



**2023**  
**ANNUAL MEETING**

SAN DIEGO, CALIFORNIA | NOV 7-9



**Northern Bag and Box Company** is your trusted, one-stop source for agricultural, commercial and industrial packaging.

- Bulk Bags (FIBCs)
- BOPP Bags
- Multiwall Bags
- Woven Poly Bags
- Polyethylene Film & Bags
- Container Liners & Desiccant
- Corrugated Boxes & Sheets
- Tape & Thread
- Bulk Seed Boxes
- Stretch Wrap & Shipping Seals
- Pallet Stabilization
- Equipment, Parts & Supplies



**1-800-551-6982**

**[www.northernbagandbox.com](http://www.northernbagandbox.com)**

# WELCOME!

We are so glad you could join us for this year's annual meeting here in beautiful San Diego. We have an exciting line-up of speakers for you to enjoy and learn from, as well as some time to connect with others in our industry.

Thank you to the record number of sponsors this year – your generosity helps us to make this meeting possible. Relax, enjoy, and thank you for supporting the WBF. We hope to see you in Charleston, SC next year!



Thanks,

Jody Locke  
WBF President

## CONTENTS

Welcome.....	3
Event Schedule.....	4
Meet the Speakers.....	6
Roundtable Discussions.....	8
Venue Guide.....	9

## ATTENDEE LIST



To view the most current attendee list, scan this QR code with your phone camera or visit [www.wbf.org/2023](http://www.wbf.org/2023) and click on the 'Registered Attendee List' button.





# 7 Tuesday

2:30 p.m. - 4:30 p.m.

**OFF-SITE ACTIVITY**  
USS MIDWAY MUSEUM

5:30 p.m. - 7:30 p.m.

**MEMBER WELCOME RECEPTION**  
FEATURING NALU THE PIANO MAN

***SPONSORED BY: NORTHERN BAG & BOX***

# 8 Wednesday

7:00 a.m. - 8:00 a.m.

**BIRDING TOUR**  
ZACH HUTCHINSON - *FLOCKING AROUND*

8:00 a.m. - 9:00 a.m.

**COFFEE & NETWORKING**  
REGISTRATION CHECK-IN

***SPONSORED BY: ATLANTIC GRAIN & TRADE***

9:00 a.m. - 9:15 a.m.

**PRESIDENT WELCOME**

9:20 a.m. - 10:30 a.m.

**KEYNOTE SPEAKER: SCOTT SHELSTROM**  
UNLEASH YOUR INNER DA VINCI

***SPONSORED BY: HIGH COUNTRY MERCANTILE***

10:30 a.m. - 10:45 a.m.

**MORNING NETWORKING BREAK**

***SPONSORED BY: R-WAY AG***

10:45 a.m. - 11:30 a.m.

**PANEL DISCUSSION**  
THE FUTURE OF SUSTAINABLE PACKAGING

*PANELISTS: AMY COHEN, AHLSTROM; ANNE KLEIN, PET SUSTAINABILITY COALITION; DARYLE MCDONALD, THANH PHU PLASTIC PACKAGING*

11:30 a.m. - 12:15 p.m.

**SPEAKER: ZACH HUTCHINSON**  
THE NEXT BIG FOOD THING

12:15 p.m. - 1:30 p.m.

**LUNCH & NETWORKING**

***SPONSORED BY: RED RIVER COMMODITIES***

1:30 p.m. - 2:15 p.m.

**SPEAKER: RANDALL FORTENBERRY**  
COMMODITY MARKET OUTLOOK AND UPDATE

2:15 p.m. - 3:00 p.m.

**PANEL DISCUSSION**  
PREVENTING BIRD WINDOW COLLISIONS

*PANELISTS: STEPHANIE EGGER, USGS; PAUL GROLEAU, FEATHER FRIENDLY*

3:00 p.m. - 3:15 p.m.

**AFTERNOON NETWORKING BREAK**

# EVENT SCHEDULE

...continued

3:15 p.m. - 4:00 p.m. **SPEAKER: BRUCE ROBERTSON**  
USING POLARIZED LIGHT FOR BETTER BIRD FEEDING

4:00 p.m. - 4:45 p.m. **SPEAKER: KATE BACHTTELL, USFWS**  
NATIONAL SURVEY OF FISHING, HUNTING, AND WILDLIFE - 2023

5:15 p.m. **BUSSES DEPART FOR BELMONT PARK**

5:30 p.m. - 7:30 p.m. **OFF-SITE RECEPTION**  
BELMONT PARK

**SPONSORED BY: ALL STAR TRADING**

# 9 Thursday

8:00 a.m. - 9:00 a.m. **COFFEE & NETWORKING**  
**SPONSORED BY: INSPIRICO**

8:00 a.m. - 9:15 a.m. **WBFI MEMBERS MEETING**

9:15 a.m. - 9:30 a.m. **WBFI INAUGURAL AWARDS CEREMONY**

9:30 a.m. - 10:30 a.m. **KEYNOTE SPEAKER: MIKE UYBOCO**  
CREATING A CULTURE OF HIGH PERFORMANCE

**SPONSORED BY: SCoulAR**

10:30 a.m. - 10:45 a.m. **MORNING NETWORKING BREAK**

**SPONSORED BY: TURTLE MOUNTAIN SEED**

10:45 a.m. - 11:30 a.m. **NYJER® STUDY UPDATE**  
DR. DAVID HORN

11:30 a.m. - 12:15 p.m. **WBFI MARKET RESEARCH REPORT**  
SARAH BRADTNER, AYTM

12:15 p.m. - 1:30 p.m. **LUNCH & NETWORKING**

**SPONSORED BY: ESSEX TOPCROP**

1:30 p.m. - 2:15 p.m. **PANEL DISCUSSION**  
STANDARDS & REGULATORY UPDATE

**PANELISTS: LORRI CHAVEZ, CENTRAL GARDEN & PET, REGULATORY COMMITTEE CHAIR; JODY LOCKE, SCoulAR, QSP BOARD CHAIR; AUSTIN THERRELL, AAFCO**

2:15 p.m. - 3:00 p.m. **SPEAKER: TAMMAH WATTS**  
KEEP LOOKING UP: YOUR GUIDE TO THE POWERFUL HEALING OF BIRDWATCHING

3:00 p.m. - 4:30 p.m. **MINDFUL OUTDOOR EXPERIENCE**  
TAMMAH WATTS

5:30 p.m. - 7:30 p.m. **CLOSING RECEPTION**  
FEATURING DJ JULIAN KEYZ

**SPONSORED BY: CERCO**



**WELCOME RECEPTION:  
NALU THE PIANO MAN**

SPONSORED BY



**OFF-SITE RECEPTION:  
BELMONT PARK**

SPONSORED BY



**CLOSING RECEPTION:  
DJ JULIAN KEYZ**

SPONSORED BY



# MEET THE SPEAKERS



**SCOTT SHELSTROM** Consultant | Creative Director | Speaker

**KEYNOTE: Unleash Your Inner Da Vinci**

Scott's keynote presentation, "Unleash Your Inner Da Vinci," is a fascinating journey through his own creative and comedic experiences, aimed to leave the audience with a renewed sense of motivation to unlock their inner Da Vinci and unleash their full creative potential.



**MIKE UYBOCHO** Leadership Consultant | Personal Trainer | Retired Navy Seal

**KEYNOTE: Creating a Culture of High Performance**

Uybocho will explore the enduring culture of high performance within SEAL teams and its pivotal role in adapting to the challenges of asymmetric warfare post-9/11. His key principles covered include minimizing distractions for better alignment, promoting a growth mindset to maintain competitiveness, and advocating for 3D leadership that empowers the workforce by providing guidance and resources.



**ZACH HUTCHINSON** WBFI Partnered Naturalist | Owner of Flocking Around

**The Next BIG Food Thing**

What do birds want? More food! What kind do they want? Good question! Zach Hutchinson, ornithologist and owner of Flocking Around, will address the guilds of birds without current feed types, new potential food sources, and the current messaging around bird feeding throughout North American conservation groups.



**RANDALL FORTENBERRY** Professor of Economics at Washington State University | President of Beckham Economics, LLC

**Commodity Market Outlook and Update**

Randall will be presenting the "Commodity Market Outlook and Update," diving into current market activity and future outlook for commodity markets relevant to the Wild Bird Food Industry. This insightful presentation will cover both domestic and international market conditions.



**BRUCE ROBERTSON** Assistant Professor of Ecology at Bard College

**Using Polarized Light for Better Bird Feeding**

Bruce will be presenting “Building a Better Bird Feeder with Polarized Light and Specular Reflection.” He will be sharing research based on a recent case study indicating songbirds’ attraction to polarized light and bright reflections at food sources.



**KATE BACHTELL** Project Director of the National Survey of Fishing, Hunting, and Wildlife Associated Recreation

**National Survey of Fishing, Hunting, and Wildlife - 2023**

Kate will be presenting the 2023 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (USFWS). This survey is a comprehensive, nonpartisan, scientific endeavor aimed at gaining a deep understanding of nationwide participation in outdoor recreational activities.



**DR. DAVID HORN** Professor of Biology at Milkin University

**Nyjer® Study Update**

In a groundbreaking 2023 study sponsored by WBF, Dr. Horn investigated the impact of Nyjer® seed origin and sterilization site on bird consumption patterns. The results revealed significant differences in mean seed consumption among these variants. Horn’s presentation promises to shed new light on the intricacies of bird feeding habits and provide valuable insights for enthusiasts and scholars alike.



**SARAH BRADTNER** Research Manager at AYTM (Ask Your Target Market)

**WBF Market Research Report**

Sarah Bradtner will be presenting the 2023 WBF Market Research Report: Feeding Habits, Practices, Attitudes, and Usage Research. In this presentation, Bradtner will dive into the intricate details of market research focused on wild bird feeding. This report aims to shed light on feeding habits, practices, attitudes, and usage patterns related to wild bird feeding.



**TAMMAH WATTS** Licensed Marriage & Family Therapist | Author | Mindful Outdoor Guide

**Keep Looking Up: Your Guide to the Powerful Healing of Birdwatching**

Learn to deepen your appreciation for these creatures through mindful engagement and discover ways to enhance your birding experience. Tammah Watts will be giving an interactive presentation that explores the physical and mental health benefits of connecting with birds. Tammah will also be hosting a transformative outdoor experience to help highlight the sense of community that can arise from our shared stories about life and birds.

# ROUNDTABLE DISCUSSIONS

## THE FUTURE OF SUSTAINABLE PACKAGING

Wednesday, November 8 | 10:45 a.m. - 11:30 a.m.

Itaque omnis eaquiatur? Quia. Dae volum quaecatemi optium volupta con con eum es asperum quam unti imporpor aut unti liat il idus autat odis eos sit que volupta tiusandae exerionsent alibus deleserspit, invenis imusam facil inusdam, sum renes paritis audam asiti siminitam alitat eumquiatur archita tinullab idebis magnienis sinctas velicabo. Minihillaut aut qui ut il mo expero occabor epelenihit quate nonest alicaborum etur, quostrum quodis numqui rest oditatur, omnit mossim alibus, earum, ut dolupta tiatur

**Panelists:** Amy Cohen, Ahlstrom; Anne Klein, Pet Sustainability Coalition; Daryle McDonald, Thanh Phu Plastic Packaging

---

## PREVENTING BIRD WINDOW COLLISIONS

Wednesday, November 8 | 2:15 p.m. - 3:00 p.m.

Itaque omnis eaquiatur? Quia. Dae volum quaecatemi optium volupta con con eum es asperum quam unti imporpor aut unti liat il idus autat odis eos sit que volupta tiusandae exerionsent alibus deleserspit, invenis imusam facil inusdam, sum renes paritis audam asiti siminitam alitat eumquiatur archita tinullab idebis magnienis sinctas velicabo. Minihillaut aut qui ut il mo expero occabor epelenihit quate nonest alicaborum etur, quostrum quodis numqui rest oditatur, omnit mossim alibus, earum, ut dolupta tiatur

**Panelists:** Stephanie Egger, USGS; Paul Groleau, Feather Friendly

---

## STANDARDS & REGULATORY UPDATE

Thursday, November 9 | 1:30 p.m. - 2:15 p.m.

Itaque omnis eaquiatur? Quia. Dae volum quaecatemi optium volupta con con eum es asperum quam unti imporpor aut unti liat il idus autat odis eos sit que volupta tiusandae exerionsent alibus deleserspit, invenis imusam facil inusdam, sum renes paritis audam asiti siminitam alitat eumquiatur archita tinullab idebis magnienis sinctas velicabo. Minihillaut aut qui ut il mo expero occabor epelenihit quate nonest alicaborum etur, quostrum quodis numqui rest oditatur, omnit mossim alibus, earum, ut dolupta tiatur

**Panelists:** Lorri Chavez, Central Garden & Pet, Regulatory Committee Chair; Jody Locke, Scoular, QSP Board Chair; Austin Therrell, AAFCO



# HOTEL AMENITIES

- 44 acres surrounded by one-mile sandy beach
- 5 pools, including one adults-only retreat
- Hotel-wide high-speed internet access
- Multiple waterfront restaurants and dining options
- Marina with sailboats, speed boats, kayaks, paddleboards, jet skis & more
- 14 bonfire pits (wood-burning and gas-powered)
- 18-hole Miniature golf course with putting green
- Lawn Games (reservations required)
- Basketball court
- 4 tennis courts
- Beach cruisers and quadracycles for rent
- Access to 14 miles of waterfront bike and walking paths
- Unique gifts and vacation essentials at Island Market
- Over 80,000 square feet of waterfront event space
- Across the street from SeaWorld and minutes from top attractions like Old Town, San Diego Zoo, Balboa Park, Gaslamp Quarter and the airport



## VENUE GUIDE Paradise Point San Diego's Island Resort



Scan Code to View Map Legend



# SAN DIEGO ATTRACTIONS



**SERVING THE  
FOOD & FEED  
INDUSTRY**

[cerealbyproducts.com](http://cerealbyproducts.com)

## PRO-ROASTING



**CANADA'S WILD BIRD AND  
SPECIALTY PET FOOD EXPERTS**



**SCOULAR™**

Let's get growing.®

Your high quality sunflower supplier  
Jody Locke | [JLocke@scoular.com](mailto:JLocke@scoular.com)

© 2022 Scoular



[www.highcountrymercantile.com](http://www.highcountrymercantile.com)

307.587.0537

# SAFFLOWER TECHNOLOGIES INTERNATIONAL

406-702-7742  
406-480-4797

[www.safflowertech.com](http://www.safflowertech.com)



- Family owned company with over 40 years of plant breeding experience
- 1 of only 3 Safflower breeding programs in the world
- Nutrasaff "Golden Safflower" a wildly successful birdfeed. All natural, Non GMO

## Products we carry

- White Safflower
- Golden Safflower
- Sunflower
- Millet
- Pea's-
  - Austrian Winter
  - Maple
  - Yellow
- Organic options Available
- Ask about other seeds



**Locations** Montana \* North Dakota \* South Dakota  
\* Idaho \* California \* Michigan

**R-Way Ag**  
Proven, Reliable, Progressive.

## SPECIAL CROPS

- Sunflowers
- Millets
- Canary Seeds
- Peas
- Safflower & More!

(204) 379-2582  
[www.rwayag.com](http://www.rwayag.com)

**Turtle Mountain**  
*Seed Co.*



[www.atlanticgrain.com](http://www.atlanticgrain.com) | (843) 388-7153

## FROM SEED TO TABLE



SUN-SPROUTED  
GOODNESS



FEEDING  
FARMERS' GROWTH



HOMEGROWN  
NUTRITION

Red River Commodities transforms sunflower seeds and select other specialty crops into tasty, high-quality food ingredients and food products.



**YOUR RELIABLE  
LAMINATE WOVENPOLY SUPPLIER**



**INSPIRICO**  
CREATE VALUE  
INSPIRICO PACKAGING CAMBODIA  
[www.inspico.com](http://www.inspico.com)

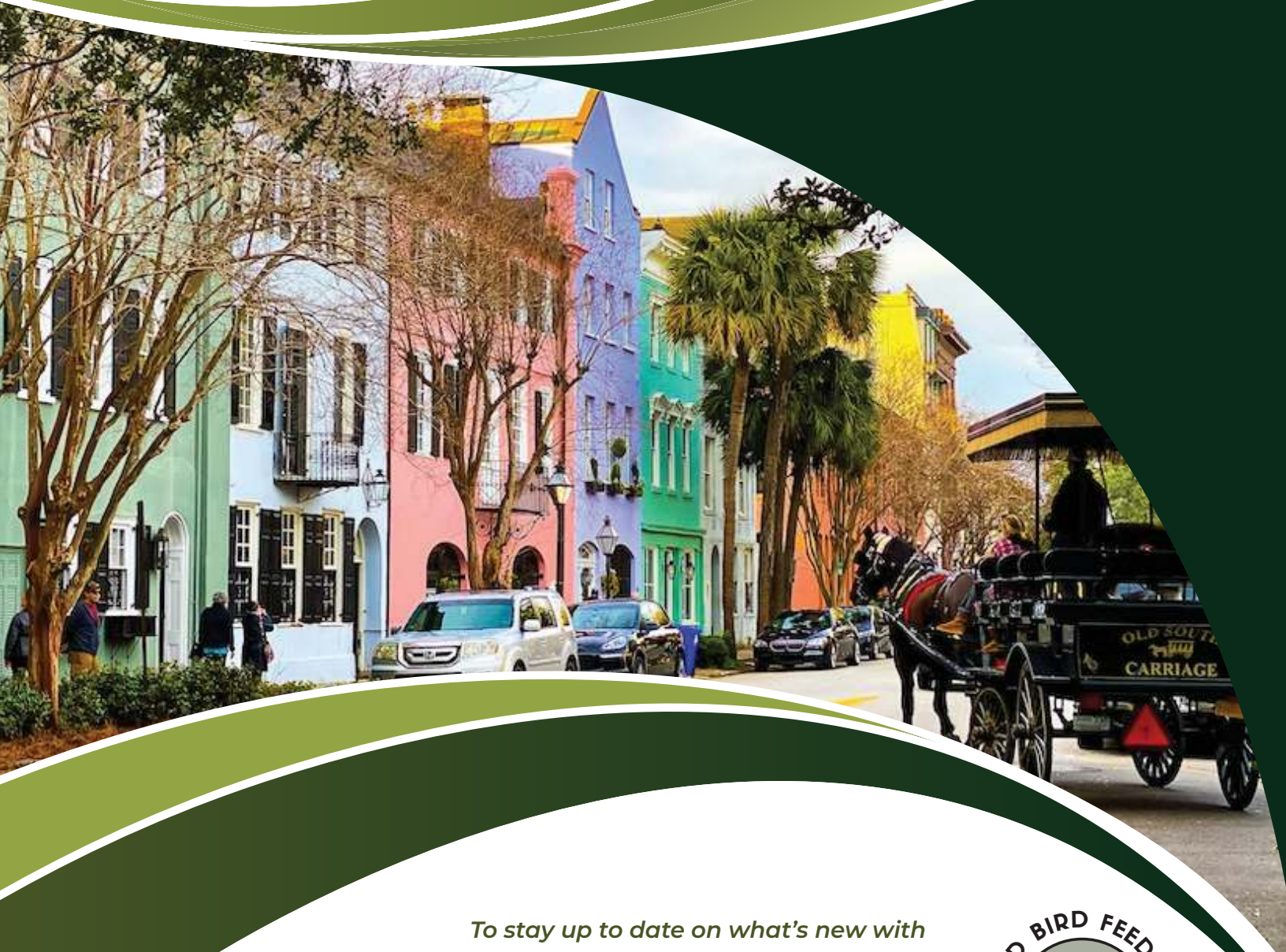


## **FEED INGREDIENT AND GRAIN MERCHANTS**

2100 Clearwater Drive, Suite 320 | Oak Brook, IL 60523 | 847-375-8675

# SAVE THE DATE!

WBFI 2024 ANNUAL MEETING  
**NOVEMBER 12-14, 2024**  
CHARLESTON, SOUTH CAROLINA



*To stay up to date on what's new with  
the Wild Bird Feeding Institute, follow us!*



#ProjectWildBird | [www.wbfi.org](http://www.wbfi.org)

