slider on www.ab-conservation.com to thank sponsors and participants
 - Advertising in *Conservation Magazine* and *Alberta Discover Guide*
 - Facebook and Twitter posts

We advertised Waterfowl Warmup in the *Alberta Discover Guide*. We used the graphic as an e-signature and provided the advertisement to Cabela's to use as a bag stuffer at their check-out stations.



The graphic is a promotional poster for the Waterfowl Warmup Sporting Clays Team Challenge. It features a background image of a person in a hat aiming a shotgun. The text is arranged in a clear, hierarchical layout. At the top right, there is a small logo that says 'supporting REPORT A POACHER'. The main title 'Waterfowl Warmup Sporting Clays Team Challenge' is in large, bold, white letters. Below the title, the date 'Thursday, August 18th 2016' and the location 'Beaverhill Sporting Clays' are listed. A registration link 'Register at waterfowlwarmup.com' is provided. The bottom section lists event details: '4-person team \$1000 • 14 Shooting Stations • 8 targets/person/station' and 'Shells, targets and BBQ lunch included'. Several logos are displayed, including Benelli FRANCHI, MOJO, BERETTA, Tangoface, and Cabela's. The Alberta Conservation Association logo is also present at the bottom.

We used the event poster for digital and print promotions.



Waterfowl Warmup
Sporting Clays Team Challenge

Thursday, August 18th 2016
Beaverhill Sporting Clays
45 min east of Edmonton

- 14 Shooting Stations
- 8 targets/person/station
- Shells, targets and BBQ lunch included

Try premium shotguns at demo stations hosted by:

BERETTA | INNOVO | Benelli | Tanglefree
FRANCHI | Maverick

Register at waterfowlwarmup.com
4 person team \$1000. Proceeds support Report a Poacher.

supporting **REPORT A POACHER** | Alberta Conservation Association | **Cabela's**

We recognized the winning team in our *Constant Contact* e-newsletter.



Alberta Conservation Association



Congratulations Winners!

Congratulations to Ross Campbell, Jim Campbell, Scott Campbell and Will Hazard from B-C Ranch for taking home the trophies! It was a beautiful day for Waterfowl Warmup this year and the support for the Report A Poacher program is much appreciated.

A big thanks to Canadian Red Agencies and Evan's Group for hosting the Shotgun Demo Stations, Cabela's for donating prizes, Maverick Inspection for sponsoring lunch and Beaverhill Sporting Clays for being such a tremendous host.

Images from the event (Photo credit: ACA)

