

EXECUTIVE DIRECTOR REPORT

January 2019

Program:

- FXs. Conducted an Insights Discovery session for FX15's wives. Please see attached updated FX calendar for 2019. The Stand-To reunion has been removed and an additional Solo FX has been added for Higher Ground (see below).
- Ice FX. Very successful. Warriors bond even more intensely than regular Solo FX. For those warriors who want to charge a little harder. Confidence builder. Fun but not relaxing! Please see write up and photos in Friday's eNewsletter.
- Program Subcommittee Meeting Report:
 - Discussed Subcommittee Scope & Purpose statement. I sent out mid-month but have an updated version attached.
 - Subcommittee will set consistent, regular, quarterly meetings.
 - Discussed idea of WQW separating "product" from "development" when it comes to program
 - Strategic Plan benchmarks/success. BOD will receive this overview at retreat.
 - Discussed and decided to move forward with Higher Ground (HG) as a recruiting partner. HG will bring six post-9/11 combat veterans to a Solo FX (FX 13).
 - Boulder Crest Retreat (BCR). **CONFIDENTIAL** – Presented idea to become a delivery partner for BCR's "Warrior PATHH" program. It is an 18-month post traumatic growth program that kicks off with a 7-day on-site retreat. The remaining months are done virtually. If WQW became a delivery partner, we would become trained in the method and host/deliver the 7-day retreat. We would not have a role beyond that. We would be able to do our own recruiting (alumni) and also receive applicants from BCR. Subcommittee identified lots of questions to ask BCR before more deliberation takes place.
- Loyalty Survey. Launched on Jan. 15. Results will be presented at the retreat.

Fundraising:

- NAB. Mid-year video conference is set for 3/1. Annual summer meeting is set for 7/25.
- Warrior Taste Fest. Secured corporate sponsors – E.G. Construction (\$20K), NW Farm Credit Services (\$15K), Billion (\$8K), First Security (\$5K), Stockman Bank (\$1K), Jelt (\$1K), MyTaT (\$1K). Individual tickets will go on sale 4/1.
- Some stats from 2018:
 - Number of gifts went up 19% since 2017
 - Total donors went up 10% since 2017
 - We currently have 13 unique planned gift donors (up from 0 in 2015).
- Semper Fly. May event still has openings (fishing the Big Hole). October event is sold out. Please let Gayle know if you know someone who may be interested.
- Half of the FXs for 2019 are already funded via cash received or pledged!

Communications/Outreach:

- eNewsletter
- Shot Show. April and Saul attended the Shot Show in Vegas last week. They introduced WQW to hundreds of new people; scored a 50% discount on sunglasses for warriors from Smith; caught up with 2 warrior alumni; networked with a potential VIP speaker for the golf tournament (or other event); and discussed a significant grant with a prospective donor.

Quiet Waters Ranch:

- Caretaker House. Foundation is done, framing is starting.
- Kitchen remodel. Will commence after retreat and be finished by 4/1. New stove, oven, fridge and island.
- Internet upgraded. This needed to happen before any upgrades in audio/video conferencing abilities can be pursued.

Administration:

- Ex Com meeting
- Database conversion to Salesforce is underway. Won't be complete until May.
- 2019 Budget Finalization
- Hired and began onboarding of Director of Administration & Evaluation
- Ryan's annual review
- Slight restructure in staffing
 - Emily will become Deputy Director of Development. She will hand-off the part-time volunteer management position later this spring. Replacements have been identified.
 - With Mike Powell on board as Dir of Admin & Eval, April will maintain some admin assistant duties at about 20% of her time however she will be promoted to Marketing and Communication Coordinator.
- Changed graphic design and marketing companies. We worked with Classic Ink for 11 years. We will now be working with Brickhouse Creative (also local). They are deeply embedded in the fly fishing community; excel at video; and have some exciting new ideas.
- Retreat Planning