

**Alberta Conservation Association
2022/23 Project Summary Report**

Project Name: Waterfowl Warmup

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Partnership

Alberta Hunter Education Instructors'
Association

Bear Scare Ltd.

Beaverhill Sporting Clays

Black Rifle Coffee Co.

Brad Fenson Outdoors

Cabela's Canada

Cycle Works Motorsports - Calgary

Dee-Jay Plumbing & Heating Ltd.

Dentons Canada LLP

High Caliber Products

Kingston Ross Pasnak LLP

Korth Group: Fabarm and Retay

Martin Motor Sports

Maverick Inspection Ltd.

NFP

PW Transit

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 Program.
- Nearly 100 participants on 23 teams took part in the event this year.
- Two partners (Black Rifle Coffee Co. and Bear Scare Ltd.) brought interactive exhibits this year, which turned out to be a hit with participants.

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, 23 teams participated in Waterfowl Warmup this year. 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 23 teams at Waterfowl Warmup on August 18, 2022, 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 demonstration stations and other exhibitors. They were able to test the latest shotgun models by Benelli, Beretta, Franchi, Browning, and Winchester.

This year, Brad Fenson Outdoors served wild game appetizers, 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 winning team, Team Matrix Auto: 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 demonstration station sponsors Fisher Marketing/Stoeger Canada and Korth Group/Fabarm and Retay; our coffee and door prize sponsor Black Rifle Coffee Co., 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. Thank you to shooting station sponsors Kingston Ross Pasnak LLP, Bear Scare Ltd, Dentons Canada LLP, PW Transit, and NFP.

Communications

Promotions

- Event webpage at www.waterfowlwarmup.com
- Slider on 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.
 - On Facebook: Two posts were made, with total reach of 16,313 and 92 engagements.

\$100 was spent on advertising on Facebook for this event.

- On Instagram: Five posts were made and 31 Stories were created, with a total reach of 4,210 and 193 engagements.

Literature Cited

Not applicable

Photos



Photos 1–6. Participants enjoying Waterfowl Warmup. Photos: Charmaine Brunes