

**Alberta Conservation Association
2019/20 Project Summary Report**

Project Name: Waterfowl Warmup

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Ken Kranrod

Primary ACA staff on this project:

Charmaine Brunes, Nikita Case, Budd Erickson, Tara Holmwood, Joanne Melzer, Don Myhre, Rhianna Wrubleski, and Todd Zimmerling

Project sponsor

Yeti Roughrider Rentals Ltd.

Partnerships

American Bridge Canada

Beaverhill Sporting Clays

Brad Fenson Outdoors

Direct Horizontal

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

Kingston Ross Pasnak

Maverick Inspection Ltd.

Nature Conservancy of Canada

Key Findings

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

Abstract

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. Twenty teams participated in Waterfowl Warmup. Last year's winning team successfully defended their title. The winning team name and members' names were added to the Waterfowl Warmup plaque on display at ACA's office in Sherwood Park. Winning team members each received an individual trophy and prize bag to take home.

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.

Alberta Conservation Association (ACA) hosted Waterfowl Warmup on August 16, 2019 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.

This year's wild game lunch of hunter-harvested goose was provided by Brad Fenson Outdoors. 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 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—undefeated champions for three years in a row. 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 each received an individual trophy and prize bag to take home.

Conclusions

A special thank you to our title sponsor, Yeti Roughrider Rentals Ltd. for its multi-year sponsorship of Waterfowl Warmup. Thank you also to our demo station sponsor Fisher Marketing/Stoeger Canada, 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 promoted the event on ACA's social media and boosted Facebook posts to golf and outdoor audiences.

Alberta Conservation Association
 Published by Budd Erickson [?] · August 16, 2019 · 🌐

It wouldn't be Waterfowl Warmup if you didn't get to shoot some premium shotguns!

Massive thanks to Winchester, Browning, BERETTA, Benelli and Franchi for coming out, giving shooting advice and letting shooters try out their excellent shotguns.



👍 Get More Likes, Comments and Shares
 When you boost this post, you'll show it to more people.

2,630 People Reached 113 Engagements [Boost Post](#)

Performance for Your Post

2,630 People Reached

12 Likes, Comments & Shares 📊

9 Likes	9 On Post	0 On Shares
-------------------	---------------------	-----------------------

3 Comments	2 On Post	1 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

101 Post Clicks

60 Photo Views	0 Link Clicks 📊	41 Other Clicks 📊
--------------------------	---------------------------	-----------------------------

NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Alberta Conservation Association

Published by Budd Erickson [?] · August 16, 2019 · 🌐

Congrats to the Clay Dusters for getting 1st place again this year at Waterfowl Warmup!

It was a great day of blasting clays, eating good food, learning from experts and laughing at your teammate's terrible shots.

Huge thanks to the presenting sponsor Yeti Roughrider Rentals and thanks for bringing out the incredible Sherp all-terrain vehicle!



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

2,757

People Reached

119

Engagements

Boost Post

Performance for Your Post

2,757 People Reached

13 Likes, Comments & Shares

13 Likes	13 On Post	0 On Shares
--------------------	----------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

106 Post Clicks

65 Photo Views	0 Link Clicks	41 Other Clicks
--------------------------	-------------------------	---------------------------

NEGATIVE FEEDBACK

3 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page


Reported stats may be delayed from what appears on posts

 **Alberta Conservation Association** is at Beaverhill Sporting Clays. ⋮

Published by Budd Erickson [?] · August 15, 2019 · 🌐

There is always more to learn when it comes to hunting waterfowl. Thanks to Ducks Unlimited Canada for coming to Waterfowl Warmup to answer any questions about decoy set-up and waterfowl hunting strategies!



 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

2,093
People Reached

30
Engagements

[Boost Post](#)

Performance for Your Post

2,093 People Reached

12 Likes, Comments & Shares 

12 Likes	12 On Post	0 On Shares
--------------------	----------------------	-----------------------

0 Comments	0 On Post	0 On Shares
----------------------	---------------------	-----------------------

0 Shares	0 On Post	0 On Shares
--------------------	---------------------	-----------------------

18 Post Clicks

4 Photo Views	0 Link Clicks 	14 Other Clicks 
-------------------------	---	---

NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts