

**Alberta Conservation Association  
2021/22 Project Summary Report**

**Project Name:** Waterfowl Warmup

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Ken Kranrod

**Primary ACA staff on project:** Charmaine Brunes, Budd Erickson, Ken Kranrod, Joanne Melzer, Don Myhre, Tara Holmwood, Laura Volkman, and Todd Zimmerling

**Partnerships**

ARKK Engineering Corporation

Bear Scare Ltd.

Beaverhill Sporting Clays

Brad Fenson Outdoors

Cabela's Canada

Canis Outdoors

Cycle Works Motorsports - Calgary

Dee-Jay Plumbing & Heating Ltd.

Dentons Canada LLP

Direct Horizontal Drilling

Dive Bomb Industries

Ducks Unlimited Canada

Foster Park Brokers Inc.

High Caliber Products

Kingston Ross Pasnak LLP

Korth Group: Fabarm and Retay

Martin Motor Sports

Maverick Inspection Ltd.

Safe and Sound Hearing Solutions

Stoeger Canada: Benelli, Beretta & Franchi

Winchester® and Browning®

Yeti Roughrider Rentals Ltd.

**Key Findings**

- Waterfowl Warmup has become a well-recognized annual event that raises awareness of the Report A Poacher (RAP) Program.
- Nearly 100 participants on 24 teams took part in the event this year.
- Emily Lamb from Canis Outdoors partnered with Harvest Your Own to provide education to local women on clay shooting during the event, which was a fun addition.

## **Abstract**

Waterfowl Warmup is a fundraiser in support of the Report A Poacher Program. Proceeds from the event support efforts to educate the public about responsible hunting and angling and the negative impacts of poaching. In all, 24 teams participated in Waterfowl Warmup this year due to relaxed COVID-19 restrictions (last year we were limited to 16 teams). 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.

## **Results**

Alberta Conservation Association (ACA) hosted 24 teams at Waterfowl Warmup on August 19, 2021, at Beaverhill Sporting Clays, 45 minutes east of Edmonton. The event started at 10 a.m. with coffee and muffins. 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, which was a huge success amongst participants. A BBQ lunch was served starting at 11:30 a.m. prior to the

beginning of the shoot and safety talk. 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.

Congratulations to the Claydusters/Matrix Auto Team: Stu Carter, John Barkemeyer, Shown Bosse, and Darryl Harvie. The team 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 the event's main sponsor and ACA's Corporate Partner in Conservation 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 Korth Group/Fabarm and Retay; our coffee and muffin sponsor, Beaverhill Sporting Clays; our snack and water sponsor, Dee-Jay Plumbing and Heating; 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**

### *Promotions*

- Event webpage 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*
- Article in *Conservation Magazine*
- 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 media exposure: 20,869 people reached and 453 engagements.
  - Paid social media advertising: \$50 to increase the number of people who saw our

Facebook post.

- ACA tagged and recognized on all social media posts.
- We also made eight organic social media posts that reached a total of 44,300 people during the event, these posts thanked sponsors and highlighted different aspects of the event.

### **Literature Cited**

Not applicable

## Photos



Photo1. Brad Fenson cooks and offers one of the favorite parts of Waterfowl Warmup—wild game appetizers! Photo: Charmaine Brunes



Photo 2. A happy crowd of participants preparing for their time on the course.

Photo: Charmaine Brunes



Photo 3. Shooters on their way to the course. Photo: Charmaine. Brunes





Photo 4. Participants at a shooting station on the course. Photo: Charmaine Brunes