

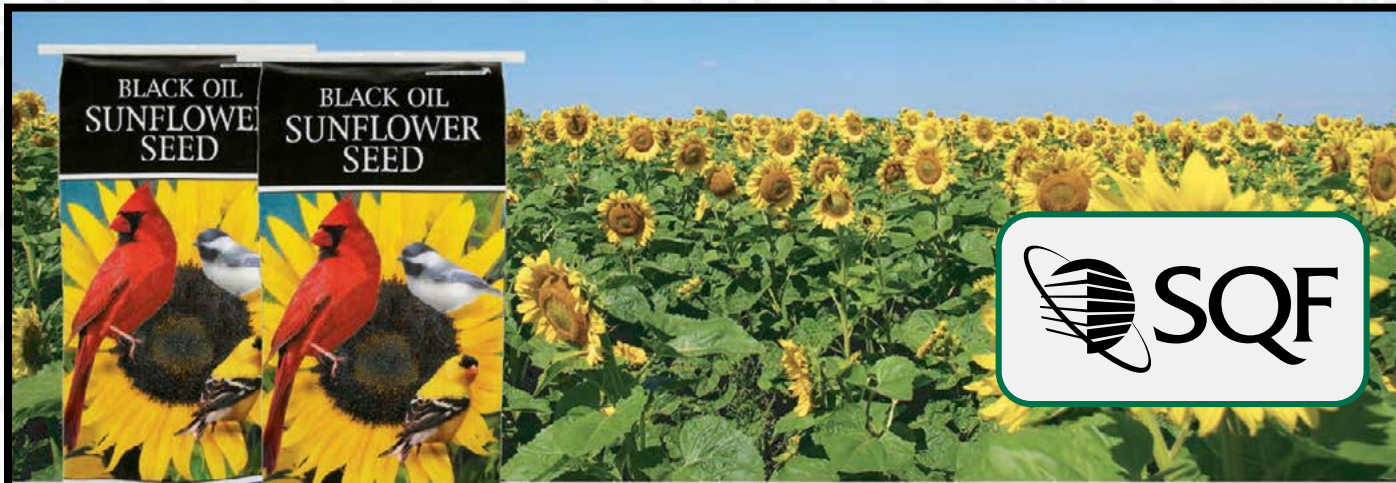
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YEAR ANNIVERSARY
2024

2024 ANNUAL MEETING

CHARLESTON, SC
NOVEMBER 12-14





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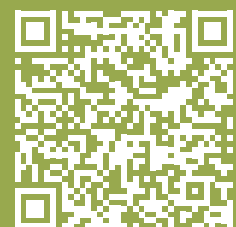
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ATTENDEE LIST

To view the most current attendee list, scan this QR code with your phone camera or visit www.wbfi.org/2024-annual-meeting/ and click on the 'Registered Attendee List' button.

WELCOME!

We are so excited that you can make the time to join us for a few days to network and learn more about current key topics in our industry. These annual meetings are so important for us to get together to talk about common interests and build on our shared goals. Where else can you go and talk about bird food with so many others in one room who are genuinely passionate about similar Wild Bird feed-related topics?

Once again, we are meeting during a time of uncertainty and new challenges. We have faced many different challenges since the inception of WBFI just over 40 years ago, but we continue to thrive in this vibrant and exciting industry with so much potential ahead. I am still reflecting on the insights shared by last year's speakers and applying them to the work we do today.

Thank you to all the great sponsors stepping up to help make this event the best yet. As always, I am looking forward to meeting you all in person.



Sincerely,

Robert Gunstone
WBFI Interim President

THANK YOU

We extend our heartfelt thanks to Jody Locke, WBFI President since 2023, for her outstanding leadership and dedication to growing the wild bird feeding hobby.

Her vision and commitment have reinforced WBFI's foundation and elevated the standards we proudly uphold, inspiring our community and strengthening our mission.



Jody Locke
WBFI President

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TUESDAY | NOVEMBER 12

9:00 AM - 12:00 PM	Board Meeting
1:00 PM - 5:00 PM	Committee Meetings
6:00 PM - 8:00 PM	Welcome Reception at Pour Taproom: Charleston <i>Sponsored by Northern Bag & Box Company</i>

WEDNESDAY | NOVEMBER 13

6:30 AM - 8:00 AM	Local Birding Tour <i>(Separate Registration Required)</i>
8:00 AM - 9:30 AM	Morning Networking/Registration & Check-in/Breakfast
9:30 AM - 10:45 AM	Embracing AI in Business: Unlocking New Avenues for Productivity and Profitability - <i>Keith Roberts</i>
10:45 AM - 11:00 AM	Networking Break
11:00 AM - 12:15 PM	2024 Political & Economic Outlook - <i>Chris Kuehl</i>
12:30 PM - 1:30 PM	Lunch
1:30 PM - 3:00 PM	ROUNDTABLE: The Past, Present and Future of Wild Bird Feeding Research Panelists: Rob Gunstone, Stephanie Egger, Codi Ens, Emily Freeman, Brian Little, Josh Stasik, Matt Young
3:00 PM - 3:15 PM	Networking Break
3:15 PM - 4:30 PM	Perspectives from a Naturalist - <i>Zach Hutchinson</i>
5:00 PM - 7:00 PM	WBF 40th Anniversary Celebration at Hyatt Place Sterling Hall Foyer and Patio <i>Sponsored by All-Star Trading</i>

THURSDAY | NOVEMBER 14

6:30 AM - 7:30 AM	Birding Walk
8:00 AM - 9:00 AM	Morning Networking/Registration & Check-in/Breakfast
8:00 AM - 9:00 AM	WBF 40th Anniversary Meeting
9:15 AM - 10:30 AM	Grain Markets, Transportation, Geo-Politics and Other Current Issues - <i>Guy Allen</i>
10:30 AM - 10:45 AM	Networking Break
10:45 AM - 11:30 AM	Pulse of the Industry Reverse Panel
11:30 AM - 12:30 PM	Grab & Go Lunch
11:30 AM - 5:30 PM	Golf Tournament <i>(Separate Registration Required)</i>
1:00 PM - 3:00 PM	Walks of Charleston Private Tour <i>(Separate Registration Required)</i>
6:30 PM - 9:30 PM	Closing Reception at Bodega <i>Sponsored by Cerco</i>



SAVE THE DATES!

WBFI 2025 ANNUAL MEETING
NOVEMBER 3-5, 2025
SAN ANTONIO, TEXAS



WBFI 2026 ANNUAL MEETING
NOVEMBER 2-4, 2026
SAN JUAN, PUERTO RICO

2024 MEMBERSHIP MEETING AGENDA AT A GLANCE

NOVEMBER 14, 2024 | 8:00 A.M. - 9:00 A.M.

- HOUSEKEEPING
- ADVOCACY UPDATE
- COMMITTEE UPDATES
- OPERATIONS UPDATE
- 2024 AWARDS HIGHLIGHT

MEET THE SPEAKERS



KEITH ROBERTS Entrepreneur | Author | Leadership Expert

KEYNOTE: Embracing AI in Business: Unlocking New Avenues for Productivity and Profitability

As the founder of Zenman, Keith led the agency for 24 years, designing innovative digital solutions for global brands like Frontier Airlines, REMAX, and the Lumineers.

Keith takes attendees on a journey beyond traditional applications of AI, such as content creation, video, and image processing, and explores its impact on other critical business functions like marketing and public relations. He emphasizes that businesses of all sizes and industries can harness AI's power to gain a competitive edge in an increasingly digital marketplace.



CHRIS KUEHL Chief Economist, Armada Supply Chain

KEYNOTE: 2024 Political and Economical Outlook

Dr. Chris Kuehl is the Chief Economist at Armada, serving diverse private clients and professional associations for over 21 years. He is the Chief Economist for several national business associations and the Economic Analyst for the Fabricators and Manufacturers Association. Chris holds a doctorate in Political Economics, with advanced degrees in Soviet and Asian Studies.



ZACH HUTCHINSON WBFI Partnered Naturalist | Owner of Flocking Around

Perspectives from a Naturalist

Zach Hutchinson is an all-around bird enthusiast that owns and operates Flocking Around, a birding and bird feeding informational site. Zach's day job is to coordinate regional science and research efforts in the largest bird conservation group in North America. Zach is a permitted master bander, oversees seven bird banding stations in the Rockies, and has banded over 10,000 birds, from hummingbirds to eagles. Zach has a particular interest in creating digestible public communications on information learned from ornithological research.



GUY ALLEN Senior Economist, Kansas State University

Grain Markets, Transportation, Geo-Politics and Other Current Issues

Guy H. Allen has been the Senior Economist at Kansas State University's International Grains Program Institute since 2019, providing global training on supply chains, commodity markets, and risk management. With a career spanning North America, Australia, Asia, and China, Guy has extensive experience in commodity trading, risk management, and supply chain logistics.

ROUNDTABLE DISCUSSIONS

THE PAST, PRESENT AND FUTURE OF WILD BIRD FEEDING RESEARCH

Wednesday, November 13 | 1:30 p.m. - 3:00 p.m.

This engaging “fireside” chat, featuring insights from WBFJ Research Foundation trustees, will dive into the history and accomplishments of the Research Foundation, discuss current and future studies, and address key topics such as the impact of climate change, diversity in the bird feeding hobby, and the role of technology and social media.

Panelists: Rob Gunstone, Stephanie Egger, Codi Ens, Emily Freeman, Brian Cunningham, Josh Stasik, Matthew Young

PULSE OF THE INDUSTRY REVERSE PANEL

Thursday, November 14 | 10:45 a.m. - 11:30 a.m.

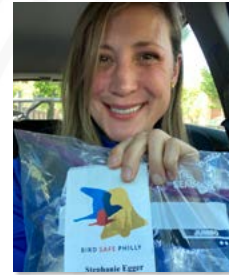
Join us for a dynamic Pulse of the Industry reverse panel discussion featuring members of our PIC Committee, who will field questions from the audience on pressing industry topics. This session offers a valuable opportunity to gain insights and share concerns that can shape our collective future.

MEET THE PANELISTS



ROB GUNSTONE

Robert’s passion for bird feeding began in childhood and evolved into a 30+ year career dedicated to growing backyard birding. An Economics & Trade graduate from Carleton University, he found his niche in developing bird feed blends and fostering collaborative industry relationships. As a leader with the Wild Bird Feeding Institute, he’s worked to expand the market, often reminding others of the opportunity found in “the feeder that hangs alone, empty, when it could support more of nature’s beauty and song.



STEPHANIE EGGER

Stephanie is a Biologist with the U.S. Geological Survey’s Bird Band Laboratory. She supports the lab’s operations by issuing and administrating federal bird banding permits, curates bird banding and encounter reports within the bird banding database, provides biological support to banders and provides ornithological/scientific support for the lab’s projects and its operations. Stephanie has a personal and professional interest in the threat of window collisions to birds and their future.



CODI ENS

With over 15 years of experience in multimodal supply chains and 7 years at Scoular, Codi currently serves as the Commercial Retail & Execution Manager. Leading the execution of Scoular’s Sunflower, Flax, and Birdfood business, she also oversees key retail partnerships. Passionate about fostering inclusive collaboration and advancing diversity and equity, Codi brings extensive expertise in both domestic and international supply chains.



EMILY FREEMAN

Emily Freeman is Senior Brand Manager of Wild Bird Products at Central Garden & Pet working on and with the Kaytee, C&S, Pennington, and Wild Delight brands.



BRIAN CUNNINGHAM

Brian Cunningham has a passion for helping others experience nature and opening their eyes to the wonder and beauty of birds. Brian serves as the Director of Outreach & Nature Education for Wild Birds Unlimited, a franchise system with nearly 360 stores across the US and Canada. With 26 years of experience at WBU, he utilizes his vast knowledge of the backyard bird feeding hobby to support the stores in being the local experts for their markets.



JOSH STASIK

Josh Stasik has served as President of the WBFJ Research Foundation since 2022 and is the program director of the wild bird products division at Co-Operative Feed Dealers, Inc. in Conklin, NY. He is also a managing partner/owner of Sweet-Seed, LLC, a company that creates wild bird feeding products. With over a decade of experience in the wild bird food industry, Josh is a dedicated advocate for backyard bird feeding, regularly offering seminars across the U.S. He holds a B.S. in Biology from SUNY Cortland and has previously served on several advisory boards.



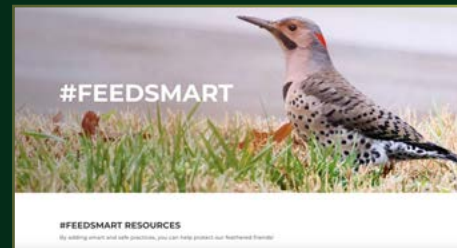
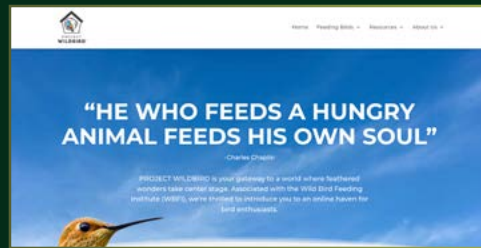
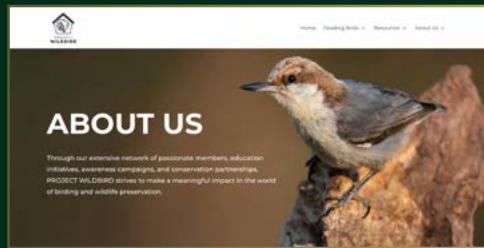
MATTHEW YOUNG

Matthew Young, M.S., is the President and Founder of the Finch Research Network (FiRN) and has been a dedicated naturalist in Central New York for over 26 years. With a B.S. in Water Resources and an M.S. in Ornithology, he has contributed extensively to avian research, especially on finches, warblers, and wetland habitats. A former Collections Management Leader at the Cornell Lab’s Macaulay Library, he led audio projects and field studies and has published numerous works, including descriptions of Red Crossbill call types and a new orchid species. Currently, he co-authors Finches of the United States and Canada with Lillian Stokes.



PROJECT WILDBIRD

PROJECT WILDBIRD® was launched by the WBFI in 2004 to provide valuable research on bird feeding habits, helping shape the industry. Today, PROJECTWILDBIRD.net continues that legacy by directly engaging with bird enthusiasts, offering expert insights, resources, and tips to enhance the wild bird feeding experience for hobbyists everywhere.



CONGRATULATIONS TO OUR 2024 MEMBER AWARDS WINNERS!

WBFI Birding Product of the Year:

Bird Saver

Bird's Choice Bird Feeder Disinfectant

WBFI Bird Food Product of the Year:

Unipet LLC

Nuts & Mealworms No-Melt Hot Pepper Cylinder

WBFI Retailer of the Year:

Il Seasons Wild Bird Store

Eagan, MN



Introducing the WBFI Digital Holiday Gift Guide!

Showcase your birding products to thousands of bird enthusiasts just in time for the holidays! As a WBFI member, you'll get a 20% discount on ad placements when you attend our Annual Meeting. Featured across our websites and social media platforms, this is the perfect way to boost your holiday sales and connect with passionate consumers. Don't miss out on this exciting new member benefit!





Welcome to Charleston, WBF!

Known for its Southern charm, historic beauty, and vibrant culture, Charleston, South Carolina is a city you'll love exploring.

Below are some favorite spots that will offer you the chance to enjoy Charleston like a true local. Whether you're in the mood for delicious food, scenic views, or fun experiences, Charleston has something for everyone. Make sure to tag your adventures with #WBF2024 on social media- we'd love to share the fun!

FAVORITE NEIGHBORHOODS:

French Quarter: Best area for historic charm, art galleries, and local shopping.

King Street: Perfect for upscale shopping and dining.

Sullivan's Island: Laid-back beach town for a quiet escape with local seafood.

West Ashley: Great for seeing beautiful plantations and nature trails.

Downtown Charleston: For exploring the heart of Charleston's culture and nightlife.

THINGS TO DO:

Sightseeing: Stroll through Rainbow Row or visit The Battery for iconic views of Charleston's historic homes and waterfront. Don't miss Charleston City Market for unique local goods.

Beaches: Spend the day at Folly Beach or Isle of Palms for a quintessential Charleston beach experience.

History: Visit Fort Sumter, where the Civil War began, or take a walk through Magnolia Plantation & Gardens for beautiful landscapes.

Shopping: Explore King Street for boutique shopping or check out the local shops on Shem Creek.

FAVORITE FOOD JOINTS:

Best Brunch Spots: Try Millers All Day or Butcher & Bee for an unforgettable brunch.

Best Southern Comfort Food: Visit Husk or Magnolias for a taste of Charleston's famous Lowcountry cuisine.

Best Seafood: Head to 167 Raw or The Ordinary for fresh oysters and seafood dishes.

Best BBQ: For mouth-watering BBQ, stop by Lewis Barbecue or Home Team BBQ.

Casual Eats: Check out Tattooed Moose for a laid-back atmosphere and fantastic sandwiches.

FAVORITE BARS:

Speakeasies: Experience hidden gems like The Gin Joint or The Belmont.

Bars for Socializing: Grab a drink at Shem Creek or The Cocktail Club.

Bars with Live Music: Check out The Commodore or Prohibition for great music and dancing.

Best Rooftop Bars: Soak in the view at The Citrus Club or Vendue Rooftop while enjoying cocktails and Charleston sunsets.

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ATTENDING.**

SEE YOU NEXT YEAR!



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