

**Alberta Conservation Association
2020/21 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, Laura Volkman, Budd Erickson, Ken Kranrod, Joanne Melzer, Don Myhre, Rhianna Wrubleski, and Todd Zimmerling

Project sponsor

Yeti Roughrider Rentals Ltd.

Partnerships

American Bridge Canada

Bass Pro Shops

Beaverhill Sporting Clays

Brad Fenson Outdoors

Canis Outdoors

Dentons

Direct Horizontal Drilling

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

Foster Park Brokers

Kingston Ross Pasnak

Martin Motor Sports

Maverick Inspection Ltd.

Safe & Sound Custom Hearing Solutions

Winchester & Browning

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. This year we had to limit the number of participants at the event in order to keep everyone safe due to COVID-19 regulations. Sixteen teams participated in Waterfowl Warmup. 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 15 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 20, 2020 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 Brad Fenson Outdoors served appetizers of hunter-harvested goose, duck, and Sandhill crane. A BBQ lunch was served from 11:15 a.m. prior to the beginning of the shoot and safety talk. The Honourable Jason Nixon, Minister of Alberta Environment and Parks, attended and participated in the event and spent time speaking with the public also in attendance. The course shoot followed from 1:00 to 3:30 p.m., with the trophy presentation and event wrap up at 4:00 p.m.

Results

Sixteen teams participated in Waterfowl Warmup. Congratulations to the Team Pheasants Forever/Blackstone Drilling Fluids Ltd.—Bob Merkley, Perry McCormick, David Scott, and Nick Stanford. 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

The Waterfowl Warmup event attracts corporate teams, fish and game clubs, experienced sporting clay shooters, waterfowl hunters, and novice and first-time shooters. It raises funds and awareness for the Report A Poacher program, awareness of impact of poaching in conservation - as well as profiles an active ACA brand to stakeholders and corporate partners. 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 sponsors Fisher Marketing/Stoeger Canada and Winchester & Browning, our coffee and muffin sponsor, Beaverhill Sporting Clays, our snack and water sponsor, American Bridge Co., 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 webpage 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.

Waterfowl Warmup Total Social Exposure: 15,953 people reached and 561 engagements

Paid Social Advertising: \$31.35 to increase the number of people who saw our Facebook post.
ACA tagged and recognized on all social media posts.

Alberta Conservation Association
 Published by Budd Erickson [P] · August 20, 2020 · 🌐

It was another successful Waterfowl Warmup this year at Beaverhill Sporting Clays! Congratulations to the winning team Pheasants Forever. Special thanks to the door prize sponsors Martin Motor Sports and @BassProShops

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👍 Like 💬 Comment ➦ Share 🌐

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Delicious bulgogi duck tacos courtesy of Brad Fenson Outdoors. Thanks for coming Brad! It wouldn't be Waterfowl Warmup without some masterfully cooked waterfowl to try. #BradFensonOutdoors #WaterfowlWarmup




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4,935 People Reached 500 Engagements [Boost Post](#)

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