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.

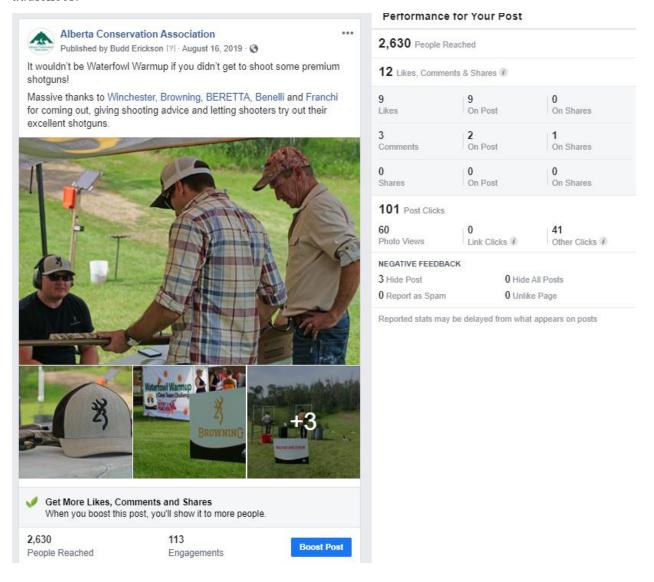
Conclusions

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:
 - o Event web page at <u>www.waterfowlwarmup.com</u>
 - O Slider on www.ab-conservation.com to thank sponsors and participants
 - o Advertising in the Alberta Discover Guide
 - o 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.





Engagements

Alberta Conservation Association

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

Waterfowl Warmup!

People Reached

Performance for Your Post

13 Likes, Comment	s & Shares	
13	13	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares
106 Post Clicks		
65	0	41
Photo Views	Link Clicks 1	Other Clicks /
NEGATIVE FEEDBAC	к	
3 Hide Post	0 Hide All Posts	
Report as Spam	0 Unlike Page	



Performance for Your Post 2,093 People Reached 12 Likes, Comments & Shares 12 12 0 On Post On Shares Comments On Post On Shares On Post On Shares Shares 18 Post Clicks 14 Photo Views Other Clicks Link Clicks NEGATIVE FEEDBACK 0 Hide All Posts 3 Hide Post 0 Report as Spam 0 Unlike Page Reported stats may be delayed from what appears on posts