



Wisconsin Conservation Congress

Strategic Planning Session Report #1

June 26, 2012

Meeting process developed and facilitated by
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INTRODUCTION

The Wisconsin Conservation Congress Strategic Planning Committee met for the first time on June 18, 2012. In attendance were the following committee members.

- Wally Trudeau (District 2)
- Laurie Groskopf (District 3)
- Mike Riggle (District 3)
- Ralph Fritsch (District 4)
- Bill Yingst (District 5)
- Doug Burrows (District 5)
- Greg Wysocki (District 6)
- Frank Reith (District 6)
- Dale Maas (District 7)
- Larry Bonde (District 8)
- Mike Murphy (District 9)
- Jayne Meyer (District 10)
- Andrew Limmer (District 12)

Also in attendance were WCC delegate Ed Guptill (District 7) and Sharon Fandel and Kari Lee-Zimmermann of the Wisconsin Department of Natural Resources.

After the call to order, roll call, introductions, and the election of officers (Mike Murphy elected Chair) the committee developed the following purpose statement.

“The purpose of the Wisconsin Conservation Congress Strategic Planning Committee is to look into the future by developing a process of goals to pursue and standards to utilize for the Congress in the coming years.”

Committee members agreed that the strategic plan they are developing would cover at least a three but no more than a five year period. They recognize, however, that the plan would create a foundation upon which the organization would strive to achieve the long-term organizational vision that would be articulated during the strategic planning process. Committee members also agreed that the organization must have a charge of periodically reviewing progress made toward achieving strategic plan goals.

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DISCUSSION THEMES

Despite it being early in the process, some focus areas of committee discussion began to emerge during this first meeting.

- Awareness building (making it much more known to legislators and the general public what the WCC does)
- Internal organizational changes are needed to improve efficiency and effectiveness
- Opportunity to be a leading educator about Wisconsin natural resources issues

- Work more with other organizations promoting responsible, sustainable natural resources practices
- Develop a more productive working relationship with the Wisconsin Department of Natural Resources
- Improve internal communications
- More dialogue rather than presentations at meetings with DNR, WCC annual conference, etc. (encourage input)

GROUND RULES

Lersch began the conversation by presenting a set of ground rules to committee members. In general, the rules are meant to help facilitate deep, respectful conversations about important matters. Committee members agreed to adhere to the following guidelines

- All ideas are valid
- Everyone participates
- Focus on the “big picture”
- Please don’t interrupt
- Please don’t engage in side conversations (they can be distracting)
- It’s okay for committee members to ask clarifying questions of other members
- Discussions should be about ideas and positions, not personalities

Committee members chose to add the following ground rules.

- Leave personal agendas at the door
- Turn off cell phones
- Respect each other

EXPECTATIONS

Following public comment and a brief overview of the strategic planning process, committee members were asked what expectations they have for the project. They stated the following.

- ✓ Define who the “public” is (i.e. Who in the general public is the Congress attempting to reach?).

- ✓ Develop methods for measuring successes and failures.
- ✓ Address criticisms from delegates and the public about the Congress' internal operations.
- ✓ Use this planning process to send a message to Congress delegates that they are doing something very important. (Members agreed that they wanted Congress members to feel engaged in the planning process).
- ✓ Restore the credibility of the Congress.
- ✓ That the organization becomes more functional as a result of developing and implementing the strategic plan.
- ✓ Use the strategic plan as a vehicle to create more public awareness of the Congress and what it does.
- ✓ Provide a definition of who we are (delegates.)
- ✓ That the Congress will be changed dramatically; less emphasis on rule making processes and more on educating the public about effective natural resources practices. The plan should help us expand into areas we have never been.
- ✓ Make certain we do no harm (delude) to our organization during this process.
- ✓ Make certain that the strategic plan does not hinder our ability to frankly state our concerns about natural resources policies (Congress must remain vigilant in such matters).
- ✓ Plan should articulate strategies to foster better communication styles between the Department of Natural Resources and the hunter and between the department and the Congress. (More dialogue rather than lecturing/presentations).
- ✓ Address how the Congress can be sustained.
- ✓ Focus on the good of the whole/look at the big picture.

- ✓ The plan should address how the Congress can work better with other groups while not becoming too political.

This expectations list will be used to help measure the effectiveness of the strategic planning process.

ORGANIZATIONAL VISION

The Conservation Congress currently does not have a clearly stated vision. The purpose of developing a vision statement is to inspire the organization's internal stakeholders, in this case primarily the delegates, to do even greater things. The information directly below was provided to committee members to help clarify the differences between a vision statement and a mission statement.

Vision = organization's preferred future. What should the organization be known for 10, 20, 30 years down the road? What are the greatest impacts the organization should have over the long-term?

Mission = current purpose. What is the most important thing the organization is currently doing? How will the current purpose fit into your concept of the organization's preferred future?

A **mission statement** is generally one or two sentences. It usually conveys the most critical purpose of the organization in the **present**. It answers the question "why does the organization exist?" Mission statements, although succinct, are not slogans. Normally a good mission statement mentions who the organization seeks to serve, the primary goal it wishes to reach, and the geographical area in which it is working. Mission statements are fluid and should be reviewed periodically and particularly throughout strategic planning processes. They often let people know why the organization is unique. Good mission statements help provide guidance so that an organization can focus on what is truly important.

A **vision statement** focuses on the **future**. Rather than stating the current purpose of the organization, vision statements convey what stakeholders, or those who can place claim on or are affected by an organization's activities, hope the organization will look like at some point. Like mission statements, vision statements should be kept concise. In order to create a shared vision, or one that a large majority of the organization's stakeholders agree is appropriate, it is helpful for those who are determining the vision to understand the organization's purpose, its core values, its basic strategies, and its decision-making rules. Although they should be grounded in reality, vision statements talk about dreams and thus should be a source of

inspiration to organization stakeholders. Popular ways to begin a vision statement include but are not limited to:

- *We strive to be...*
- *The [organization] will be...*
- *Within the next decade....*
- *Our vision is to be...*
- *To be the best...*
- *To become the...*

Using a method called Appreciative Inquiry, one that focuses more on the positive aspects of the organization, the committee was divided into small groups to analyze and answer the following questions.

- What do you feel makes the WCC unique?
- What do you love most about the work the WCC does?
- What is WCC's greatest impact on the state of Wisconsin?

After reconvening, committee members stated that the following were the most important points made during their small group conversations.

- ✓ The Conservation Congress is the only one of its kind in the United States.
- ✓ Direct citizen input.
- ✓ Develop ideas of one voice (high degree of unity amongst Congress delegates).
- ✓ User groups are more deeply involved.
- ✓ Politically non-partisan.
- ✓ Coalition of various groups (Congress delegates are members of a variety of other bodies).
- ✓ Voting ability.
- ✓ Grassroots organization.

- ✓ Delegate membership is geographically balanced throughout the state.
- ✓ The Congress was created by and is recognized in state statute.
- ✓ The organization's members see ideas advanced by the Congress become successful.
- ✓ Broad representation.
- ✓ Delegates share a passion for the outdoors.
- ✓ The Congress is able to move positive ideas coming from the general public forward.

Using the scenario below, committee members were next asked to dream about what they want the Congress to be known for in the future.

"You have been asleep for 10 years. You awaken to find that the WCC is recognized throughout the nation, and especially by Wisconsinites, as the most efficient, democratic, and influential organization helping to determine state natural resources policies. Delegates are highly respected in their communities and are seen as active and influential community leaders."

- What is already in place within the organization to help make this a reality
- What must change in order for this to occur?

Once again, the committee broke up into smaller groups to discuss and record their answers to the questions. The following input was provided.

Already in place:

- ✓ Rulemaking process.
- ✓ Delegates are motivated.
- ✓ Structure within Congress and Natural Resources Board.
- ✓ Spring Hearings/resolutions.
- ✓ Committed delegates.

- ✓ Congress is recognized in statutes.
- ✓ Organizational set up – equal representation.
- ✓ Geographically dispersed; multiple disciplines represented in delegate membership.

What is needed?:

(Note: Many of these statements have to do with improving communication between the Congress and its stakeholders and potential stakeholders and internally amongst delegates.)

- ✓ Process to engage and motivate delegates.
- ✓ Outreach to user groups to broaden base.
- ✓ Willingness to change.
- ✓ Ways/methods to effectively gain participation.
- ✓ Better education/awareness about what the Congress does.
- ✓ Better contact with legislators and NRB.
- ✓ Year - end report; What is going on in the WCC?
- ✓ Make minutes of committee meetings more accessible. Distribute them more widely as a supplement to the annual report.
- ✓ Improved committee selection process for non-WCC committees that include WCC representatives.
- ✓ Better process for committee officer elections (including for Executive Council and Executive Committee).
- ✓ Increased recognition/appeal to broaden audience; non-consumptive users.
- ✓ Further motivation of delegates/they have to want to be educated about additional issues.

- ✓ DNR staff sees Congress as equal partners, fostering more collaboration.

Next, committee members were asked what key words or short phrases based on the input above should be included in a WCC vision statement. They mentioned:

- ✓ Open/impartial
- ✓ Participatory
- ✓ Respected
- ✓ Transparent
- ✓ Knowledgeable
- ✓ Credible
- ✓ Functional
- ✓ Influential
- ✓ Well organized
- ✓ Broad range – delegates have different areas of expertise
- ✓ Focused
- ✓ Adaptable to changing circumstances
- ✓ Forward thinking
- ✓ Communication
- ✓ Members of public have large stake
- ✓ Ability to review regulations and to suggest adaptations

✓ Follow through

✓ Accountable

The committee was then split into two smaller groups. Each group was instructed to develop a draft vision statement. Once completed, the committee reconciled the two draft statements into one.

The draft statements were:

"The WCC strives to represent the concerns of all users of the natural resources of our state to the NRB. The WCC will accomplish this through open, impartial, broad range and well organized actions."

"The WCC will continue to be the primary vehicle for gathering, forwarding and achieving the public's position on all of Wisconsin's natural resources."

A consolidation of the two statements was developed into the draft below.

"The Wisconsin Conservation Congress is the only statutory vehicle for gathering, forwarding, and achieving the public's interests on all natural resources issues to the Wisconsin Natural Resources Board. The WCC will accomplish this through open, impartial, broad range and well organized actions."

Committee members agree to review the statement between strategic planning meetings and to discuss it further at the next meeting. Several members stated that they thought this new statement was too similar to the organization's current mission statement.

SITUATION ANALYSIS (SOAR+C)

The SOAR part of the situation analysis was conducted using the following definitions. Challenges (C) will be completed during the committee's next meeting. The definition of "challenges" will be provided in that report.

- Strengths = Internal strengths of the organization (e.g. people skills and talents; work with DNR; funding, etc.)
- Opportunities = External forces working upon the organization that it can take advantage of (e.g. additional untapped funding sources; potential for additional collaborations/partnerships with other entities)
- Achievements = Issues resolved, legislation passed, new partners acquired, etc. over the past few years. What are you most proud of over the past few years? (Large group)
- Results = What should be the ultimate outcomes of the WCC's work? This is more than about passing legislation. It goes deeper. What is the impact on the state level that the public can see and appreciate?

Strengths

- ✓ Defined organization.
- ✓ Individuality; people from different backgrounds, etc.
- ✓ A great deal of knowledge and experience.
- ✓ People in the organization are passionate; dedicated about beliefs.
- ✓ Statutorily recognized.
- ✓ Statewide organization with equal representation
- ✓ Past achievements.

- ✓ Good working relationship with the Department of Natural Resources. (This could also be a weakness because there might be a perception that the WCC is “too close” to the DNR.)
- ✓ Leadership - take the extra initiative.
- ✓ Public funding creates ties to the state and counties (this could also occasionally hinder our activities).
- ✓ Solid committee; committee/run organization.
- ✓ The WCC concept is supported statewide by the general public. The organization has the backing of the state.

Opportunities

- ✓ Technology, Internet mobile use/email, etc.
- ✓ Increased acknowledgement by the DNR of public input.
- ✓ Wildlife counting data; citizen based monitoring.
- ✓ Citizen - based research - communicate results statewide with Congress as disseminator.
- ✓ People seeking sustainable lifestyles - “locavores”/local foods (WCC as promoter)
- ✓ Early insight into future issues; DNR activities, etc.
- ✓ Once you have positions from counties, Act 21 could help us move these forward; provides impetus to conduct and use more necessary research. Having these statistics will give the WCC more credibility.
- ✓ Act 21 gives WCC opportunity to fine tune what it sends forward.

- ✓ Partner with other groups that could increase interest in the WCC in the future (e.g. young forests initiatives, etc.)
- ✓ Act 21 - 55 county resolutions calling for the WCC to work with the Governor, Legislature and DNR to “restore the former rule making process;” now legislature can step back and think about/tweak the act to help prevent unintended consequences.
- ✓ Act 21 - lesson could mean improved communication between WCC and state government stakeholders.
- ✓ Act 21 is forcing WCC to do a gut check - forcing us to change (this is a good thing).
- ✓ Opportunity to be adjunct communicators about natural resources issues without taking a stand (disseminate information).
- ✓ Opportunity to educate and recruit/retain youth and other underrepresented groups/ women (+ non-typical user groups). Youth are often more in tune, more focused on issues. Hmong and Hispanics are typical underrepresented groups.

Achievements

- ✓ Eliminating or slowing down bad ideas
- ✓ Research partnerships with DNR; various wildlife associations, universities, etc.
- ✓ Successful at appointing Congress delegates to sit on other bodies such as the Great Lakes Forum. This is recognition of our stature and what we do. It also signifies that these other groups believe the WCC is a viable partner.
- ✓ Still holding the Spring Hearings.
- ✓ Played a major role in Youth Expo.
- ✓ Wall of Fame display; displayed all over the state.

- ✓ Delegates donating time to the Learn to Hunt program.
- ✓ Walleye issue; helping to persuade DNR not to pursue.
- ✓ Viable after 78 years of existence.
- ✓ WCC has done some adapting to changing situations already by creating new committees to help address specific important current issues.
- ✓ Engaging in this strategic planning process demonstrates that the WCC admits that changes are needed within the organization and that it is doing something about it.
- ✓ WCC worked with the legislature to pass hunter harassment legislation.
- ✓ Advancing ideas through resolutions and a democratic process.
- ✓ Open access reauthorization/ Knowles Nelson Stewardship programs.
- ✓ Tibeck Deer Tag policy occurred because of WCC work on the issue.

Results (Outcomes versus Outputs)

Expected and current results of the WCC's work are presented in table format beginning on the next page, with the second column listing examples of potential methods to measure those outcomes. Outcomes are the same as results. Relating to the WCC they may include things like legislation passed that was initially advanced by the organization, the impact of that legislation on hunting/fishing practices, behavioral changes exhibited by hunters as a result of a WCC educational program, or whether more young volunteers are persuaded through a specific WCC educational effort to work on natural resources issues. Linking the WCC program to action taken by those who attended that program, for instance, is a powerful way to document the organization's true impact.

For the WCC, outputs could include the number of people attending a WCC educational program (outcomes would be what they learned during the program and more importantly how did they use what they learned), number of issues voted on,

or the numerical results of the voting. Although it is important to communicate what outputs were achieved by the organization, it is more powerful to tell the story of outcomes.

Results	Potential ways to Measure what is Achieved
<u>Achievement of strategic planning and other organizational goals</u>	<ul style="list-style-type: none"> • Regular progress updates (What strategies have been completed?) at council and committee meetings and annual conferences • Evaluate and document how various stakeholders are affected by WCC initiatives • Evaluate and document how natural resources policies were changed through WCC efforts • Evaluate and document how those natural resources policies are having a positive impact on the environment, on hunting/fishing practices, etc.
<u>Education</u> (more people participating in WCC supported instructional sessions)	<ul style="list-style-type: none"> • What have the participants in a WCC sponsored/implemented educational program learned? • How have those participants used what they learned? • How have their actions affected local or statewide natural resources practices and policies?
<u>Mentoring</u> (recreational safety, boating safety, etc. More needs to be done to tell the story of the WCC helps with this.)	<ul style="list-style-type: none"> • What have mentees learned? • How have mentees used what they learned? • Have any of the safe boating/recreating practices become more common as a result of WCC mentoring programs?
<u>Enhanced and constant collaboration</u> among WCC, DNR and legislature to pass legislation	<ul style="list-style-type: none"> • Types of legislation passed that WCC advanced • Positive effects on natural resources policies • To what extent are people aware of and are complying with the legislation?
<u>Delegates should not feel disconnected from leadership</u> (better communication between leadership and delegates, committees, etc.)	<ul style="list-style-type: none"> • Evidence from delegates that they are feeling more connected and engaged • Delegates are using those feelings as the impetus for taking even more active roles in WCC initiatives
<u>More interaction/discussion in WCC meetings and between delegates and WCC partners</u> (rather than lectures/presentations)	<ul style="list-style-type: none"> • Evidence that delegates' views are being considered and at least in some cases implemented • How has the more discussion based format led to meaningful policy-making?
<u>Collection of data on how well WCC is known and perceived</u> (perhaps use a	<ul style="list-style-type: none"> • What is the extent of name recognition? • How well do the organization's primary stakeholders

survey, focus groups, etc.)	<p>understand what it does?</p> <ul style="list-style-type: none"> • What is the prevailing perception of how effective the WCC is?
<u>More and better public relations</u>	<ul style="list-style-type: none"> • What new public relations methods are being used? • How effective are those methods in increasing knowledge of the WCC?
<u>WCC is more representative of age, gender</u> (largely based on hunting/fishing license sales) - reaching target groups	<ul style="list-style-type: none"> • Increased numbers of traditionally underrepresented groups engaging with WCC or becoming delegates (output) • How have those people helped to advance the WCC mission?

Surveys, focus groups, interviews, are some of the more effective methods used to measure successes. Once measured, an effective plan to communicate those successes must be implemented.

DELEGATE AND PUBLIC INPUT

As part of the strategic planning process, committee members are soliciting the views of delegates who are not on the committee and when feasible the general public. This effort builds on the input that was received from the entire WCC delegation during the organization's annual conference May 10-12, 2012. Below is the feedback received at the conference and through committee members' efforts. As is the case with committee members' input, names are not associated with the comments made below.

Conference

- ✓ Marketing plan/campaign is needed. Effectively communicate to the public what the WCC does.
- ✓ Committee size. Better define committee roles and responsibilities.
- ✓ New delegate retention and recruitment.
- ✓ News releases (Should an entity be assigned to do this on a regular basis?)

- ✓ Focus on current pressing issues (e.g. deer management).
- ✓ Improve communications with Natural Resources Board.
- ✓ Better define how the WCC differs from the Department of Natural Resources. Articulate what makes the Congress unique. Find ways to get the public to use the Congress the way it should be used.
- ✓ Advertise our pluses/announce our successes.
- ✓ Discuss alternative ways to vote on resolutions (email, etc.).
- ✓ Develop a stand-alone WCC website.
- ✓ Enhance communication network between the public and delegates.
- ✓ Look at the balance of membership within committees.
- ✓ Look at how the WCC chairman is elected. Should he/she be elected at large?
- ✓ The new streamlined Spring Hearings prevents thorough discussion on the questions. We need to look at how to increase discussion time and quality.
- ✓ Focus on deer population.
- ✓ Develop stronger relationship with the DNR to increase the Congress' influence with that agency.
- ✓ Make ourselves more visible. Make it known to the public who they can contact.
- ✓ We need younger people in the Congress. The Congress needs to interact more with younger people. It does not interact enough with people in their 20s or 30s or younger.
- ✓ How do we recruit younger delegates and Congress volunteers?
- ✓ Think about additional/different forms of funding.

- ✓ Do we have/should we have the same officer positions on all committees?
- ✓ Increase Executive Committee to five?
- ✓ How can the Congress do a better job of educating the public about environmental issues? (such as how to increase a particular species)
- ✓ Increase interaction between the public and Congress. Better define what the public thinks about current hunting and fishing practices.
- ✓ Continue to partner/collaborate with other in state organizations. Persuade them to contribute to local rather than national causes. (Keep their funds here.)
- ✓ Public relations articles informing people about what is going on within the Congress' various committees. (Better relations with media)
- ✓ Be more involved with the development and passage of effective legislation.
- ✓ Improve access to our lakes, especially for the younger generation.
- ✓ Enhance the WCC's external focus. Get many more people who hunt and fish involved in the spring hearings.
- ✓ Create more opportunities to live by our current mission statement.
- ✓ Explore how to get more youth to the spring hearings.
- ✓ Develop strategies on how to recruit more new hunters. The number of hunters is going down.

Additional Feedback/Possible Discussion Points (non-Conference)

- ✓ I believe that each study committee should have a chair and a vice chair. That was no more evident that in the recent vote at the Price County spring hearings when the chair of the Rules and Regulations committee was voted off the Congress. That committee has no vice chair. To make matters worse, the committee had a meeting scheduled for April 23 and was required to report out

at the annual convention and the individual decided to step down immediately. As I have stated in the past, the vice chair position serves as a professional development opportunity while providing a backup in the case of illness, severe weather conditions or, in this case, a chairman who is no longer able to carry out his duties. I also do not believe that having co-chairs is the most efficient or effective way to run a committee. This only works in the case of two extremely compatible individuals who may or may not be working together at some point in the future. It also takes away the option of having the chair break any ties that occur during voting.

- ✓ I believe we have an opportunity to shore up our financial situation by expanding the role of the Friends of the Wisconsin Conservation Congress. We could do this by establishing a formalized system of accepting bequests from individuals in their wills. This has worked well with other organizations and, in some cases, has been hugely successful.
- ✓ We might want to require specific, measureable goals for each county. An example might be the number of press releases to local media outlets, interviews with local radio stations, presentations before local community organizations, in particular, outdoor groups. Each county could report out on their accomplishments at one of the district meetings each year and submit an end-of-year report to the DNR liaison to be filed for historical purposes. Awards could be presented for various accomplishments, e.g. the greatest percentage increase in spring hearing attendance. Once the ball gets rolling, counties might enjoy the competition and begin to piggy back on the ideas of other counties.
- ✓ We might want to consider a theme for each year. An example might be something like "Connecting with Partners in Conservation." The theme could be used to focus the Congress on some relevant priority and be used for PR purposes both internally and externally.
- ✓ Certain positions could be expanded to two-year versus one-year tenure, e.g. Executive Council and Executive Committee selections. To wit, at the district level, there would be an election for one district representative each year with the other rep providing much-needed stability and continuity. While in some districts, there is a considerable amount of stability; in others, not so much. If it comes to pass that Executive Council and Executive Committee members are to

be elected by the entire assembly as some have suggested, this would be even more appropriate since a much more elaborate campaign structure would likely evolve, including campaign literature, possibly hospitality rooms, etc.

- ✓ We could use a review of the award protocol, qualifications, etc. It seems that sometimes there are local organizations that are doing a ton of stuff but the activities don't seem to fit the criteria. This past year there was only one nominee for Local Organization of the Year.
- ✓ It might work more efficiently if the annual convention were held in the same central location each year. Stevens Point is perhaps the most conveniently located of the possible venues in the central part of the state. The benefits include:
 - Delegates will not have to travel from one corner of the state to the other as has happened from time to time. e. g. Lake Geneva a couple of years ago, Cable several years ago.
 - Planning is simplified because hotel, WCC and DNR staff is already familiar with the layout from year to year.
 - It could be possible to sign a long-term contract with the hotel that would bring down the cost of the event.
 - Delegates won't have to be concerned about finding the location or how long it will take to get there. If Stevens Point were the site of choice, transportation routes to that location are probably as good as any in the state.
- ✓ Reduce the number of delegates to three per county.
- ✓ Not many sportsmen/women know about or have even heard of the WCC let alone know what we do. Perhaps it's the times we live in, young people coming up in outdoor sports don't know or are not being taught about the WCC or how conservation regulations are formed. But one thing seems apparent; neither the Congress nor the DNR are doing enough to educate or market the WCC.
- ✓ [Would it make sense and would it be possible to film] a documentary about the WCC? I'm not talking about an eight minute educational video, I mean a short film of 30 or 45 minutes. The title could be "A Year in the Life of the WCC." [The movie could] show how a county resolution moves from the Spring Hearing to a committee to the questioner to the convention, and finally written into the law or the regulation book. Start the film out at the convention then

follow the resolution process. Cut in some history and the Congress structure as the film moves along. Make it interesting with some well written voice over and a great narrator. The screen play would be easy to write. There is so much to talk about. Doctor Christin Thomas would be a great resource. I know the Congress doesn't have a budget for such a project but I would think it could tap some UW film making class to produce it. If there needs to be a budget, I don't think it would be too hard to find some private donations from conservation organizations i.e. Safari Club, State Chapters of national organizations and local groups, etc. What would we do with a film? A film like this should make it to public TV, could even have national interest. DVD's could be made available to high schools, hunter education classes, conservation organizations, etc. as well as a WDNR web site. I think there would be great historical value as well.

- ✓ In order to get more varied people knowledgeable about and involved with in the WCC, they need to know about it. It's just like being in business. People won't buy your goods or services if they don't know they exist. [I] recommend that we develop:
 - Website
 - Application for smart phone. Many 35 year olds and younger don't read newspapers, magazines or even watch TV. All their information comes from the phone. [This] also would gain access to more people even worldwide.
 - Short You Tube Video about the history of the WCC, mission statements, committees, etc.
 - Use of smart phone scanners in written publications/licenses.We have to embrace technology. It's hear and not going to go away.
- ✓ Many senior citizens do not feel comfortable with change. It seems most of the people who talked made this apparent. *(Note: It was not explained what point this statement was meant to address.)*
- ✓ Who knows the WCC exists?? Education and getting the word out has been poor. Who are we? What do we do? How can more people become involved? A local group of sportsmen (REMCO - Real Old Men Eating Out) were polled and of the 30 men not one knew what the WCC is.
- ✓ If a local newspaper exists, more items need to be placed in it.

- ✓ Efforts should be made so that working people can attend the WCC annual meeting without getting time off from work.
- ✓ I have been a part of strategic planning and if the work is not applied nothing will come of it.
- ✓ Create our own website.
- ✓ Make annual meeting Internet accessible to the public.
- ✓ Expanded Image I would like to see an attempt made to promote an expanded image of the WCC to include other stakeholders in Wisconsin's conservation. Our present image focuses on the *big three* (hunting, fishing and trapping) and with that we could just as aptly be called the Wisconsin Sportsman's Club. Because we do not attract many people from agriculture, aquaculture, forestry, non-consumptive user groups, etc. we end up filling study committee positions with individuals that are primarily hunters, fishermen and trappers. Often the study committee they are placed on does not represent their strong suit and these committees would benefit from having individuals with stronger and more specific backgrounds. I cannot offer specific suggestions as to how to attract the wider range of people we profess to represent to the spring hearings and consequently a WCC delegate, but I think it is worth a discussion.
- ✓ Proportional Representation I am sure you remember our past chairman Bill Murphy and his fondness for using the phrase that '*the Congress represents the people.*' Well I beg to differ with that claim in that from my experience we represent almost exclusively the sportsmen. That aside, if we cannot represent all the people, then we should at the very least represent the sportsmen accurately. To do this the Congress has to have the correct proportional representation on certain study committees. I am speaking specifically about the Big Game Committee. To correctly represent both the archery and gun hunter segments of big game hunters the committee has to be made up proportionally to the number existing in each category. Even though some overlap exists, this proportion can somewhat be determined by the number of license sales of each. That proportion should be one of the guidelines for staffing the Big Game Committee. To have a disproportionate number of archery hunters to gun

hunters represented is not correct, accurate, or fair, and results in skewed results from that committee. Over the last almost three decades that I have been on the Big Game Committee we have gone from having the entire Executive Board of the Wisconsin Bow Hunters Association sitting on the committee to having a majority of the Committee being archers, to about a 50/50 split now. The gun to archery license sales is roughly three to one and that is how the committee should be staffed. Selecting the correct proportion should be relatively easy based on the individual questionnaires we fill out annually. This ongoing disproportional misrepresentation is on a large part why gun hunters don't even have their own separate season anymore, why archers get to hunt the week prior to gun season now, why the bow hunters can hunt approximately four months and the gun hunters have nine days, and why those desiring to hunt with a crossbow are so limited.

- ✓ Code of Procedures The key guideline that all WCC delegates should be aware of is our Code of Procedures. While the whole document is important I believe IX, B, 2 is especially so...It is my belief that this passage should be emphasized to all delegates, especially newly elected, so that they realize the role their *knowledge and judgment* is to play in their final vote. Without this responsibility to use knowledge and judgment there would be no need for delegates as the popular vote at the spring hearings would be all that is necessary. Also, the Executive Council and Executive Committee should be aware of it so that they do not overturn the final vote of the convention floor as took place last year on the bow hunting during the gun deer season issue. Anything in the COP giving them that authority is a very grey area.
- ✓ Banquet I also have several issues with the banquet at the convention. This last year's banquet was poorly conducted in my opinion. Instead of having some entertainment as in the past, the honors presentations and raffle drawings dragged the banquet on so long it was brutal. Some other method (an annual honors book perhaps) could be found to honor the year's recipients foregoing the need for lead-in speeches, plague presentations with posing for pictures, and acceptance speeches. Drawing the raffles Friday night cuts the ticket sales short by a half day and does not encourage people to stay Saturday as it would if the drawing was at the end of the convention. Also, everyone should write their names on the back of the tickets instead of trying to match numbers. I am also astounded at what you get for the cost of a banquet ticket. Our local wildlife

organization serves 350 at our annual banquet. Our cost to the caterer is +/- \$15 each for a thick hand cut piece of prime rib plus chicken and all the trimmings. Our local Legion Post holds two steak feeds per year as fundraisers. We sell 250 tickets for \$13 and serve individually cooked 12 ounce choice rib eyes with all the trimmings and still make money. The Manitowoc banquet was over-priced for the amount and quality of the food. Speaking primarily from a carnivore's viewpoint, the meat was very dry and in sore need of some tallow. As for the green bean and boiled potato - - - well that alone speaks for itself.

- ✓ Spring Hearing Discussion I believe there is much to be gained by getting back to having an open discussion on the questions at the spring hearings. Often times discussion brings up points that had not occurred to other people and thus greatly affects the vote. It provides a learning experience for the delegates to further their *knowledge and judgment* for the final vote at the convention. I know discussion prolongs the hearings but it is important and only occurs once a year. If time is such a constraint perhaps limiting the number of questions in some way on both the DNR and WCC side should be found. If we want people to stay to the end and to benefit from the discussion before voting and leaving, several methods have been put forward - Wes Domine's being my favorite.

NEXT MEETINGS

Meetings were scheduled for the following dates and times.

- July 23, 10:00 a.m. - 4:00 p.m., Mead Wildlife Center
- August 13, 10:00 a.m. - 4:00 p.m. (location to be determined)
- September 8, 10:00 a.m. - 4:00 p.m. (location to be determined)
- October 1, 10:00 a.m. - 4:00 p.m. (location to be determined)