



Canadian Operations: Report SCI Board Meetings, Reno Nevada, January 2010

Chapters & Membership

- SCI-Canada has the best growth rate in the organization.
- We have successfully launched 4 solid new chapters, representing a 66% 1-year increase.
- Another chapter, in serious jeopardy, was moved and reconstituted and is now thriving.
- Our membership has grown by about 17% to over 2000 in the last 12 months.
- Most importantly, we have developed a proven technique to successfully create new chapters.
- Future chapters in Newfoundland, B.C and Ontario are on the drawing board.
- Renewal process is being improved as a potential means to increase growth; and
- In just over 2 years, we have gone from roughly 1300 members and 4 chapters to over 2000 members and 10 chapters. [Chapters up by 150%; membership up by 55%]

SCI Profile in Canada

- Our office is ideally located in the nation's capital, Ottawa, Ontario;
- Launched and maintain an SCI-Canada web site (www.sci-canada.ca) in both English & French;
- Developed and distribute Canadian versions, in English & French, of SCI pamphlets;
- Set up a Canadian toll-free telephone number: 1-877-429-HUNT (4868);
- Made modest, but cost-effective advertising purchases (TV & magazine);
- Participated in an array of hunting shows & exhibitions; and
- Attend relevant meetings and events staged by governments and NGOs.

Hunter Advocacy & Conservation

- We represent and advance the interests of hunters on several issues, from the gun registry to polar bears and we are committed to monitor developments at all levels of government in Canada. Information pertaining to SCI's international activity is provided to Governmental Affairs, the Conservation Committee and to our DC lobbying initiatives.

Communications

- We continue to enhance the profile of SCI in Canada through the implementation of a broad communications plan that includes partnerships, media, advertising, sportsmen shows, outreach, testimonials and other public relations tactics;
- Conducted a campaign against the *Canadian Long Gun Registry*; in partnership with the *Ontario Federation of Anglers & Hunters* (OFAH, 85,000 members) in an on-line petition. E.g. We enjoy reciprocal web links that serve to raise our profile. <http://www.scrapthelonggunregistry.com/>
- Added a video message to our web site from Jim Shockey specifically directed at Canadians;
- Communications with active members and chapters is a priority. We distribute regular E-news and have visited with all chapters. Membership and renewals are vital to our success in Canada;
- Conduct monthly teleconferences of Canadian chapter presidents & Regional Reps; and
- We are contributing more Canadian content to SCI publications.

Governance

- We have constituted SCI's Canada Committee, complete with by-laws, to oversee this initiative. Representation is from both countries.
- This record of achievement has been accomplished with 40% less than originally budgeted.

Please feel free to send you comments & suggestions to Bob Valcov, Director: SCI-Canada. Thank you.