

Dear Concerned Waterfowler:

Since launching Madduck over 3 years ago, we have been overwhelmed by the growth and engagement of our readership. Our purpose in creating Madduck was to stimulate debate and motivate each hunter to become better informed about waterfowl issues. Our essays present alternative viewpoints on facts, policies and decisions that directly impact our ducks and hunting heritage. We truly believe that as hunters become better informed about the major issues, they will become more proactive in pushing for changes we feel are desperately needed to help our ducks.

We have no sponsors. We are not a membership organization. We are beholden to no person or organization. We have no political baggage or obligations. We simply want what is best for the ducks. Our motto says it all: "If we take care of the ducks, the ducks will take care of us".

Our effectiveness as a grass roots movement has increased as a direct result of our increasing readership. Since we do not advertise, our growth comes from word of mouth. We feel that to be even more effective, we need to broaden our audience by connecting with more concerned waterfowl hunters. We seek your help to make this possible.

We ask you to encourage your friends and associates to read Madduck – and also to “sign on” so they can be alerted to each new posting. Without this reminder we believe some of our readers miss critical postings. If this makes you uncomfortable, we simply ask that you alert friends to specific articles that you find worthy, encourage them to explore the Madduck site and become more involved by participating in the future decision-making processes regarding our waterfowl. Please be assured that we do not sell or share our e-mail lists with anyone. Your confidentiality is maintained under the strictest standards.

We thank you for your past readership.

Sincerely,

Peter Stent
Publisher