



**Annual Business Meeting**  
**January 11, 2017**

Muskellunge

© **Welcome**

WI **And**

**Announcements**

*Since '53*



# **Fun Facts - Membership**

**12/31/2016: 164 -> 43 singles; 38 families; 46 juniors**

**2015: 124 -> 28 singles; 33 families; 35 juniors**

**2014: 109 -> 27 singles; 23 couples; 4 families; 32 juniors**

**Membership Dues remain the same for 2017**

**Single for \$35 and Family for \$40**

# Fun Facts - Membership

**2017: ??? -> Bring a friend and watch us grow!**

**2016: 164 -> 43 singles; 38 families; 46 juniors**

**2015: 124 -> 28 singles; 33 families; 35 juniors**

**2014: 109 -> 27 singles; 23 couples; 4 families; 32 juniors**

**Membership Dues remain the same for 2017**

Single for \$35 and Family for \$40

# Fun Facts – MCW Logo'd Apparel



New Member Hat Choices



# MCW Apparel Fun Facts (Mostly pre-orders)

- Since 2012: 402 MCW apparel items ordered!
- 135 2012 Okauchee Stocking Tshirts – Great sale price!
- 9 orders placed with Queensboro in 2016!
  - approx. 65 items ordered - \$1120.32!
- Hats (in stock)
  - Currently 11 different hat / logo combos (\$10 or \$15)
  - 3 new-member hat styles (Free for new members)

## Selected Items Ordered Since 2015

- 27 rain jackets
- 57 Tshirts
- 20 3-Season jackets
- 22 polo shirts
- 5 Fishing Shirts
- 23+ hats and caps
- 4 Lady's pullover warmups
- 1 Laptop bag (for our new laptop)

# Fun Facts – Newsletter Stats

## MCW Release

MCW Newsletter

December 31, 2016

Volume 64, Issue 8

Page 1

- President's Message
- Business Meeting
- Special Thanks

Page 2

- More from the President
- BOD Meeting Agenda
- Calendar Of Events

Page 3

- Quotable Quotes
- Membership Dues
- Spring Outing
- Banquet Announced
- Milwaukee Muskie Expo

Page 4

- RIP John Laimon
- Did You Know...
- 2017 Resolutions
- Magazine Swap

Page 5

- Member Lure Donations

Page 6

- Member Fishing Contest

Page 7

- New Website with New Login Credentials
- Apparel Inventory
- T-shirt Order

Page 8

- Officers and BOD
- Beyond MCW
- MCW Mission Statement
- MCW Meeting Info

### President's Message

January for us as a club is a time of much to do, planning for several events with a full calendar ahead of us; a time of year when we seem to be doing everything but fishing. It's a time to reflect on 2016, and a time of transition as we elect our MCW Board Members and Officers. Let's be thankful to those that have served MCW and welcome those that join us. Our January MCW members' meeting takes place on January 11. This is our official business meeting - a 'state of the union for MCW' of sorts where we discuss successes and upcoming plans and conduct elections. We will have the sign-up sheet handy to help in our booth at the Milwaukee Muskie Expo in February.

The Musky Road Rules seminar series rolls thru the Milwaukee area on January 15 when Tony Grant and Gregg Thomas bring their show to Pewaukee's Thunder Bay Grille! I will be representing MCW there, and sharing our story with seminar attendees.

(See **More from the Prez** page 2)

### Special Thanks – Departing Board Members

We extend a special THANK YOU to outgoing MCW board members Brandon Crawford, Kurt Ketchum, and Mike Nerad. Their insight, foresight, and dedication to MCW are most appreciated. Thank them when you get a chance



### January 11 Business Meeting

**When:** Wednesday, January 11, 7:30pm  
6:30 Social Hour (same as always)

**Where:** Thunder Bay Grille  
N14 W24145 Tower Place  
Pewaukee

**Why:** We'll be reviewing our 2016 accomplishments, we'll look ahead to what we have planned for 2017, and we'll be holding elections for all MCW Officer and Board Member positions. We hope you will make time to attend to see how our club works. You'll get a chance to provide feedback and offer your input and suggestions.

- Since Jan 2014: 27 *MCW Release* newsletters
- Number of pages: 206
- Number of photos: 210
- Number of articles: 493
- Number of people we've thanked:
  - Individuals: 21
  - Groups: 4 (MCW volunteers – various events!)
  - Companies: 1 (Droegkamp HVAC)
  - Organizations: 1 (Musky Clubs Alliance of WI)
- Advertisers: 6 (sort-of)

Muskellunge

Club of

**Questions ?**

*Since*

*'53*

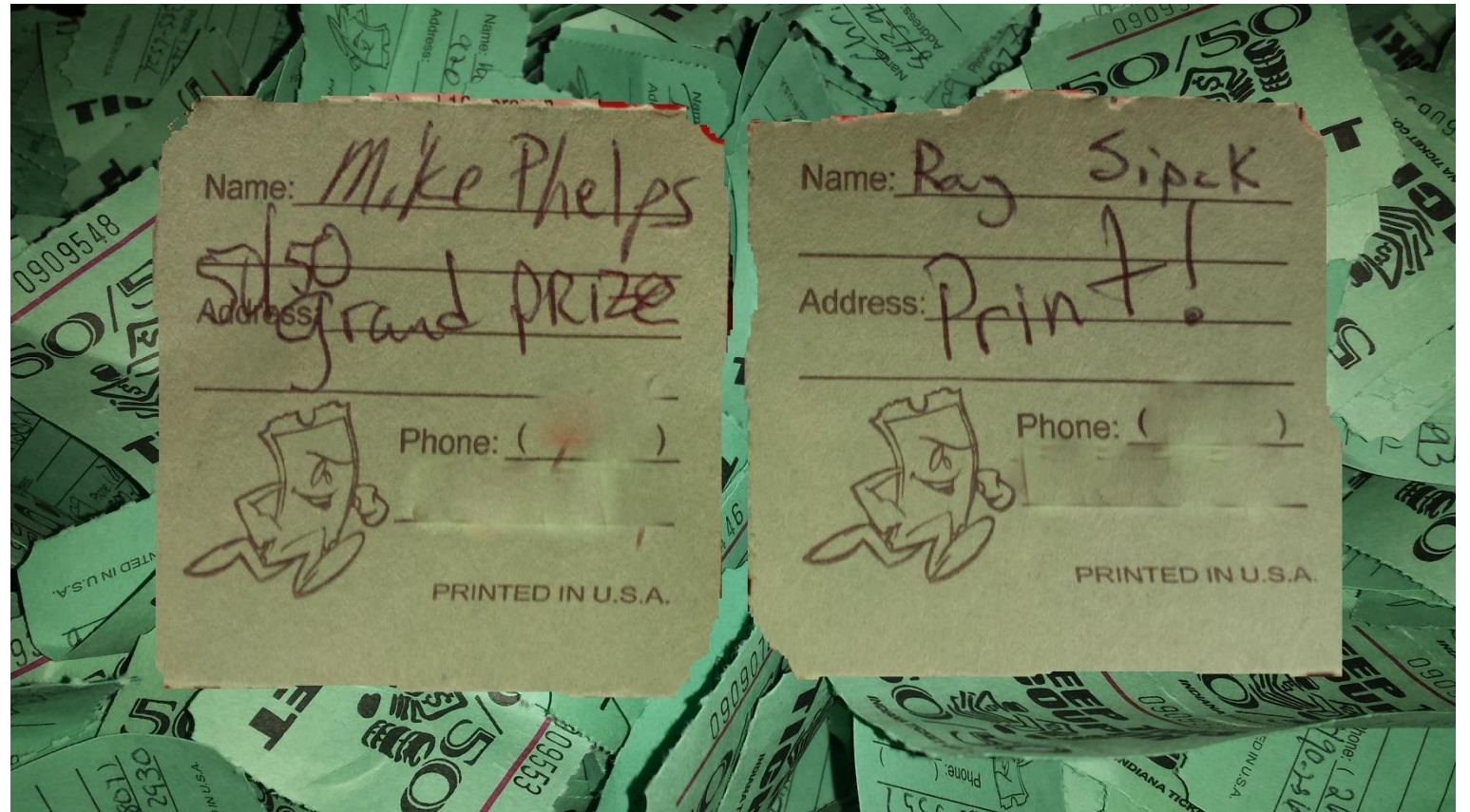




# **2016 Successes**

# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



# 2016 Successes

- Muskie Expo
- **Banquet**
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



# 2016 Successes

- Muskie Expo
- Banquet
- **Stocking**
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



**Drum  
Roll  
Please**



**!!!!**

# 2016 Successes

- Muskie Expo
- Banquet
- **Stocking**
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status

**\$12,075**

**Muskie stocking in 2016!**

**Funded from our**

**Bob Baumann Memorial  
Stocking Fund!**

# 2016 Successes

- Muskie Expo
- Banquet
- **Stocking**
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status

## **April 12 Okauchee**

- **Joint with MCM**
- **800 yearlings**
- **\$6400 (MCW)**

## **April 27 Okauchee**

- **Joint with Gollon**
- **290 yearlings**
- **\$3575 (MCW)**

## **Sept 16**

- **Joint with MCM and 3 Charlies**
- **Lac La Belle (150)**
- **Pewaukee (250)**
- **\$2100 (MCW)**



# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- **League (Spring & Fall)**
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



# Spring League

## 2016

- 26 Participants
- 6 Members Caught Fish
- 7 Fish Caught
- Scott Wilkie – Champion

## 2017

- 7 weeks
- May 11 to June 29 (no league the week of the Spring Outing)
- Always need “Boaters”





# Fall League

## 2016

- 16 Participants
- 3 Members Caught Fish
- 4 Fish Caught
- Ben Sieren – Champion

## 2017

- 6 weeks
- Sept 7 to Oct 12
- Always need “Boaters”



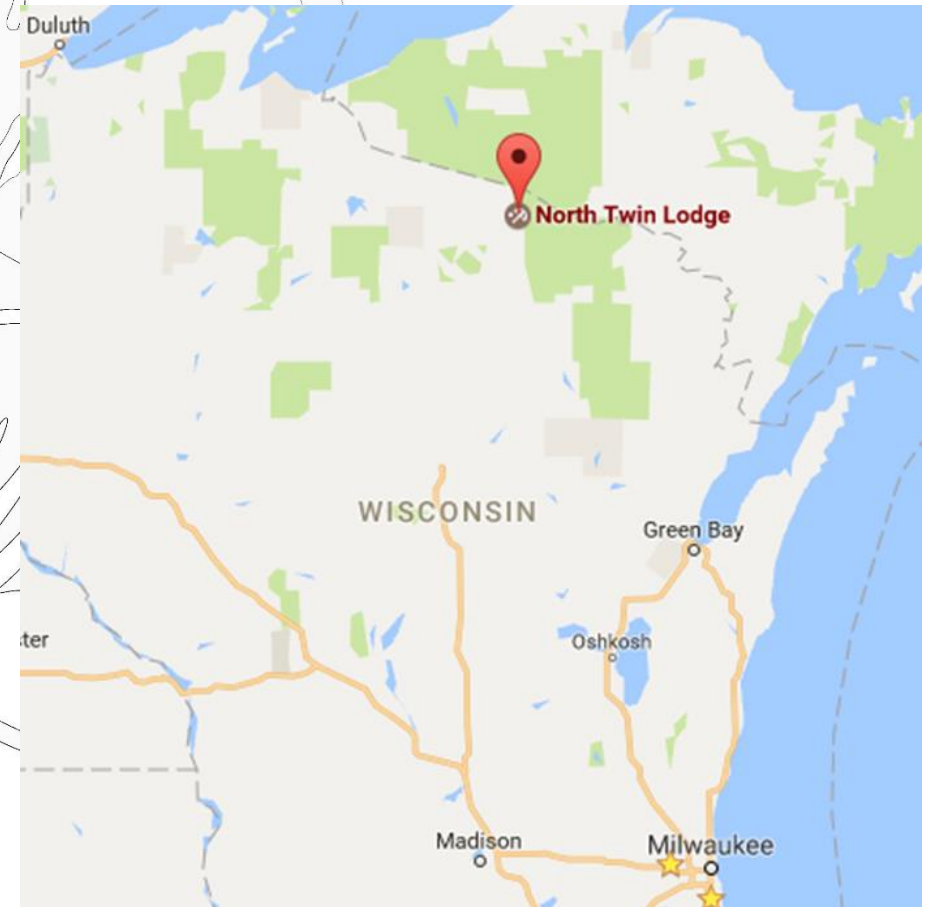
# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- **Spring Outing**
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



# 2017 Spring Outing

- North Twin Lodge - Phelps, WI
- North and South Twin Lakes ( plus surrounding area )
- June 8, 9, 10, 11 (Thursday – Sunday )
- Need commitment (\$90 down payment) on or before the February meeting



# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- **Mukwonago Maxwell Street Days**
- One Day Outings (2)
- MCW In The News
- Membership Growth
- Financial Status



# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- **One Day Outings (2)**
- MCW In The News
- Membership Growth
- Financial Status



# 2016 Successes

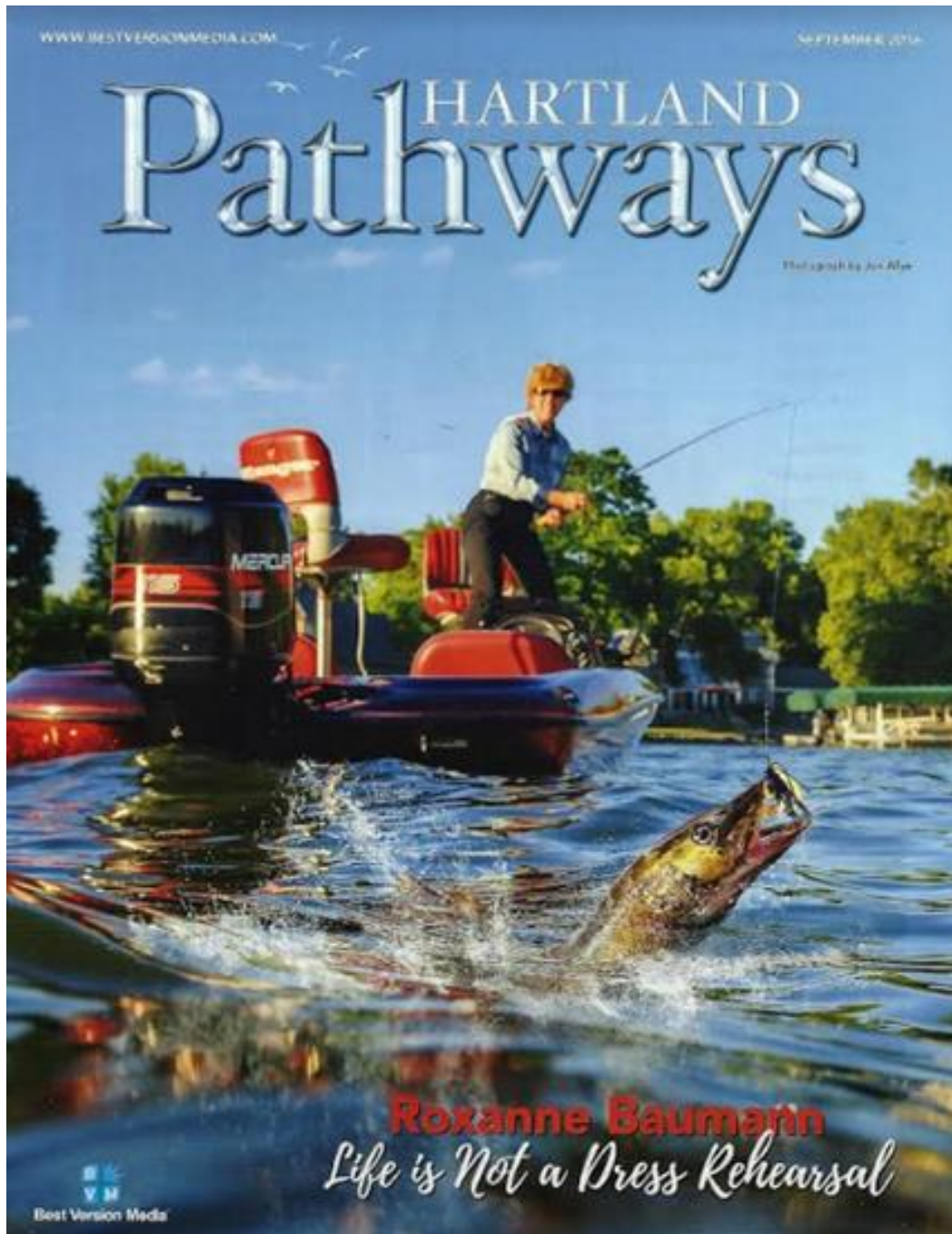
- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- **MCW In The News**
- Membership Growth
- Financial Status



January/February 2017 "MUSKIE" magazine

# **In-The-News 2016 Article Summary**

<b>Date</b>	<b>Topic</b>	<b>Media Reference</b>
1/1/2017	Joint effort fall 2016 stocking	Jan/Feb 2017 MUSKIE Magazine
12/11/2016	Mike Koepp Pewaukee Lake Fall Muskie Fishing MCW referenced for Fall Pewaukee stocking	Milwaukee Journal Sentinel
9/23/2016	Roxanne's article: Trophy muskies in Waukesha County lakes	Delafield Neighbors
9/1/2016	Cover shot and article profiling Roxanne and includes references to MCW	Hartland Pathways
7/1/2016	"2 Clubs with 1 Cause" - Okauchee Spring Stocking by Ben Sieren	Jul/Aug 2016 MUSKIE Magazine
4/27/2016	Video clip and article: MCW/MCMI/Waukesha County Okauchee Lake spring yearling muskie stocking	Milwaukee Journal Sentinel
4/12/2016	video clip: MCW/MCMI/Waukesha County spring yearling muskie stocking in Okauchee Lake	Waukesha County Executive Paul Farrow Facebook Page



# Hartland Pathways



Clockwise from top, left: Muskellunge Club of Wisconsin; Glenn and Oguni Stocking Okaukeee Lake; Roxanne planting muskies

Club of Wisconsin, and, in 2013, established the Bob Baumann Memorial Stocking Fund to stock fingerling muskies in Waukesha County Lakes. "We have stocked over 2,000 muskies in Okaukeee, Pewaukee and LaFelle (learn more at [muskellungeclubwi.org](http://muskellungeclubwi.org) and [bobandrox.com](http://bobandrox.com)). I enjoy muskie fishing and can be frequently found on Pewaukee Lake with club members or fishing in the Musky Open in Eagle River."

Bob and Roxanne built their home in Mae's Walk in 2001. "We were riding Harleys at that time and would bring our Harley friends over to watch the progress. Imagine six or eight Harleys parked weekly, while the bikers walked the lot. The word in the neighborhood was: The Hells Angels are building their clubhouse!"

"Some of my favorite memories are of having 20 to 30 bikes start a ride from our driveway - you need to live up to your reputation! We liked Lake Country a lot, but, unlike those who liked the serenity, we wanted a lot big enough to blast rock and roll music at midnight without disturbing our neighbors. So far, so good."

Since Dale and David were grown before the couple moved in, Bob and Roxanne didn't connect with their neighbors at school events, "but Bob made fast friends by bringing his battery-powered blender to all subdivision parties and making his famous Blender Bob drinks. In Mae's Walk, we are blessed with neighbors who treat you like family, yet give you room to grow and breathe.

Partnership, where she leads the export expansion practice, working with local CEOs to build export expansion strategies to take Wisconsin products to the world and build revenues, economy and family-supporting jobs here in Wisconsin. "I'm proud to get up every day and help build the Wisconsin economy and family-supporting jobs by turning accidental or reactive exporters into proactive exporters who make money!"

Roxanne is also active in many local business and philanthropic organizations. She was a model in Wisconsin Executive Residence Foundation's 2015 charity fashion modeling event. She is a member of the Muskellunge

**kc thorsen**  
your organic cooking coach [www.kcthor.com](http://www.kcthor.com)

- Cooking classes
- Workshops
- Presentations
- All classes & recipes customized
- Gluten-free
- Grain-free
- Diabetes-friendly
- Low-sodium
- Sugar-free
- Working with busy individuals, groups & businesses
- Demonstrating fast, easy & delicious ideas since 2005

Cook from scratch in fast-food time!

(608) 235-2141, (262) 899-8855 [coaching@kcthor.com](mailto:coaching@kcthor.com)

**Garden Gate**  
Nursery and Landscaping

140 W30756 Hill St • Hartland  
**262-367-6464**  
[www.gardengatenursery.com](http://www.gardengatenursery.com)

Christmas Trees • Wreaths  
Custom Holiday Planters  
Holiday Decor  
Unique Gifts  
Firewood



# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- **Membership Growth**
- Financial Status

**2015: 124 members**

**2016: 164 members!**

**32% Increase**

# 2016 Successes

- Muskie Expo
- Banquet
- Stocking
- League (Spring & Fall)
- Spring Outing
- Mukwonago Maxwell Street Days
- One Day Outings (2)
- MCW In The News
- Membership Growth
- **Financial Status**

**MCW General Account**

**\$7,506**

**Bob Baumann**

**Memorial Stocking Fund**

**\$2,192**

# **2016 Decisions by the Board**

- Stocked \$12075 in muskies!**
- Approved new custom awards and traveling trophy!**
- Approved rebuilding the case for our show muskie!**
- Moved MCW website!**

# 2017 Magazine Swap

- Simple Rules...Leave One, Take One, or Both
- Available at all Monthly Club Meetings



Muskellunge

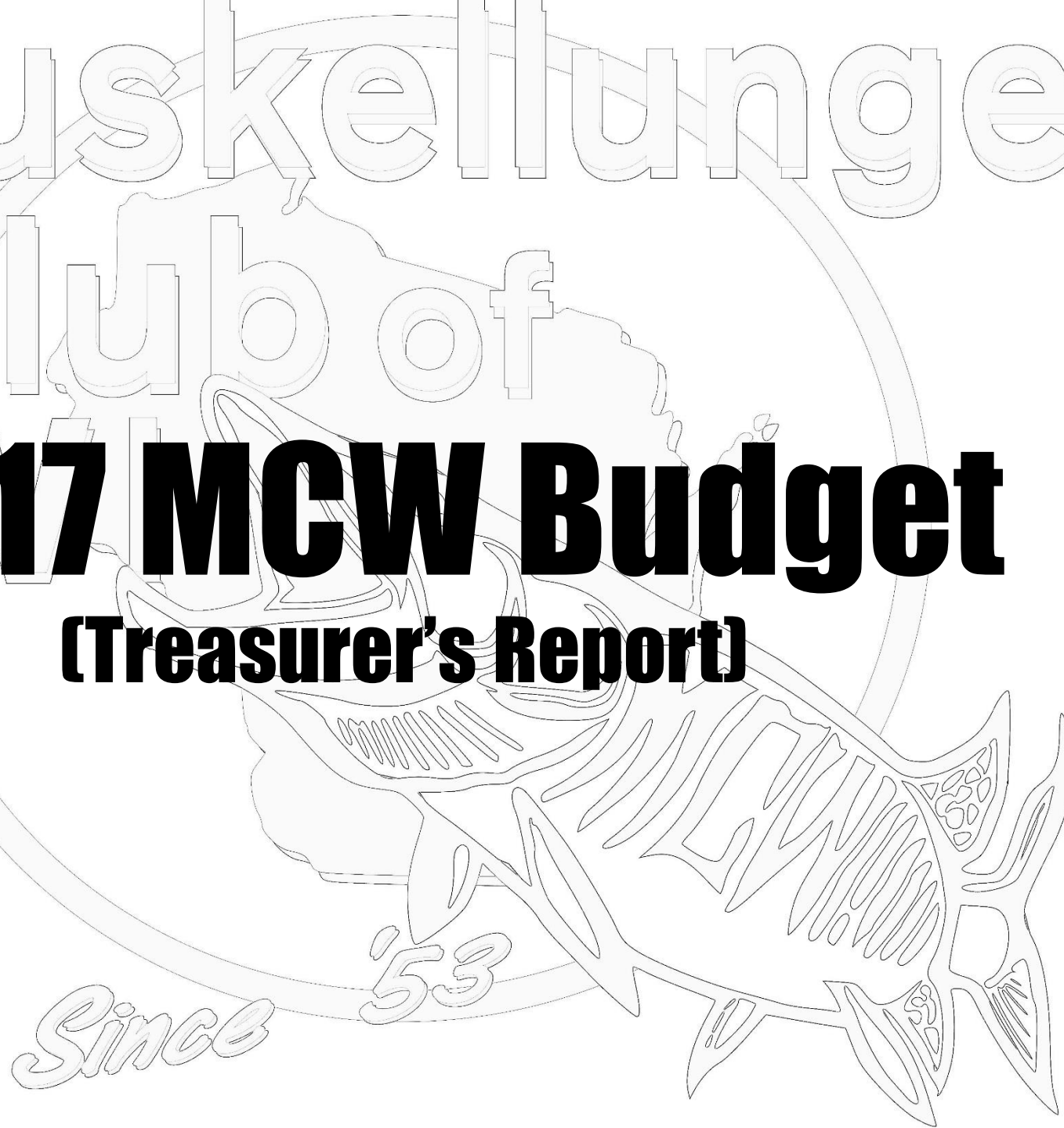
Club of

# 2017 MCW Budget

(Treasurer's Report)

Since

'53

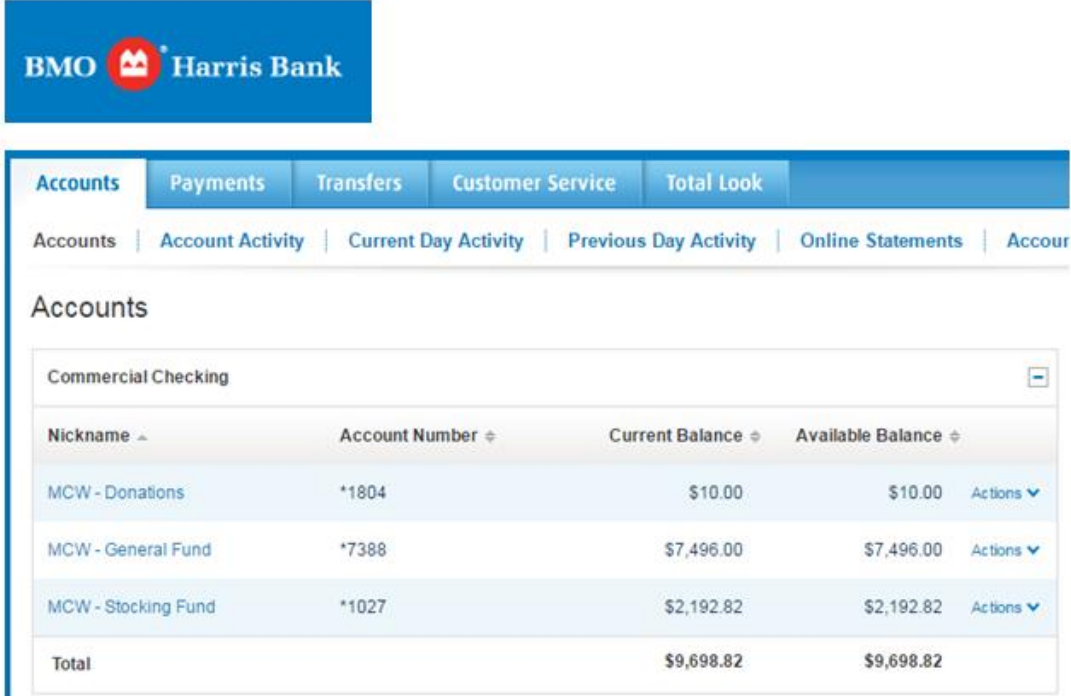


# Current Balances and Budget

(As of 01/11/2017)

**\$7,506 – General Fund**

**\$2,192 – Bob Baumann  
Memorial Fund**



The screenshot shows the BMO Harris Bank online banking interface. The top navigation bar includes 'Accounts', 'Payments', 'Transfers', 'Customer Service', and 'Total Look'. Below this, there are links for 'Accounts', 'Account Activity', 'Current Day Activity', 'Previous Day Activity', 'Online Statements', and 'Account'. The main content area is titled 'Accounts' and displays a table of account balances for 'Commercial Checking'.

Nickname	Account Number	Current Balance	Available Balance	Actions
MCW - Donations	*1804	\$10.00	\$10.00	Actions
MCW - General Fund	*7388	\$7,496.00	\$7,496.00	Actions
MCW - Stocking Fund	*1027	\$2,192.82	\$2,192.82	Actions
<b>Total</b>		<b>\$9,698.82</b>	<b>\$9,698.82</b>	

# Muskellunge Club of WI - 2017 Budget Proposal



	2017 Budgeted	2017 Budgeted	2017 Budgeted	2016 Actual	2016 Actual vs 2017 Budget
	Gross Income	Expense	Net Income	2016 Actual	
Membership Dues	\$2,600	\$0	\$2,600	\$2,525	\$75
MCW Raffles	\$3,300	(\$1,600)	\$1,700	\$2,404	(\$704)
Musky Clubs Alliance of Wisconsin - Boat Raffle	\$2,895	(\$100)	\$2,795	\$2,722	\$73
Fund Raisers	\$400	(\$200)	\$200	\$58	\$142
Trade Shows and Expos	\$0	(\$300)	(\$300)	\$0	(\$300)
Banquet	\$1,400	(\$1,400)	\$0	(\$456)	\$456
Spring Outing	\$2,000	(\$2,000)	\$0	\$123	(\$123)
Other Outings and Leagues	\$0	(\$50)	(\$50)	\$0	(\$50)
MCW Apparel	\$1,200	(\$1,200)	\$0	\$144	(\$144)
Fees for Speakers (MCW Meetings)	\$0	(\$1,000)	(\$1,000)	(\$945)	(\$55)
Awards and Trophies	\$0	(\$400)	(\$400)	(\$236)	(\$164)
P.O. Box	\$0	(\$75)	(\$75)	(\$89)	\$14
Web-Site	\$0	(\$20)	(\$20)	(\$30)	\$10
Office Supplies	\$0	(\$100)	(\$100)	(\$19)	(\$81)
Government Filing Fees	\$0	(\$50)	(\$50)	\$0	(\$50)
Printing and Postage	\$0	(\$300)	(\$300)	(\$262)	(\$38)
Contribution to Bob Baumann Memorial Stocking Fund	\$0	(\$5,000)	(\$5,000)	(\$3,000)	(\$2,000)
<b>Total</b>	<b>\$13,795</b>	<b>(\$13,795)</b>	<b>\$0</b>	<b>\$2,939</b>	<b>(\$2,939)</b>

Muskellunge

Club of

**Questions ?**

*Since*

*'53*





Muskellunge

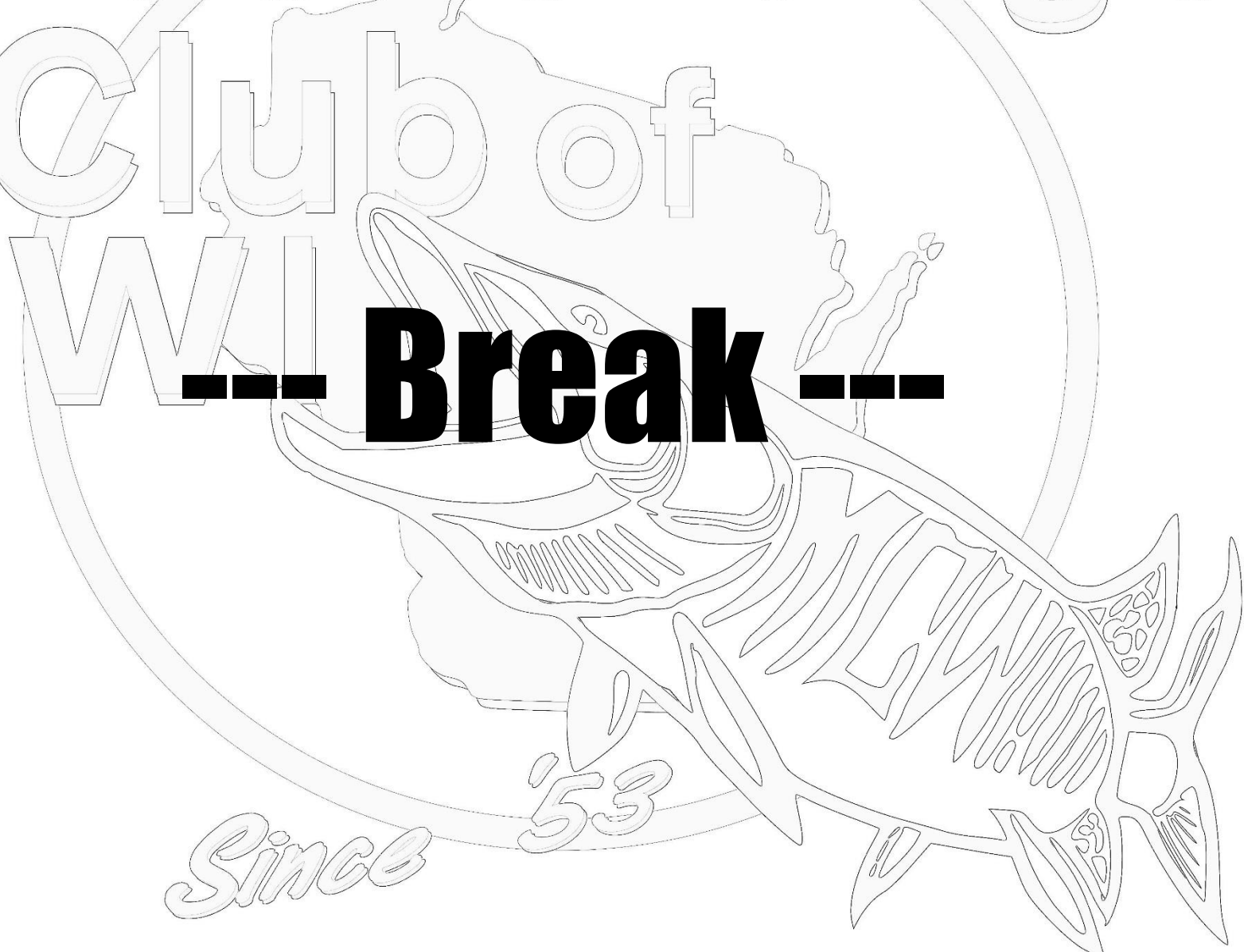
Club of

WI

**Break**

*Since*

'53



# **2016 Goals**

**(Established 1/13/2016)**

- ✓ **Successful implementation of donate button and results**
  - ✓ **\$1240 in donations; \$35.84 in fees**
- ✓ **Increase membership to 140**
  - ✓ **Actually made it to 164! WOW!**
- ✓ **Stock Okauchee Lake (Spring? AND Fall?)**
  - ✓ **Stocked 1090 muskies in Okauchee in Spring 2016**
- **Increase core volunteer group**
  - **Core volunteer group came through, but we could use more!**

# MUSKOGEE CLUB OF OKLAUCHEE LAKE

# 2017 Goals

(Established 1/11/2017)

- Increase core volunteer group
- Host a youth fishing activity/event
- Retain current membership level
- Increasing League Participation
- Increasing Outing Participation
- Stock Okauchee Lake

Since '53

# 2017 Challenges

- **Muskie Expo volunteers - need more with new location**
- **Alternative Fundraiser Ideas**
- **Mukwonago Maxwell street days – conflict with Spring Outing  
Volunteers needed (June 11-12, 2016)**

*Since*

*'53*

# Muskellunge

## Club WI



Since '53

# 2017 Club Vote Results

- Which topic would you like to hear from Adam Glickman (Honest Musky TV) at our May meeting:
  - ✓ **River/Stream Musky Presentation**, which examines 4 season river musky action in WI and MN highlighting successful strategies and tactics
  - **Muskies on a Budget Presentation** (shore and small boat on a variety of waters) titled "Muskies for Nothin', and Your Pics for Free"

Muskellunge

# 2017 Elections

- Board of Directors
- Treasurer
- Secretary
- Vice President
- President

Since

33



# 2017 Election Results

- **Board of Directors.....** **Rich Garner** (returning)  
**Debbie Bernaden** (new)  
**Chad Larson** (new)  
**Scott Stacey** (new)
- **Treasurer.....**
- **Secretary.....** **Dave Dawson** (4<sup>rd</sup> term)
- **Vice President.....** **Andy Van Slett** (returning)
- **President.....** **Scott Wilkie** (4<sup>rd</sup> term)

*Since*



Muskellunge

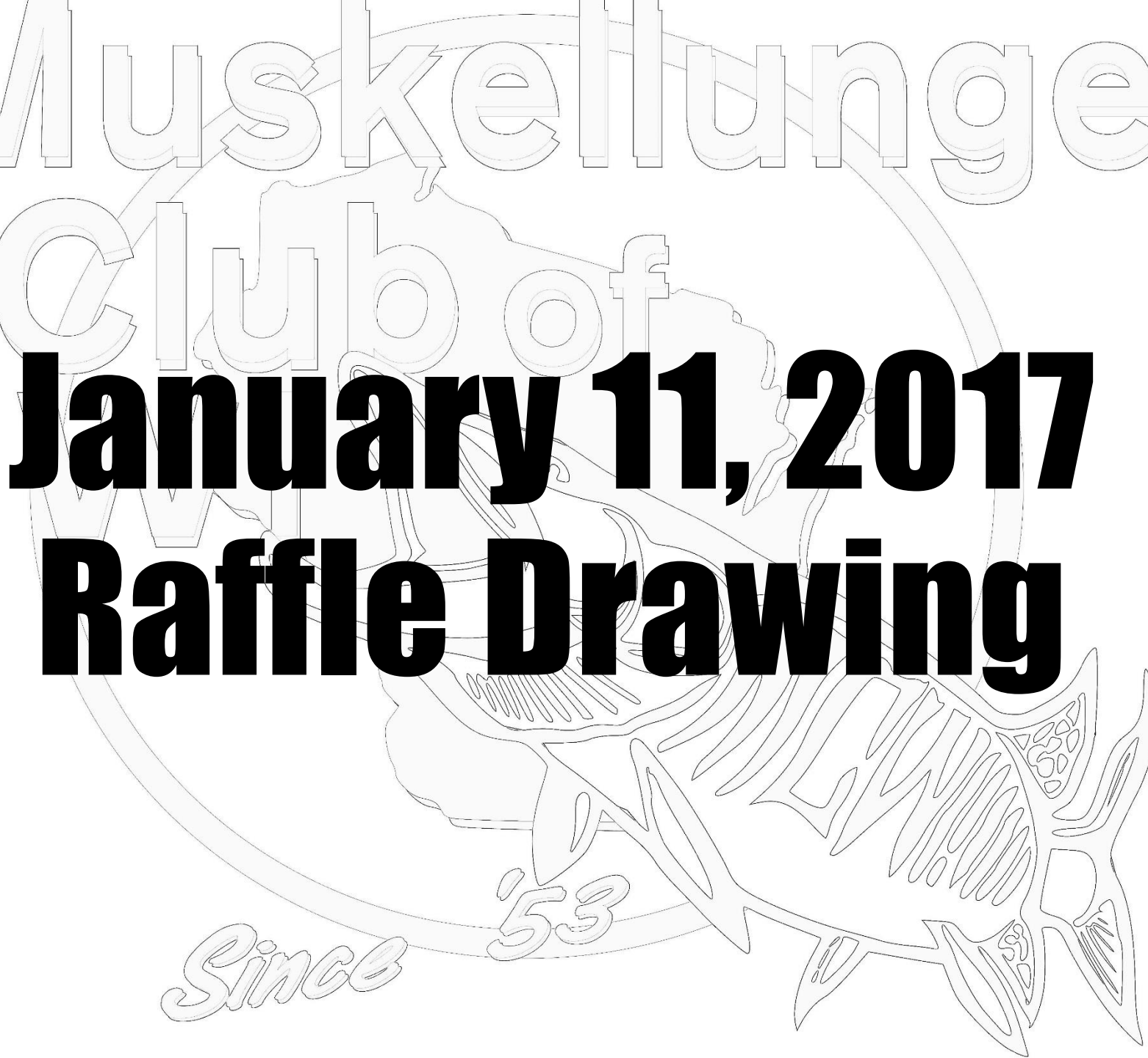
Club of

**January 11, 2017**

**Raffle Drawing**

*Since*

*'53*



Muskellunge

**January 11, 2017**

**MCW Business Meeting**

**Adjourned**

*Since '53*