

**Alberta Conservation Association
2018/19 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, Nikita Case, Budd Erickson, Joanne Melzer, Don Myhre, Len Peleshok, Rhianna Wrubleski, and Todd Zimmerling

Project sponsor

Roughrider International

Partnerships

American Bridge Canada

Beaverhill Sporting Clays

Brad Fenson Outdoors

Canadian Tire Wetaskiwin (Winchester & Browning)

Delta Waterfowl

Direct Horizontal

Ducks Unlimited

Fisher Marketing/Stoeger Canada (Benelli, Beretta & Franchi)

Kingston Ross Pasnak

Maverick Inspection Ltd.

Nature Conservancy of Canada

Practical Goose Hunter

Key Findings

- Waterfowl Warmup has become a well recognized annual event that raises awareness of the Report A Poacher (RAP) Program.

Introduction

Waterfowl Warmup is a fundraiser in support of the Report A Poacher (RAP) Program. Proceeds from the event support efforts to 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 16, 2018, 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, and pick up tips on decoying, calling and hunt strategies from Ducks Unlimited. This year's wild game lunch of hunter-harvested goose was donated by Mark DesRoches, Ducks Unlimited. The course shoot followed from 12:30 to 4 p.m., with the trophy presentation and event wrap up at 4:30 p.m.

Results

Twenty-one teams participated in Waterfowl Warmup. Last year's winning team successfully defended their title. Congratulations to 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

A special thank you to our title sponsor, Roughrider International for its multi-year sponsorship of Waterfowl Warmup. Thank you also to our demo station sponsors: Fisher Marketing/Stoeger Canada, Canadian Tire Wetaskiwin/Browning/Winchester, and Ducks Unlimited. Thanks as well to our coffee and muffin sponsor, American Bridge, Canada, and our returning lunch sponsor, Maverick Inspection Ltd. 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 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.

**Waterfowl Warmup
Sporting Clays Team Challenge**

presented by:
ROUGH RIDER

Thursday, August 16th 2018
Beaverhill Sporting Clays
Register at waterfowlwarmup.com

demo stations:
 Ducks Unlimited Canada
 BERETTA
 FRANCHI
 BEAVERHILL Sporting Clays
 Benelli

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

Alberta Conservation Association
 CANADIAN TIRE
 DELTA WATERFOWL

supporting
REPORT A POACHER

We used the event poster for digital and print promotion.

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Register at waterfowlwarmup.com

Proceeds support:

REPORT A POACHER
 Ducks Unlimited Canada
 BERETTA
 BEAVERHILL Sporting Clays
 Benelli
 FRANCHI
 Alberta Conservation Association

We promoted the event on ACA's social media and boosted Facebook posts to golf and outdoor audiences. The video promoting the event received over 7,500 views. We also used video to share the story of the day.



Nothing builds a team like making flying orange disks...

7.5K views · July 13



Boom! First clay down. Big thanks to Rough Rider...

1.3K views · August 16

 **Alberta Conservation Association** August 16 · 🌐 ***

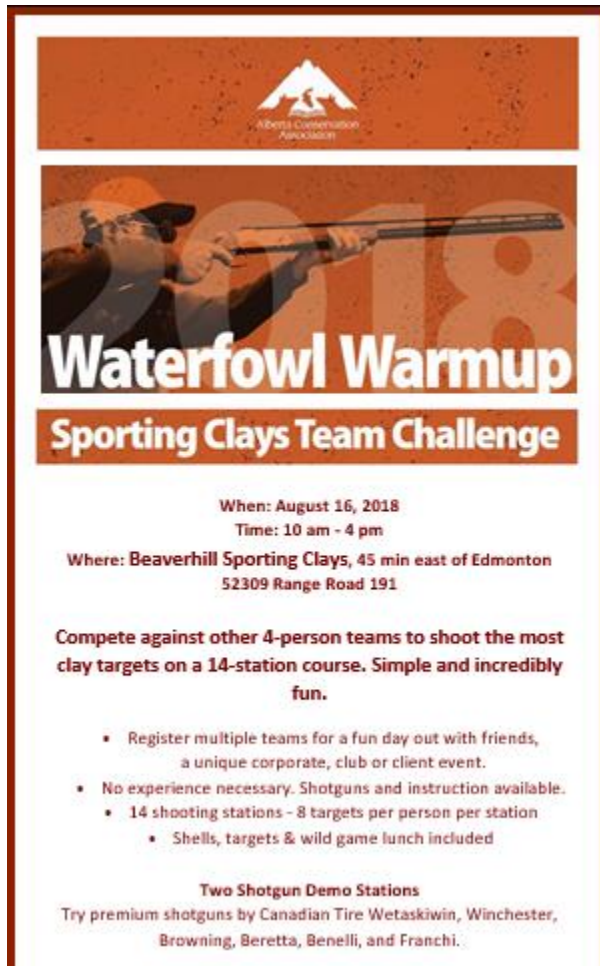
There is always more to learn when it comes to waterfowl hunting. Special thanks to Ducks Unlimited Canada-Alberta and Mark DesRoches for coming out to #WaterfowlWarmup 2018 and providing expert advice on how to up your waterfowl game this season.



👍 9 1 Comment 4 Shares

👍 Like 💬 Comment ➦ Share 🗨️

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



The poster features a top section with the Alberta Conservation Association logo. Below is a photograph of a person in a cap aiming a shotgun. The main title 'Waterfowl Warmup' is in large white font, with 'Sporting Clays Team Challenge' in a smaller white font below it. The event details, including date, time, and location, are listed in a smaller font. A descriptive paragraph follows, along with a bulleted list of event features. At the bottom, there is a section for 'Two Shotgun Demo Stations' listing various brands.

When: August 16, 2018
Time: 10 am - 4 pm
Where: Beaverhill Sporting Clays, 45 min east of Edmonton
52309 Range Road 191

Compete against other 4-person teams to shoot the most clay targets on a 14-station course. Simple and incredibly fun.

- Register multiple teams for a fun day out with friends, 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

Two Shotgun Demo Stations
Try premium shotguns by Canadian Tire Wetaskiwin, Winchester, Browning, Beretta, Benelli, and Franchi.

We collected video and image assets for use in event planning, promotion and sponsorship.

(Photo credit: ACA)



