



WBFI



2022 ANNUAL MEETING

CLEARWATER BEACH, FLORIDA | NOV 1-3



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# WELCOME!

We are so glad you could join us in-person for this year's annual meeting. We are looking forward to all the excellent company and conversation to be had over the next few days. In this program you will find an overview of what's in store for you. We hope you enjoy your time & join us next year in San Diego!

Thank you to all of our sponsors, speakers, and attendees for making this such a successful event.

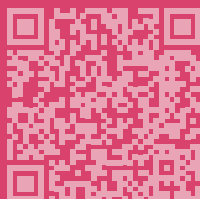


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## ATTENDEE LIST

To view the most current attendee list, scan this QR code with your phone camera or visit [www.wbfi.org/events/2022annualmeeting](http://www.wbfi.org/events/2022annualmeeting) and click on the 'Registered Attendee List' button.



# EVENT SCHEDULE



TUE  
NOV 1

**8:00 A.M. - 12:30 P.M.**

WBFI BOARD OF DIRECTORS MEETING

**12:00 P.M. - 5:00 P.M.**

ATTENDEE REGISTRATION CHECK-IN  
TABLETOP BOOTH SET UP

**3:30 P.M. - 5:00 P.M.**

GUIDED BIRD TOUR WITH HOLLY MERKER

**5:30 P.M. - 7:30 P.M.**

MEMBER WELCOME RECEPTION

DINNER & ENTERTAINMENT BY CUBA SON

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WED NOV 2

<b>7:00 - 8:30 A.M.</b> .....	ATTENDEE REGISTRATION CHECK-IN /BREAKFAST & NETWORKING
<b>8:30 - 9:00 A.M.</b> .....	WBFI PRESIDENT'S WELCOME & ATTENDEE INTRODUCTIONS
<b>9:00 - 10:00 A.M.</b> .....	<b>KEYNOTE SPEAKER: ARI GUNZBURG</b> <i>Unlock Your Greatness with Headstands, Broken Boards, and Keys</i>
<b>10:00 - 10:15 A.M.</b> .....	NETWORKING BREAK
<b>10:15 - 11:15 A.M.</b> .....	<b>SPEAKER: HOLLY MERKER</b> <i>Nourishing Ourselves While Feeding the Birds</i>
<b>11:15 A.M. - 12:00 P.M.</b> .....	<b>SPEAKER: ZACH HUTCHINSON</b> <i>Credibirdity: Building Industry Trust</i>
<b>12:00 - 1:00 P.M.</b> .....	LUNCH & NETWORKING
<b>1:00 - 2:00 P.M.</b> .....	<b>SPEAKER: DR. DAVID HORN</b> <i>Nyjer® Does Origination and Sterilization Influence Consumption</i>
<b>2:00 - 2:45 P.M.</b> .....	<b>SPEAKER: JENNA MCCULLOUGH</b> <i>Avian Diseases &amp; #FEEDSMART Practices</i>
<b>2:45 - 3:00 P.M.</b> .....	NETWORKING BREAK
<b>3:00 - 3:45 P.M.</b> .....	BIG MARKETING ROUNDTABLE DISCUSSION
<b>3:45 - 4:45 P.M.</b> .....	<b>SPEAKER: MATT YOUNG</b> <i>Winter Finch Migration - Where Will Seed Sales Thrive This Year?</i>
<b>4:45 - 6:15 P.M.</b> .....	GUIDED BIRD TOUR WITH HOLLY MERKER
<b>6:30 - 8:30 P.M.</b> .....	OFFSITE DINNER & RECEPTION AT MARINA CANTINA

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# THUR NOV 3

7:30 - 8:30 A.M. .... BREAKFAST & NETWORKING

8:30 - 9:30 A.M. .... KEYNOTE SPEAKER: GENE MARKS  
*Post Pandemic Workplace*

9:30 - 9:45 A.M. .... NETWORKING BREAK

9:45 - 11:00 A.M. .... SPEAKER: T. RANDALL FORTENBERY  
*Commodities Update*

11:00 A.M. -12:00 P.M. .... MAXIMIZE YOUR MEMBERSHIP ROUNDTABLE DISCUSSION

12:00 - 1:00 P.M. .... LUNCH & NETWORKING

1:00 - 3:00 P.M. .... ANNUAL MEMBERSHIP MEETING & COMMITTEE REPORTS

3:00 - 4:30 P.M. .... GUIDED BIRD TOUR WITH HOLLY MERKER

5:00 - 7:00 P.M. .... CLOSING RECEPTION, DINNER & BEACH PARTY

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WELCOME RECEPTION BAND:  
**CUBA SON**



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DINNER & RECEPTION AT  
**MARINA CANTINA**



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CLOSING RECEPTION &  
**BEACH PARTY**



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## SAVE THE DATE!

WBFI 2023 ANNUAL MEETING  
**NOVEMBER 7-9, 2023**  
SAN DIEGO, CALIFORNIA



# MEET THE SPEAKERS



## **ARI GUNZBURG** AUTHOR | MOTIVATIONAL SPEAKER | COACH

### **KEYNOTE: Unlock Your Greatness with Headstands, Broken Boards, and Keys**

WEDNESDAY | 9:00 AM - 10:00 AM

Instead of having a complex set of manuals to teach you a method for personal growth, Ari teaches you 5 Keys that you can easily remember using one word. The path to discovering your own greatness is in this talk, with multiple interactions that are both on-point and entertaining. And shhh, please don't tell anyone about the broken board!

#### **Keynote Takeaways:**

- "Everyday Greatness" is both personal and achievable
- New strength to remain persistent in the face of adversity
- A fresh positive mindset to see the world in a new light
- An easy-to-remember framework to unlock your greatness



## **HOLLY MERKER** AUTHOR | EDUCATOR | BIRDING GUIDE | CANCER SURVIVOR

### **Ornithotherapy: Nourishing Ourselves While Feeding the Birds**

WEDNESDAY | 10:15 AM - 11:15 AM

Bringing birds in closer by offering food, water, and native plants brings us joy, but there's more in it for us than we might realize. Come listen why feeding birds is just what the doctor ordered, and how this practice helps support our overall wellness and healing. The program will cover emerging science-based research which demonstrates why feeding birds is good for human wellbeing, the physiological changes in our bodies as a result, and testimony of how watching birds has helped healing and finding personal strength during life's challenges.



## **ZACH HUTCHINSON** WBF PARTNERED NATURALIST | OWNER OF FLOCKING AROUND

### **Credibirdity: Building Industry Trust**

WEDNESDAY | 11:15 AM - 12:00 PM

Credibirdity focuses on creating collective credibility within the bird feeding industry by relying upon wildlife agencies, conservation organizations, experts, and the Wild Bird Feeding Institute. He will approach industry credibility via three main tenants: incident response, marketing and communications, and production. Attendees will end this presentation with a desire to reflect and review current practices, build a plan for future credibirdity, and establish a foundation of reliable sources.



## **DR. DAVID HORN** PROFESSOR OF BIOLOGY AT MILLIKIN UNIVERSITY | CO-FOUNDER OF THE INSTITUTE OF SCIENCE ENTREPRENEURSHIP

### **Nyjer® Does Origination and Sterilization Influence Consumption**

WEDNESDAY | 1:00 PM - 2:00 PM

Dr. Horn has been a professor at the college level for over 20 years. He studied how country of origin and location of sterilization influenced consumption of Nyjer® seed. The study took place for eight weeks in late 2021 and early 2022 at three locations in and around Decatur, IL. Four types of Nyjer® were offered representing different combinations of country of origin and site of sterilization. Mean seed consumption per feeder for the four types of Nyjer® ranged from 0.6 lbs per week to 1.1 lbs per week. The study is being replicated this fall and is sponsored by the WBF.



**JENNA MCCULLOUGH** **WBFI PARTNERED RESEARCHER**

**Avian Diseases & #FEEDSMART Practices**

WEDNESDAY | 2:00 PM - 2:45 PM

Jenna is a PhD student at the University of New Mexico and the Museum of Southwestern Biology, where she studies evolution, systematics, and natural history of birds in the South Pacific. Diseases in wild bird populations are natural and inevitable. Even so, sometimes our own actions can contribute to the spread of disease within populations of birds that frequent outdoor feeders. Jenna will focus on different sources of diseases that naturally occur within feeder bird populations, including those caused by bacteria, parasites, and viruses. She will also cover ways to communicate with customers on how to feed wild birds while limiting the spread of infectious disease



**MATT YOUNG** **M.S. PRESIDENT & FOUNDER OF THE FINCH RESEARCH NETWORK (FIRN)**

**Winter Finch Migration – Where Will Seed Sales Thrive This Year?**

WEDNESDAY | 3:45 PM - 4:45 PM

Matt received his B.S. in Water Resources with a minor in Meteorology from SUNY-Oneonta and his M.S. in Ornithology from the SUNY College of Environmental Science and Forestry/Syracuse University in 2003. He was a Regional Editor of the Kingbird for 10 years, the state ornithological journal in New York, was an Adjunct Professor in Environmental Studies at SUNY- Cortland, and currently teaches an Intro to Birding class for Cornell University and is the Board Chair at The Wetland Trust. Matt will be discussing the finch irruptions and their potential correlation with seed sales, forecast, and where the Finch Research Network is headed with the Winter Finch Forecast.



**GENE MARKS** **AUTHOR | COLUMNIST | KEYNOTE SPEAKER | SMALL BUSINESS EXPERT**

**KEYNOTE: Post Pandemic Workplace**

THURSDAY | 8:30 AM - 9:30 AM

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit. Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.



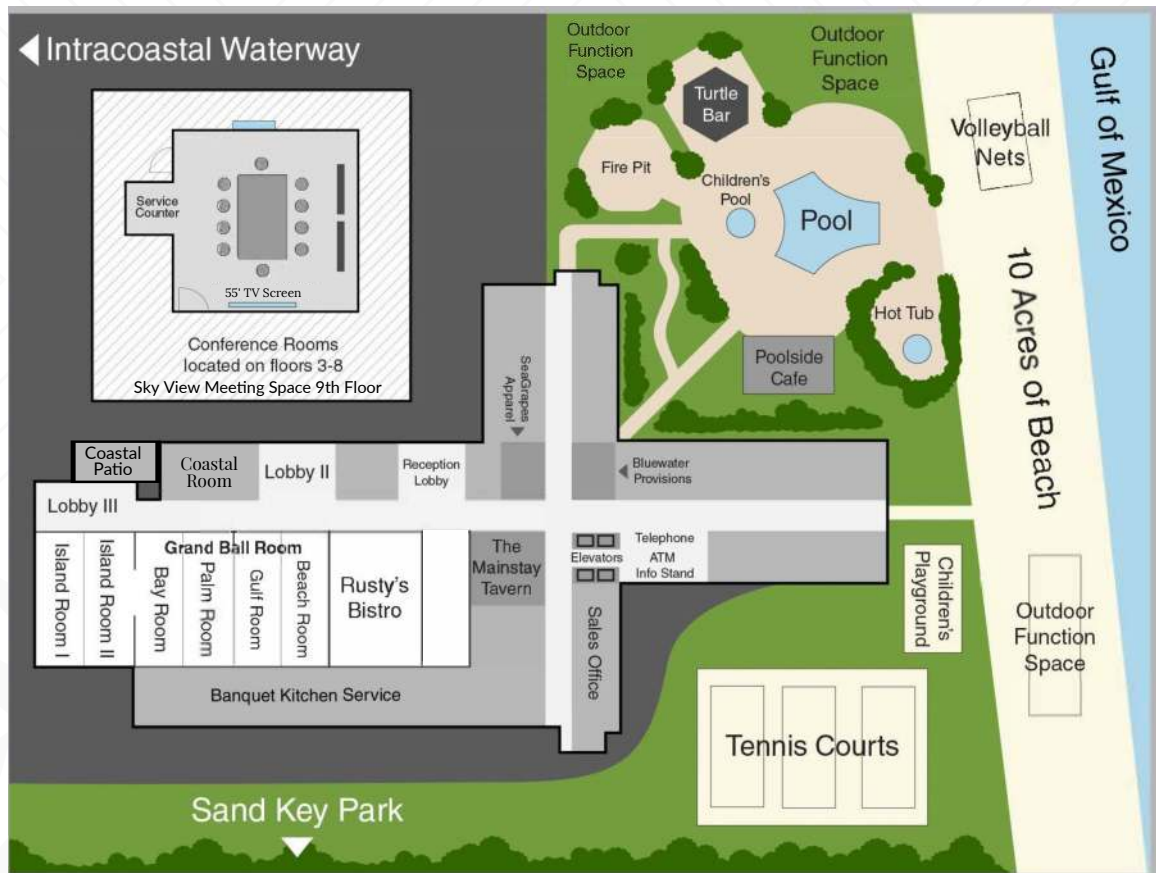
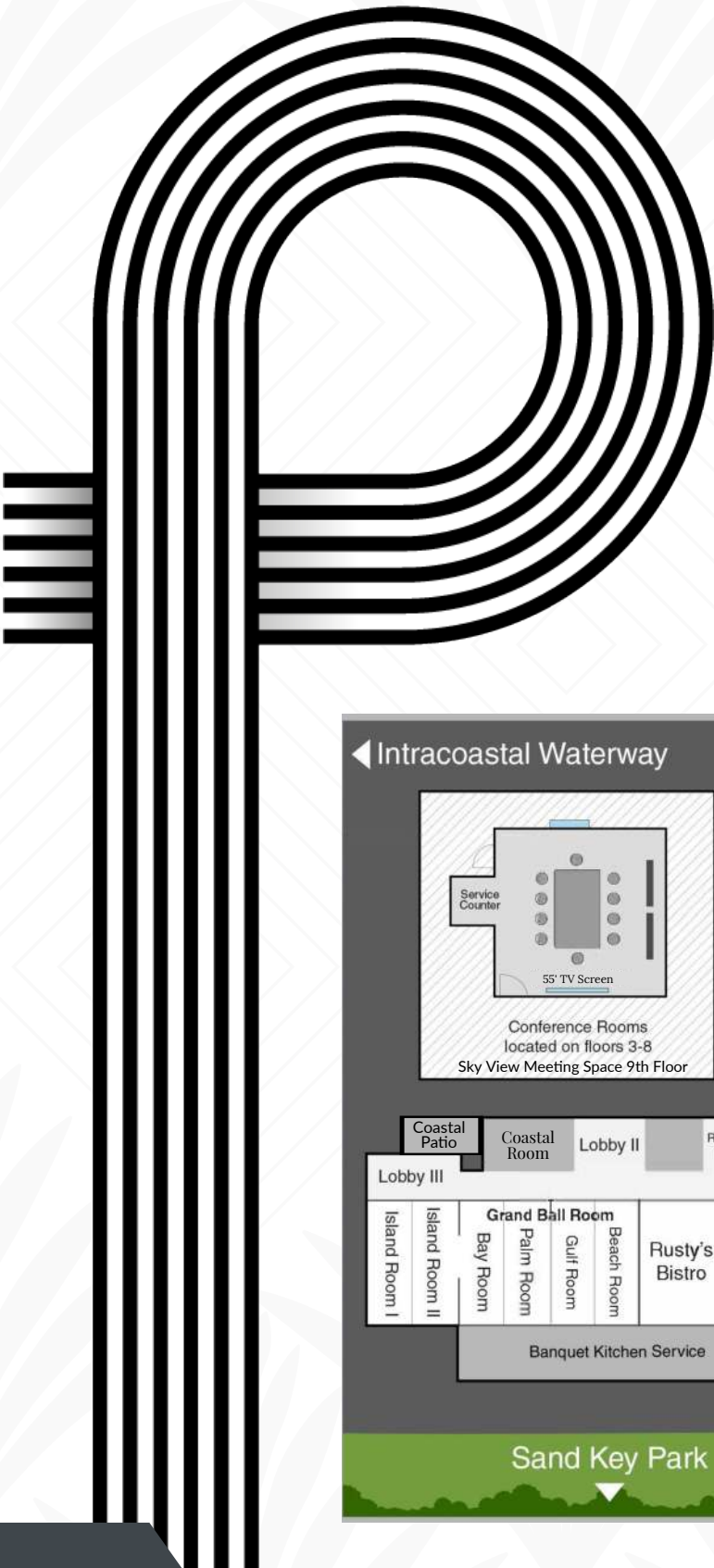
**T. RANDALL FORTENBERY** **PROFESSOR AND THOMAS B. MICK ENDOWED CHAIR IN THE SCHOOL OF ECONOMIC SCIENCES, AND CO-DIRECTOR OF THE IMPACT CENTER AT WASHINGTON STATE UNIVERSITY**

**Commodities Update**

THURSDAY | 9:45 AM - 11:00 AM

Through August 2020 Randy served as Chairman of the Ag Markets Advisory Committee to the Commodity Futures Trading Commission, the agency responsible for oversight of U.S. derivative markets. His research focuses on agricultural markets and price performance, influence of futures trading on the stability of cash prices, and international market development and trade.

# SAND KEY RESORT VENUE MAP







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## MEMBERSHIP KIT

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