

## **Alberta Conservation Association 2017/18 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:** Charmaine Brunes, Susan Burrill, Sheila Campbell, Colin Eyo, Budd Erickson, Ken Kranrod, Don Myhre, Len Peleshok, Kelley Stark, and Rhianna Wrubleski

### **Partnerships**

Arctic Chiller  
Beaverhill Sporting Clays  
Brad Fenson Outdoors  
Canadian Tire Wetaskiwin (Winchester & Browning)  
Delta Waterfowl  
Ducks Unlimited  
Fisher Marketing/Stoeger Canada (Benelli, Beretta, and Franchi)  
Kingston Ross Pasnak  
Maverick Inspection Ltd.  
Mountain Coil

### **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 17, 2017, 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, Browning, and Winchester, pick up tips on decoying, calling and hunt strategies from Ducks Unlimited, and dog demos and training tips with Delta Waterfowl. New this year was a wild game lunch of hunter-harvested goose donated by Brad Fenson Outdoors. 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

Twenty-one teams participated in Waterfowl Warmup, including Lamont and Fort Saskatchewan fish & game clubs. This year's winning team was the CLAYDUSTERS – Shawn Bosse, Stuart Carter, John Barkemeyer, and Daryl Harvie. 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 Fisher Marketing/Stoeger Canada and Canadian Tire Wetaskiwin for sponsoring the shotgun demo stations, and to Ducks Unlimited and Delta Waterfowl for the waterfowl and dog demo stations. Thanks as well to Maverick Inspection Ltd. for sponsoring the barbecue lunch. A final thanks 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](http://www.waterfowlwarmup.com)
  - Slider on [www.ab-conservation.com](http://www.ab-conservation.com) to thank sponsors and participants
  - Advertising in the *Alberta Discover Guide*
  - Profiled in ACA's e-newsletter
  - Facebook and Twitter posts

We advertised the event in the *Alberta Discover Guide* and used the graphic as an e-signature.



The graphic is a promotional poster for the Waterfowl Warmup Sporting Clays Team Challenge. It features a large orange and black background. On the left, there is a vertical strip with a '2017' and a 'REPORT A POACHER' logo. The main text is in bold, orange and black fonts. It includes the event name, date, location, and a registration link. On the right, there is a list of event details. At the bottom, there are logos for the demo stations (Benelli, Franchi, Beretta) and the host (Beaverhill Sporting Clays), along with the Alberta Conservation Association logo.

**Waterfowl Warmup**  
**Sporting Clays Team Challenge**  
**Thursday, August 17<sup>th</sup> 2017**  
**Beaverhill Sporting Clays**  
**Register at [waterfowlwarmup.com](http://waterfowlwarmup.com)**

- 4-person team \$1000
- 8 targets/person/station
- 14 Shooting Stations
- Shells, targets and wild game lunch included

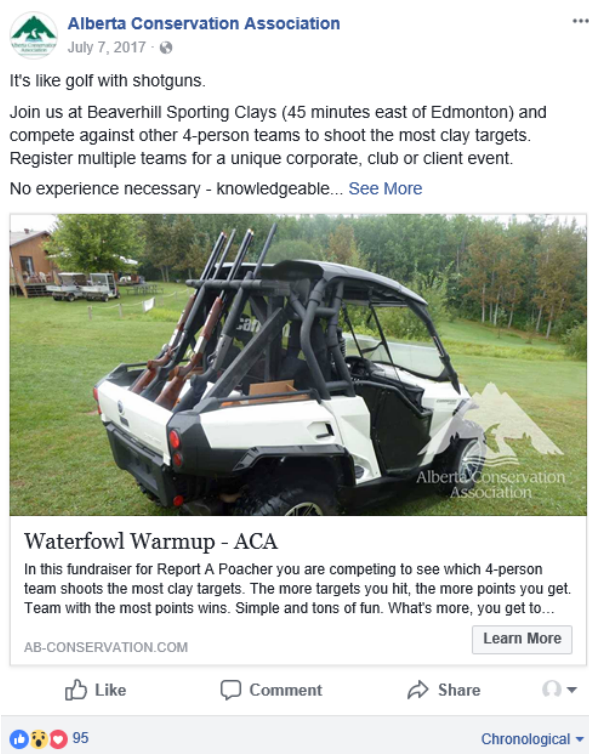
supporting **REPORT A POACHER**

Demo Stations hosted by: **BENELLI** **FRANCHI** **BERETTA** **BEAVERHILL Sporting Clays** **CRIBBIAN TIRE** **Alberta Conservation Association**

We used the event poster for digital and print promotion.



We promoted the event on ACA's social media and boosted Facebook posts to golf and outdoor audiences.



We promoted the event to subscribers of our *Constant Contact* e-newsletter.



# Waterfowl Warmup



**It's like  
GOLF**

## with SHOTGUNS

### Sporting Clays Team Challenge

### Thursday, August 17th, 2017

Join us at Beaverhill Sporting Clays (45 minutes east of Edmonton) and compete against other 4-person teams to shoot the most clay targets. Register multiple teams for a unique corporate, club or client event.

No experience necessary. Shotguns and instruction available.


14 shooting stations - 8 targets per person per station

Shells, targets & wild game lunch included

Shotgun demo stations & Waterfowling 101

**For more information and to register**

**[waterfowlwarmup.com](http://waterfowlwarmup.com)**



We collected video and image assets for use in event planning, promotion and sponsorship.  
Photo: Alberta Conservation Association

