



Overview Schedule

Schedule will take place onsite at the Sheraton Sand Key Resort unless otherwise noted:

1160 Gulf Blvd, Clearwater Beach, FL 33767

Tuesday, November 1st

8:00 AM	-	12:30 PM	WBFI Board of Directors Meeting
12:00PM	-	5:00 PM	Attendee Registration Check-In/TableTop Booth Set Up
3:30 PM	-	5:00 PM	Guided Bird Tour - Holly Merker
4:00PM	-	5:00 PM	Attendee Registration Check-In
5:30 PM	-	7:30 PM	Member Welcome Dinner & Reception w/ Entertainment from a Cuba Style Band - Cuba Son EVENT SPONSORED BY NORTHERN BAG & BOX



Wednesday, November 2nd

7:00 AM – 8:30 AM	Attendee Registration Check-In
7:00 AM – 8:30 AM	Breakfast & Networking
8:30 AM – 9:00 AM	WBFI President's Welcome & Attendee Introductions

9:00 AM – 10:00 AM KEYNOTE: Unlock Your Greatness with Headstands, Broken Boards, and Keys



ARI GUNZBURG | AUTHOR | MOTIVATIONAL SPEAKER | COACH

What does GREATNESS mean to you? It's easy to get stuck and mired down in the pieces of life that distract you from your true capacity for personal greatness. Learning a clear answer to what greatness means to you, and having the proper tools to achieve it, gives you the ability to unlock your own everyday greatness.

Ari takes you on a journey that starts with a tragic story from his childhood. This sets the scene for the why behind the framework that is the focal point of the talk, the 5 Keys To Greatness. 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

10:00 AM – 10:15 AM

Networking Break

10:15 AM – 11:15 AM

Ornithery: Nourishing Ourselves While Feeding the Birds



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

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.

11:15 AM – 12:00 PM Credibirdity: Building Industry Trust



ZACH HUTCHINSON | WBF PARTNERED NATURALIST | OWNER OF FLOCKING AROUND

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. We 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.

12:00 PM – 1:00 PM Lunch & Networking

1:00 PM – 2:00 PM Nyjer® Does Origination and Sterilization Influence Consumption



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

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.

2:00 PM – 2:45 PM Avian Diseases & #FEEDSMART Practices



JENNA MCCULLOUGH | WBF I PARTNERED RESEARCHER

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

2:45 PM – 3:00 PM Networking Break

3:00 PM – 3:45 PM BIG Marketing RoundTable Discussion



WBF I MEMBERS | BIG COMMITTEE MEMBERS

Moderator: Zach Hutchinson

Keeping up with marketing trends and changes is essential to promoting your business products and services. This 45-minute session is a Q&A discussion with members that manage marketing campaigns - the Bird Industry Growth (BIG) committee. Questions will be centered around learning objectives to help you understand:

- Marketing trends in the industry
- Ways to produce creative marketing campaigns on a budget
- Marketing assets WBF I provides to help members

3:45 PM – 4:45 PM Winter Finch Migration – Where Will Seed Sales Thrive This Year?



MATT YOUNG | M.S. President and Founder of the Finch Research Network (FiRN)

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.

4:45 PM – 6:15 PM Guided Bird Tour - Holly Merker

6:30 PM – 8:30 PM Offsite Dinner and Reception at Marina Cantina

25 Causeway Blvd. Clearwater Beach, FL 33767

EVENT SPONSORED BY **ALL STAR TRADING**



Thursday, November 3rd

7:30 AM – 8:30 AM Breakfast & Networking

8:30 AM – 9:30 AM KEYNOTE: Post Pandemic Workplace



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

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.

9:30 AM – 9:45 AM Networking Break

9:45 AM – 11:00AM Commodities Update



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

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.

11:00 AM – 12:00 PM Maximize Your Membership RoundTable Discussion



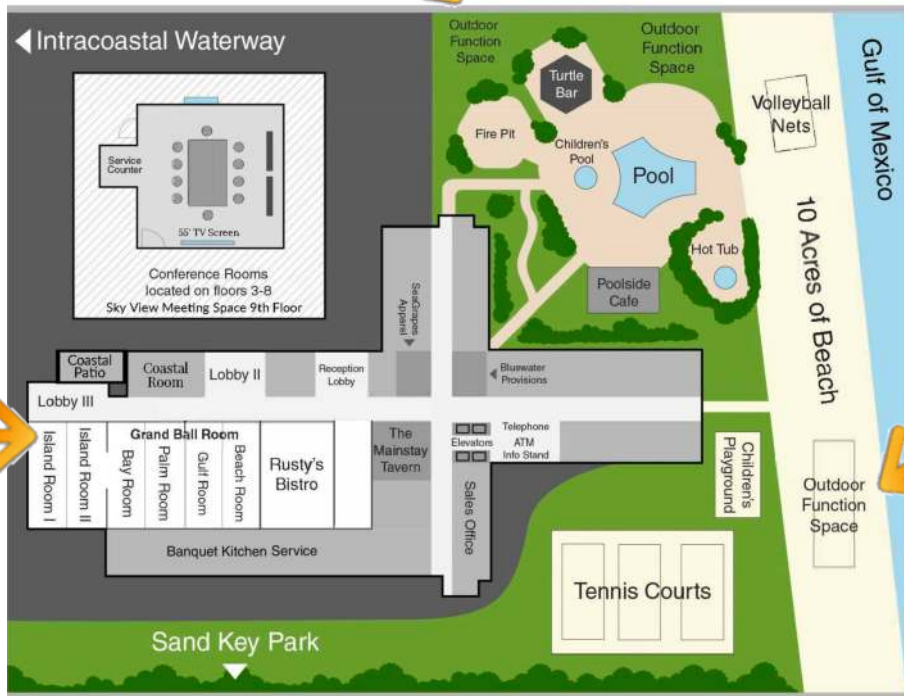
WBFI Members | Maximize Your Membership RoundTable Discussion
Moderator: Emma Bennett

The Wild Bird Feeding Institute offers many member benefits and wants to ensure you are getting the most bang for your buck! Join this Q&A session to find out what benefits our long-standing members find the most value in and learn why they keep coming back year after year.

- 12:00 PM – 1:00 PM Lunch & Networking
- 1:00 PM - 3:00 PM Annual Membership Meeting & Committee Reports
- 3:00 PM - 4:30 PM Guided Bird Tour - Holly Merker
- 5:00 PM – 7:00 PM Closing Dinner & Reception Beach Party
EVENT SPONSORED BY **CERCO**



**Breakfast and Lunch
Dining Location**



Main Meeting Location



Nov 1 & 3 Beach Reception Area

