



# 2018 ANNUAL MEETING

## WILD BIRD FEEDING INDUSTRY

November 6-8, 2018

Scottsdale Plaza Resort  
Scottsdale, AZ



Address: 22640 Hazel Lane  
Rapid City, SD 57702  
Phone: 1 (888) 839-1237  
Web : [www.wbfi.org](http://www.wbfi.org)

# LETTER FROM THE PRESIDENT

Welcome to the 2018 Wild Bird Feeding Industry Annual Meeting in sunny Scottsdale Arizona! I want to thank each of you for attending this event. It is our one time a year to come together as industry leaders to network and gain information we can all use to continue driving the hobby of bird feeding forward.

There has been a lot going on this year with our industry trade organization since last November. First, as you are most likely aware, Sue Hays ended her 17-year career with WBFI and decided to pursue other opportunities. After an extensive search, Kirstin Bennett and Nonprofit Resources was chosen as the Executive Director/Management Company to work with us as we begin a new chapter for the WBFI. Please take a moment to introduce yourself to Kristin and explain your role in the industry when you get a chance. This is a great week for her and her team to get to know our members.

Another significant continuing project initiated last November is the BIG, or Bird Industry Growth, Project. The BIG project is on the scale of Project WildBird, or the creation of WBFI Quality Standards; both of which were "game changers" in a very positive way for our industry. Last November's presentations revolved around the scope of this project. I am happy to report that all went as planned, and after much work by the agencies hired for the project and the BIG committee, you will be hearing a summary of the results of the BIG Project. You will also be given access to the resulting reports. There is much valuable insight into consumers behavior around feeding wild birds and wildlife. This is also not the end of the BIG project, as next steps will include messaging to promote the hobby, as well as the tools needed to individually and collectively send that message out.

A big thank you to all who volunteer their time to make this the industry organization what it is: The Board of Directors, the committees working on specific areas, and the Management Company. Specifically, I would like to call out the work of the Event Planning Committee for putting on a wonderful meeting, and our many sponsors that help support making all this possible.

We are always looking for members to get more involved in the industry and bring new ideas. If a certain area of the industry interests you, such as consumer research, regulation, or events, simply reach out to Kristin, myself, or a member of the committee to be involved.

I hope you enjoy the meetings this week. Please take back information you can use to grow your business, and have fun at the events between learning.

Sincerely,



Mike Wulf  
Incoming President, WBFI  
D&D Commodities, Ltd.

# WBFI GRATEFULLY RECOGNIZES



## Susan M. Hays

In July 2000 in Toronto, Sue interviewed with the WBFI Board of Directors for the contract for Executive Director. Wayne Lindberg was the President at the time.

To say Sue was drinking from the fire hose in the next few months would be an understatement. Dues invoices had been sent out by the prior ED, and no list was available for the Board or Sue to know who had received a dues invoice. The print directory had to be assembled, which was tough to do with no idea who had been invoiced, and the annual meeting in Kansas City had to be planned.

The WBFI programs in those days were evolving. Teaming with Wildlife had been successfully shelved and Nyjer® was copyrighted, so the WBFI was in a transition phase to answer the question: What do we do next? To find the answer, the Board turned to the membership.

The member services the Board wanted to investigate included consumer research to learn more about consumer attitudes towards the practice of wild bird feeding, increasing the number of members, and kicking the Annual Meeting to a higher level to be of more value to members. You all see the results of these efforts and the growth of the WBFI programs.

Sue worked with the WBFI and its members until June 30, 2018. During this time, she worked hard to expand member services in the areas the Board wanted to take the WBFI. The program grew exponentially. Sue knew she either had to hire help or move the WBFI along to a larger association management firm.

She chose the second option when she was tapped to be the first ever Executive Director of AAFCO in February 2018. This was just too good an opportunity for Sue to pass up. Sue has been the WBFI representative to AAFCO since 2005, and she knows the people and the outward-facing issues of the regulatory arena which has helped her to hit the ground running on regulatory issues.

She is honored to be here tonight and pleased to see all her WBFI friends.



## George Petrides, Sr.

George Petrides, Sr. grew up immersed in plants, birds and nature as his father, George A. Petrides, travelled the globe with his family as a botanist and zoologist. George continued to travel as he served as a U.S. Peace Corps Volunteer high school teacher in Nigeria and Botswana from 1966 -1969 and then later worked at Peace Corps headquarters in Washington, D.C. with the strategic Planning Group. He loved being a teacher and sharing his knowledge with others and sought ways to continue this line of work.

In 1985, he paired his interests in people, teaching and nature when he opened his first Wild Bird Center retail store in the western suburbs of Washington, D.C. Starting with just a stack of 50 lbs. black oil sunflower. In just a few years, his sales hit a million dollars in a road-side stand-alone Sears & Roebuck house ("the worst location in retail" he jokes). This early success gave rise to his first set of franchised stores in 1987. He attributes his good fortune to hard work, the support of many helpful vendors in the then-budding industry and following the star of treating his customers as neighbors and family. Many companies and people who have been part of WBFI helped him along the way and for that he is grateful!

George served on WBFI's Board of Directors for more than 20 years and helped establish its Research Foundation. He was very proud to help design, promote and support its successful, first industry-wide effort, "PROJECT WILDBIRD". George also served on the "Birder's Team Task Force", sponsored by the Department of Interior and National Wildlife Refuge System seeking to better serve consumers/visitors patronizing federal refuges and national parks. For his work, he received an "Exceptional Service Citizen Award" from the Secretary of the Interior. He sponsored "Feeding Wild Birds in America", the first history of the bird-feeding industry and is proud to have served as a national judge of the 2014-2015 Federal Duck Stamp competition.

In 2016, the Wild Bird Centers was acquired by WBFI Member, Global Harvest Foods. George is most proud that his son, George Petrides, Jr., continues to serve on the WBFI Board and as CEO of the Wild Bird Centers of America.



# THE SCOTTSDALE PLAZA RESORT

## RESTAURANTS

- Café Cabana
- Garden Court Restaurant
- JD's

## POOLS

- Courtyard
- Lodge
- Main
- Villa

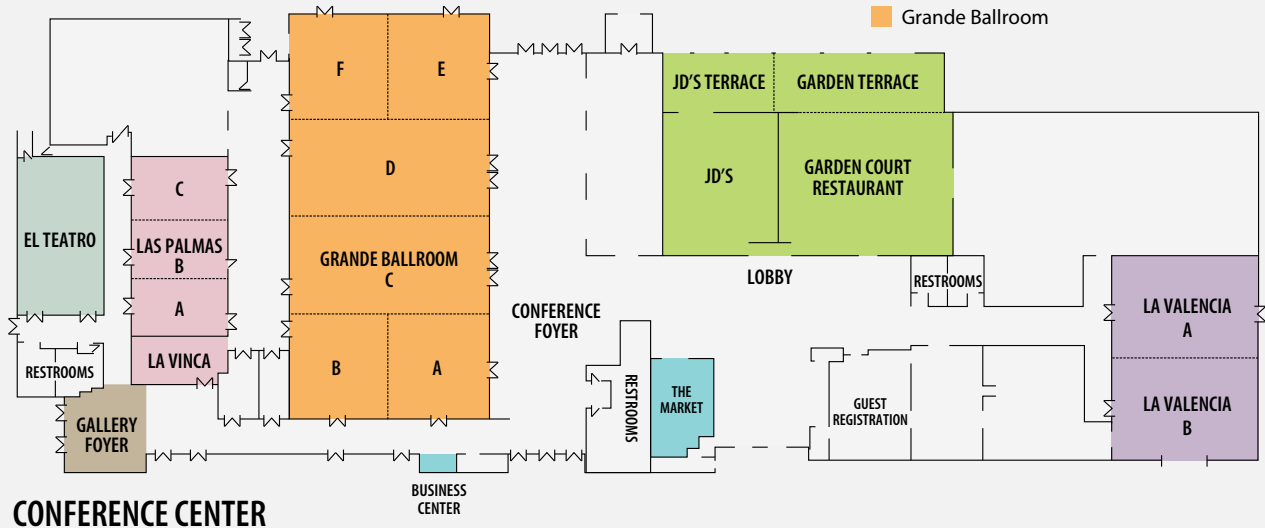
\* Ice Machines

## RECREATION/SERVICES

- Business Center
- The Market
- Fitness Center
- Putting Green
- Tennis Courts
- The Salon & Day Spa

## MEETING & EVENT FACILITIES

- Arizona Room
- Cactus Room
- Camelback Vista
- Cholla
- Cypress Court
- El Teatro
- Gallery Foyer
- Garden Terrace
- Grande Ballroom
- JD's Terrace
- La Valencia
- La Vinca
- Las Palmas
- Lodge Boardroom
- Ocotillo
- Terraza
- The Plaza Lawn



INDIAN BEND ROAD



SCOTTSDALE ROAD

# SCHEDULE OF EVENTS

## MONDAY NOVEMBER 5

- 8:00 AM Event Planning Committee Breakfast  
*Garden Court*
- 10:30 AM Event Planning Committee Meeting  
*Las Palmas C*
- 12:00 PM Lunch (Committees, early arrivals)  
*Garden Terrace*
- 1:00 PM WBFI Research Foundation Trustees Meeting  
*Las Palmas C*
- Evening Free

## TUESDAY NOVEMBER 6

- 7:30 AM Breakfast (Board, Committees, early arrivals)  
*Las Palmas C*
- 8:00 - 4:00 PM WBFI Board of Directors Meeting  
*Las Palmas C*
- 12:00 PM Lunch (Board, Committees, early arrivals)  
*Las Palmas C*
- 4:30 - 6:30 PM Registration and Welcome Reception  
*Cafe Cabana/North Pool*
- Evening Free



Dinner Entertainment  
*Wednesday, Nov. 7*

### TRES GUITARRAS

With Chris Jácome, Bob Fahey,  
& Stan Sorenson

This all guitar acoustic trio features flamenco guitarist Chris Jácome, alongside blues guitarist Bob Fahey of South Dakota, and jazz guitarist Stan Sorenson of Tempe.

## WEDNESDAY NOVEMBER 7

- 8:00 AM Breakfast, *La Valencia*
- 9:00 - 9:30 AM WBFJ Annual Meeting  
*La Valencia*
- 9:30 - 10:45 AM **The History of Wild Bird Feeding:  
A Global Perspective, Darryl Jones**  
*La Valencia*
- 11:00 - 12:00 PM **Buggy Bird Seed is Bad for Business!,  
Jerry Heath**  
*La Valencia*
- 12:00 - 1:00 PM Lunch, *Cafe Cabana/North Pool*
- 1:00 - 2:00 PM **Inspire the Next Generation to Feed Wild Birds:  
Here's How, Jennifer Fee**  
*La Valencia*
- 2:00 - 3:00 PM **Why do People Feed Wild Birds?, Darryl Jones**  
*La Valencia*
- 3:00 - 4:00 PM **Serving Young Adults who Feed Wild Birds,  
Vicki Martin**  
*La Valencia*
- 6:00 - 9:00 PM Dinner, Entertainment, *Cafe/North Pool*

## THURSDAY NOVEMBER 8

- 7:30 AM Breakfast, *La Valencia*
- 8:00 - 9:00 AM **What Happened to Winter?,  
Darryl Jones**  
*La Valencia*
- 9:00 - 10:00 AM **Canary in the Coal Mine: How  
Monitoring Birds Impacts  
Conservation Efforts, Mary Guthrie**  
*La Valencia*
- 10:00 - 11:00 AM BIG Project Update
- 11:00 AM Lunch, *Cafe Cabana/North Pool*
- 12:00 PM Top Golf Activity
- 6:00 PM Informal Social, *Garden Terrace*



### TOP GOLF

**Where to Meet:** Conference Lobby

**When to Meet:** Thursday, Nov. 8 at 12:00 PM

Transportation will be organized for this event.

# MEET YOUR SPEAKERS



**DARRYL JONES**

Griffith University

Dr. Darryl Jones is an Australian professor and researcher with long-term interests in the interactions between humans and wildlife. He has been investigating how some species are able to successfully exploit urban environments while most cannot. He has published over 160 scientific articles but is also deeply committed to communicating with the community. He is the author of the first book on wild bird feeding throughout the world: "The Birds At My Table - Why We Feed Wild Birds and Why It Matters" (Cornell 2018).



**JERRY HEATH**

Industrial Fumigant Co. (IFC)

Mr. Heath's entire career has been spent in different aspects of pest management both in agriculture and urban-industrial sectors. Since 2000 he has been with the Industrial Fumigant Co., mostly as Product Manager and Staff Entomologist - serving as a key technical resource internally and to clients in the highly specialized commodity and food processing industries. Mr. Heath was a champion in launching a number of successful new technologies for pest management in the food processing industry over the past 19 years such as insect growth regulators, specialized formulations, pheromone mating disruption products and others. He has been in demand as a consultant and trainer both domestically and internationally.



**JENNIFER FEE**

Cornell Lab of Ornithology

Jennifer Fee is the Director of BirdSleuth, the Cornell Lab of Ornithology's K-12 education program. Fee is an educator and program manager who is motivated to create positive change. She is a collaborator, creative content generator, and professional development leader.





## VICKI MARTIN

Cornell Lab of Ornithology

Vicki Martin is a researcher interested in the “people” part of environmental issues. Over the last 20 years, she has conducted interviews and surveys with thousands of people and businesses about many different topics related to the environment, communication and human behavior. At the Cornell Lab of Ornithology, her work is concentrated on people who feed wild birds, and how to engage more of them in recording their observations of feeder birds through the Lab’s Project FeederWatch.



## MARY GUTHRIE

Cornell Lab of Ornithology

Mary Guthrie is the Director of Corporate Marketing Partnerships at the Cornell Lab of Ornithology. She is an experienced Director of Corporate Marketing with a demonstrated history of working in the research industry. Guthrie is skilled in Nonprofit Organizations, Integrated Marketing, Event Management, Editing, and Volunteer Management. She is a strong marketing professional with a Master’s degree focused in Print Journalism from University of Southern California.

# SLATE OF OFFICERS

## PRESIDENT

**Dave Netten**

All Seasons Wild Bird Store

## VICE-PRESIDENT

**Mike Wulf**

D&D Commodities, Ltd.

## APPOINTED VICE-PRESIDENT 2017-2019

**Chris Teprovich**

O'Brien Seed

## TREASURER

**Rob Mann**

All Star Trading

## EXECUTIVE DIRECTOR

**Kristin Bennett**

## WBFI BOARD NOMINEES



Nominated for  
WBFI Board

### Danica Sabourin

"I wish to join the board to bring a millennial perspective into our organization. I hope that my experience and connections with the export industry can help broaden the growth and outlook of WBFI. Kalshea Commodities Inc. works at the farm level of the agriculture industry. I hope to help the board and fellow colleagues understand the viewpoints of farmers, processing plants and packagers alike."



Nominated for  
WBFI Board,  
Research  
Foundation

### Ryan Zantingh

"After being in the Wild Bird Feeding Industry for over 10 years, I have developed quite the passion for the industry and wild bird products. I wish to serve on the board as I would like to see the industry continue to grow in our understanding of birds and consumers. Being able to grow in the industry over the last 10 years has exposed me to most of the facets of this business which will help me be a contributor on the board and to the industry. I also see the benefit in the industry coming together to improve our understanding and relationships as industry partners."

# SLATE OF DIRECTORS

**Jason Godfrey**

Mountain States Oilseeds

**Karen Burns**

Cosmed Group

**Bob Donegan**

Classic Brands

**Joe Ignoffo**

Cereal Byproducts

**Craig Brummell**

Essex Topcrop Sales, Ltd.

**Keith Harrington**

Central/Valley Bag & Supply Co.

**Chris Tribolet**

Hawkeye Commodities

**Jared Froese**

Scoular Canada

**Lois Helland**

Wagner's, LLC

**Todd Regan**

Central Avian/Kaytee

**Cheryl Senebald**

Agritel Grain

**Curtis Kuntz**

Red River Commodities

**Jim Lesch**

Wild Birds Unlimited

**Mel Toellner**

Gold Crest Distributing

**George Petrides, Jr.**

Wild Bird Centers of America

# RESEARCH FOUNDATION TRUSTEES

**Robert Gunstone**

Trouw Nutrition Canada

President, Wild Bird Feeding  
Industry Research Foundation

**Paul Stefanic**

D&D Commodities, Ltd.

**Judy Hoysak**

Global Harvest Foods

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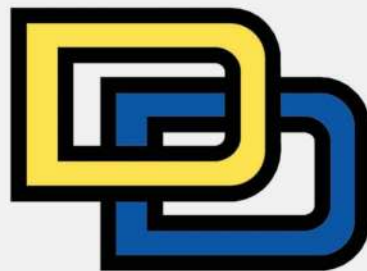
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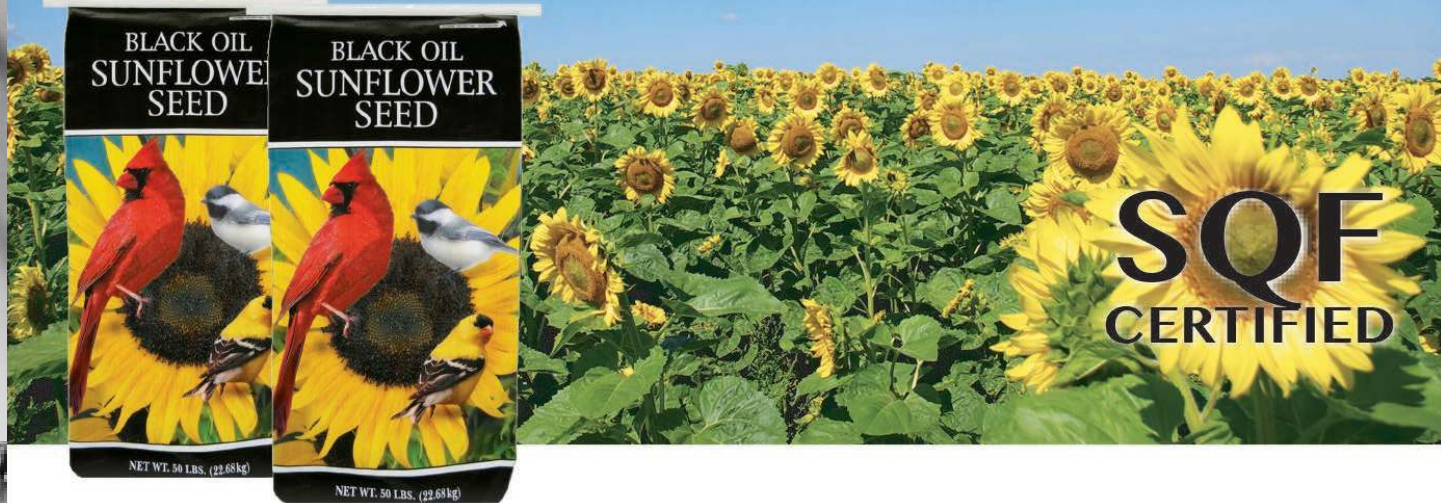
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Classic Brands  
Wild Bird Store  
Scoular  
Wild Bird Centers of  
America, Inc.

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All Star Trading	Essex Hybrid Seed Co. Ltd.	Pestell Minerals and Ingredients	Wild Bird Feeding Industry
American Distribution & Manufacturing Company	Essex Topcrop Sales Limited	Peterson Grain & Brokerage	Wild Bird Habitat Stores, INC
Anchor Marketing	F & M Transport, Inc.	Pine Tree Farms Inc.	Wild Birds Unlimited, Inc.
Armstrong Milling Co., Ltd.	FM Brown's Sons Inc	Prince Corporation	Woodstream
ASA Agrotech	Friends of the Bosque	Prinova	
Atlantic Grain & Trade	Global Harvest Foods Ltd	Pro Roasting Solutions	
Baden Feed & Supply Ltd.	Gold Crest Distributing/Songbird Essentials	Red River Commodities	
Birder's Garden	Harleysville Ace	Safflower Technologies Int'l	
Blain's Farm & Fleet	Hawkeye Commodities	Scott Pet Products	
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Brome Bird Care, Inc.	High Country Mercantile	Seed Factory Inc.	
Cablevey Conveyors	Industrial Fumigant Company	Seed Factory Northwest	
Canpulse Foods	Jay's Bird Barn	Spectrum Brands	
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Central Bag	Kaylor of Colorado	Sunbird, Inc.	
Central Life Sciences	Kent Nutrition Group	Sunopta Sunflower Group	
Cereal Byproducts Company	Lebanon Seaboard Corporation	The Bird House - N. Muskegon	
CHS Sunflower	Membership Management System	The Bird House - Rochester	
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Co-operative Feed Dealers	Nature's Way Bird Products	The Blue Ridge Bird Seed Company	
Cosmed Group	North Star Packaging	The Mr. Canary Company	
Crossroads Cooperative Assn	Northern Bag and Box Company	Theisen Home Farm Auto	
Cyber Graphics	Nuts for Wildlife	Trouw Nutrition	
D&D Commodities Ltd	O'Brien Seed	Volume Freight	
Dakota's Best Seed	Pacific Bird and Supply Co., Inc.	Wagner's, LLC	



# ATTENDEES

**Brian Matter**

Burnsville, MN  
ADM Specialty Commodities, LLC

**Linda Barclay**

Afton, MN  
ADM-Benson Quinn

**Jarrid Graff**

Huron, SD  
Advanced Sunflower

**Alicia Graff**

Huron, SD  
Advanced Sunflower

**Cheryl Senebald**

Beausejour, MB  
Agritel Grain, Ltd.

**Farrukh Zain**

Beausejour, MB  
Agritel Grain, Ltd.

**David Netten**

Bloomington, MN  
All Seasons Wild Bird Store, Inc

**Robert Mann**

Oak Brook, IL  
All Star Trading

**Kerry Heid**

Grand Forks, ND  
Anchor Marketing

**Hal Halliday**

Grand Forks, ND  
Anchor Marketing

**Ryan Zantingh**

Hagersville, ON  
Armstrong Milling Co, Ltd.

**Jennifer Zantingh**

Hagersville, ON  
Armstrong Milling Co, Ltd.

**Ken Zantingh**

Hagersville, ON  
Armstrong Milling Co, Ltd.

**Brett Maves**

Hagersville, ON  
Armstrong Milling Co, Ltd.

**Barry Colvin**

Warren, RI  
Aspects Inc.

**Jay Dorrier**

Mount Pleasant, SC  
Atlantic Grain & Trade

**Reese Dorrier**

Mount Pleasant, SC  
Atlantic Grain & Trade

**Jason Wesenberg**

Mount Pleasant, SC  
Atlantic Grain & Trade

**Tim Scheerer**

Baden, ON  
Baden Feed & Supply, Ltd.

**Karl Seidel**

Oskaloosa, IA  
Cablevey Conveyors

**Ray Hassan**

Saskatoon, SK  
Canpulse Foods, Ltd.

**Keith Harrington**

East Grand Forks, MN  
Central Bag Company

**Lorri Chavez**

Chandler, AZ  
Central Garden & Pet/Kaytee

**Paul Drache**

Greeley, CO  
Central Life Sciences

**Joe Ignoffo**

Mount Prospect, IL  
Cereal Byproducts

**Robert Donegan**

Denver, CO  
Classic Brands

**Lindsey Nifong**

Denver, CO  
Classic Brands

**Karen Burns**

Linden, NJ  
Cosmed Group

**Bob Burns**

Linden, NJ  
Cosmed Group

**Jerry Grochowski**

Stephen, MN  
D&D Commodities, Ltd.

**Paul Stefanic**

Stephen, MN  
D&D Commodities, Ltd.

**Mike Wulf**

Stephen, MN  
D&D Commodities, Ltd.

**Suzette Stefanic**

Stephen, MN  
D&D Commodities, Ltd.

**Marc Audet**

Winkler, MB  
Delmar Commodities, Ltd.

**Andrew Vickerson**

Vancouver, BC  
Enterra Feed Corporation

**Craig Brummell**

Essex, ON  
Essex Topcrop Sales, Ltd.

**Debbie Brummell**

Essex, ON  
Essex Topcrop Sales, Ltd.

**Judith Hoysak**

Seattle, WA  
Global Harvest Foods

**Matt Anderson**

Seattle, WA  
Global Harvest Foods

**Mel Toellner**

Mexico, MO  
Gold Crest Distributing

**JD Schreurs**

Grimes, IA  
Hawkeye Commodities Co.

**Chris Tribolet**

Grimes, IA  
Hawkeye Commodities Co.

**Stephen Hickey**

Hilton, NY  
Heath Outdoor Products

**Jerry Heath**

Olathe, KS  
Industrial Fumigant Co.

**Eric Moore**

Prescott, AZ  
Jay's Bird Barn

**Doug Ziegler**

Guelph, ON  
Kalshea Commodities

**Lori Zimmerman**

Elizabethtown, PA  
Lebanon Seaboard Corp.

**Chris Ravsten**

American Falls, ID  
Mountain States Oilseeds, LLC

**Jason Godfrey**

American Falls, ID  
Mountain States Oilseeds, LLC

**Sarine Weingarten Garcia**

Grand Forks, ND  
Northern Bag & Box Co.

**Brian Little**

Grand Forks, ND  
Northern Bag & Box Co.

**Mat Pope**

Suffolk, VA  
Nuts for Wildlife

**Michelle Mohilef**

Chatsworth, CA  
Pacific Bird & Supply Co., Inc.

**Danielle Mohilef**

Chatsworth, CA  
Pacific Bird & Supply Co., Inc.

**Curtis Kuntz**

Fargo, ND  
Red River Commodities

**Michael Bergman**

Laurel, MT  
Safflower Technologies Int.

**Jared Froese**

Winkler, AB  
Scouler Canada

**Julie Girouard**

Princeville, QC  
Scouler Canada

**Victoria Kendrick**

Blacksburg, VA  
Spectrum Brands

**Julia Adornetto**

Blacksburg, VA  
Spectrum Brands

**Fred Grams**

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**Paul Grams**

Sodus, MI  
Sun Coast Packaging, Inc.

**Scott Reinke**

Fargo, ND  
SunOpta

**Sterling Kuntz**

Moorhead, MN  
SunOpta

**Mike Chiaromonte**

Irvine, CA  
United Pacific Pet

**Shayne Whitfield**

Ceres, CA  
Volkman Seed Factory

**Lois Helland**

Jericho, NY  
Wagner's

**Kristin Bennett**

Rapid City, SD  
WBFI

**George Petrides**

Glen Echo, MD  
Wild Bird Centers of America

**Jim Lesch**

Indianapolis, IN  
Wild Birds Unlimited, Inc.

# SAVE THE DATE

2019 WBFI ANNUAL MEETING

November 12-14, 2019 | Las Vegas, NV

Address: 22640 Hazel Lane

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Web : [www.wbfi.org/](http://www.wbfi.org/)

