

WBFI SPRING 2019

BOARD OF DIRECTORS MEETING

APRIL 9, 2019

Gaylord Rockies Resort & Convention Center | Denver, CO

TUESDAY, APRIL 9, 2019

7:30 AM BREAKFAST & BEVERAGES (Maple 4 Room)

8:00 AM – 3:00 PM WBFI 2019 SPRING BOARD MEETING (Maple 4 Room)

CALL TO ORDER: 8:05 AM by Mike Wulf

PRESENT: Bob Donegan, Chris Ravsten, George Petrides Jr., Jared Froese, Rob Gunstone, Lois Helland, Chris Tribolet, Ryan Zantingh, Tim Thompson, Craig Brummell, Mike Wulf, Dave Netten, Rob Mann, Chris Teprovich, sMel Toellner, Judy Hoysak, Curtis Kuntz, Kristin Bennett, Cole Hinz

Emergency and Unaddressed Items: N/A

1. Approval of the Fall 2018 Board of Directors Meeting Minutes

- Motion to approve by Craig Brummell
- Second by Dave Netten
- *Motion Carries*

2. Overview of WBFI Policies

- A. Conflict of Interest Policy**
- B. Anti-Trust Compliance Policy**
- C. Roles, Responsibilities, and Code of Ethics**
- D. Confidentiality Reminder**
- E. Affidavit of Compliance, Signature Document**
- *Signed and Approved by BOD*

3. BIG Project Update – Next BIG Steps Committee

- Rob Gunstone-Chair, Amlin Kotej, Curtis Kuntz, Dave Netten, Jim Franklin, Judy Hoysak, Ryan Zantingh, Sara Murphy, Shannon Steffen, Tim Thompson
- This task group is a combination of BIG (Big Industry Growth) + Marketing Committee + Research Foundation Trustees
- Marketing Committee had not been given many tasks. However, they were dedicated committee members. The intention was to rebuild the committees and form the Next BIG Steps Committee.

A. Status of the Project – Rob Gunstone

- I. Developed the RFP – 3 Campaign Approach
 - Strategize and finalize Spring & Summer 2019



AGENDA CONTINUED

- *Launch Campaign #1 in the Fall 2019*
 - Present results at the Convention 2019
 - Review at BOD meeting 2020
- *Launch Campaign #2 in the Spring 2020*
 - Share results with Membership before membership drive summer 2020
 - Present & Promote Fall 2020
- *Launch Campaign #3 in the Winter 2021*
 - Review at BOD meeting Spring of 2021 – Next steps & further investment decisions

II. Proposals Received

- *The Cornell Lab of Ornithology*
 - This partnership has significant leverage
 - Great potential to tap into their network of 750,000 people on Facebook and 45,000 synced with their E-News
 - They look forward to reporting at our Annual Meetings
 - It might be possible to combine a marketing Agency with Cornell to support this project together
- *Joy Riot*
 - They would present us with 3 campaigns, and we could select the best one based on our goals
 - They manage everything from strategy, through creative, to execution and production, and optimization. They'll set the foundation in one year and leave room for creating new assets to refresh the campaign in years two and three.
- *Arc Way Ahead*
 - The Approach – Get Digital, Get Social
 - Consider both digital environment AND the trends affecting consumers as we aim to grow awareness and enthusiasm for wild bird feeding.
 - Year 1: Prepare and Launch
 - Year 2 & 3: Expand and Grow
 - \$50,000 per year
- *Anchor Marketing*
 - Proposed Investment: \$20,000-\$30,695
 - Strategic Plan

III. BIG Committee Results

- Narrowed it down to a shortlist after a conference call
- Joy Riot's marketing expertise along with Cornell's industry knowledge received the most positive remarks
- The committee will move forward with an open discussion between Cornell and Joy Riot about the partnership and what the roles would be for those involved
- Goal to have a decision before May in order to help drive membership



AGENDA CONTINUED

IV. Discussion on proposals, recommendation from BOD

- Jared Froese: Target the older demographic so they can invest in the younger generation.
- Lois Helland: If we are focused on social media... How can we target an older demographic? It's wise to remember that there is a generation that is hooked to media and another that is not.
- George Petrides Jr: Connecting with Cornell is absolutely the right thing to do because their social media allows for more targeted areas. However, be cautious with Cornell because their mission cannot get mixed with ours.
- Craig Brummell: All good points. Tying into Cornell is excellent! Cornell has done a lot of work... so we need to be sure that we aren't doubling up on things. Therefore, a multi prong approach with Cornell and a marketing agency is a better opportunity. We will need results now. It's important to focus on the older generation and simultaneously groom the younger generation. Focusing on one group only will more than likely not work.
- Rob Mann: We've spent years on generating money and gathering research, but we haven't been able to market it successfully. We have a lot of information and we need to sell it. The target doesn't seem as crucial as long as this can take us to the next level.
- Dave Netten: We have focused our resources on getting the research, but the funds are available now to do something with it. A percentage of this is going to creating the campaigns, but actually spending the money on the rest of it would be short-lived. We need a sustainable path for this project.
- Craig Brummell: Along with our other projects, this is a BIG recruitment tool. It's a reason to become a member of WBFI. Also, convincing the retailer/buyer to increase shelf space for product.
- Rob Gunstone: The point of these first campaigns is to get initial results. Then we can adjust based on the feedback of this launch.
- Bob Donegan: Great progress! A challenge for marketing is that it's hard to be effective with only \$50,000. It's difficult to break through the clutter and focus. Digital marketing is highly trackable. If we can prove that we can grow the industry through digital marketing, then we have a case to go and find more money.
- Chris Ravsten: Focus on the school children and get them excited in the industry. There may be more awareness than we may realize. This is a recognizable and proud industry.
- Chris Tribolet: Agreed that focusing on the children can have more return than meets the eye.
- Curtis Kuntz: Compliments to the committee and all the work to get to this point. This is exciting and has great potential! The millennial base is challenging but it is a significant purchasing group. We should not be discouraged and continue to consider this group. The outdoors and the sentiments of unplugging from technology are increasing. Also, once you start bird feeding you are likely to stick with it for a lifetime so let's keep considering this buying group.
- Mel Toellner: I tend to lean towards this children group.



AGENDA CONTINUED

- Judy Hoysak: Consider that marketing does not have to be only digital. Working with Cornell has the potential to work in programs and other forms of outreach aside from only digital.
- Chris Teprovich: It would be a smart idea to get involved with a public radio show on Sunday morning. Some national commercials include birds. Also, which direction are we headed with this... are we marketing to the large volume or the high-end market? This will be a crucial decision.
- Kristin Bennett: Having watched and guided numerous different trade groups. One organization has switched into a 501c3 organization while still contributing to their trade. This allows the same people to contribute but opens the door to more. If you're frustrated about funding for these great projects... the conversion into a 501c3 would be a way to open more doors for funding. Only thing that would be inhibited would be the ability to influence legislation. This is a larger conversation to be had. But there are ways to impact the market aside from putting money into campaigns.

B. Discussion and vote on budget allocation for 2020, 2021, 2022

10:00 AM **BREAK**

4. **WBF Research Foundation Update**

- Rob Gunstone – Chair, Cheryl Senebald, Judy Hoysak, Paul Stefanic, Ryan Zantingh

A. **Treasurer Report**

- I. Accounts are in good standing.
- II. Tabling a name change. One option is "Backyard Bird Feeding Research Foundation"

B. **BIG RFP Committee Status Quo**

- I. Submission deadline was Friday, March 28

5. **American Bird Conservancy (ABC) Presentation**

Bryan Lenz, Ph.D.

Collisions Campaign Manager, American Bird Conservancy

blenz@abcbirds.org

A. **What is the ABC?**

- I. **Mission:** Conserve native birds and their habitats across the Americas.
 - **ABC Collisions:** collisions.abcbirds.org
 - 1.64 million bird collisions/day
 - Bryan Lenz and Chris Sheppard
 - Solutions: Birdsmartglass.org
 - LEED, Code, Legislation



AGENDA CONTINUED

- Glass Testing
- Research
- Working on making federal building bird friendly and the city of Chicago
- **ABC Cats: abcbirds.org/program/cats-indoors**
 - 6.6 million cat related bird deaths/day
 - Public education
 - Management - important habitat
 - Ordinances
- **Three Issues (All can be addressed!)**
 1. Reflective Glass
 2. Clear Glass
 3. Lighting – Birds will fly towards it.

B. WBF-ABC Partnership

I. Natural fit:

- Both want what is best for birds
- Customers will love education & solutions

II. Combine ABC's expertise + WBF's reach

- Potential to share credit and get the most out of this effort

III. Flexible partnership – Open to ideas

- Conservation web pages for WBF Members
- Retail Outreach: Inserts, packaging, tags, stickers
- Social Media Campaigns
 - Seasonal Campaigns to share with WBF and members
- Website collaboration
- Email the presentation to the Board for sharing
- Attending the Annual Meeting as a speaker
- Sending stickers to WBF Members and having their businesses share a post that can be promoted through ABC and each member's FB Account

IV. Motion for WBF to develop identifiable deliverables for an MOU with the American Bird Conservancy (Chris Teprovich will be a liason):

- Motion to approve by Mel Toellner
- Second by George Petrides Jr.
 - *Motion Carries*

12:00 PM

LUNCH

6. Committee Updates

- Updates from each WBF Committee will be given at each Annual Meeting
- Quarterly Webinars/Podcasts and Newsletter: Starting in June 2019 (then the 1st month of each Quarter)
- Staff will send invites to submit a report for the Newsletter will be sent around to each committee.



AGENDA CONTINUED

A. Membership Committee

- Craig Brummell – Chair, Cheryl Senebald, Chris Tribolet, Curtis Kuntz, Dave Netten, Eric Moore, George Petrides, Jr., Mel Toellner, Mike Dunn, Mike Wulf, Steve Hickey

I. New Members since 2018 Annual Meeting

- Chirp Nature Centers
- GCK Copywriter
- Martin House Wild Birds
- Mazur and Hockman, Inc.
- R-WayAg Ltd.
- Thistle and Twig Wild Bird and Nature
- Wild Bird Center of Evansville

V. Motion to accept the categories as presented in the slides for the new WBFJ Members:

- Motion to approve by George Petrides Jr.
- Second by Dave Netten
- *Motion Carries*

VI. Dropped Members

- \$26,582 Revenue Decrease
 - Birder's Garden
 - Bon EOOD (Might join again if able to attend the Annual Meeting)
 - Dakota's Best Seed
 - Eagle Commodities Ltd.
 - F&M Transport, Inc. (Change in ownership, just not this year)
 - Kent Nutrition Group (Didn't want to contribute or join, but wanted BIG Results)
 - Performance Seed Co. (Notice a double in dues charge after being misclassified)
 - Pestell Minerals and Ingredients
 - Sue Mady Gravel Ives Insurance
 - The Mr. Canary Company
 - Wild Bird Habitat Stores, Inc.
 - Woodstream (Might still be using the WBFJ logo and could be persuaded)

VII. Membership Dues Review

- Thoughts for or against dues increase: Do we want to increase? How much?
 - Dave Netten: Previous discussion was centered around increasing dues every other year by 2-3%.
 - George Petrides Jr: Two years seems too quick and three might be better.
 - Bob Donegan: Likes the idea of small increases.

VIII. Motion to increase membership dues.

- Motion to approve by Craig Brummell
- Second by Tim Thompson



AGENDA CONTINUED

- Discussion: With the BIG, ABC, and other partnership... We are bringing more value to the table for members and we did not increase dues last year.
 - *Motion Carries*
- Send out the dues invoice and the follow it up with a confirmation email inviting them to the Annual Meeting. If not paid by October, then make them inactive

IX. Membership Recruitment

- Note to target the people that have never been members or once were.
- Increased Communication Efforts:
 - Release an E-Blast with "What's going on with WBF?" Quarterly Newsletter
 - Update on the Spring Board Meeting
- Incentives:
 - Special Membership Offer

X. Culture of Membership

- Ease of Joining:
 - There may be opportunities for streamlining the membership process

XI. Membership Kit

- One-time cost for NPR Graphic Designer to re-create the WBFI Membership Kit
 - 20 Hours of staff time to recreate, approx. \$1,000
 - Simplify the design and create one for prospects as well as actual members
 - Insert information that tells "What is WBFI doing?" including current projects and initiatives
- Conserve kits for multi-year use by not placing a date stamp on them. Then new information can rotate into the existing kit.
- Something easily distributed through print and electronically.

B. Standards Committee

- George Petrides, Jr. – Chair, Karen Burns, Jason Godfrey, Ken Johnson

I. Review the proposed updates to WBFI Hard Goods Standards and Hopper Feeder Definition

II. ~~Motion to approve the WBFI hardgoods product standards to replace what is currently in place~~

- Motion to approve by Craig Brummell
- Second by Curtis Kuntz
 - *Motion Carries*

Commented [KB1]:

- A product does not harm the health of birds and/or backyard wildlife.
- A product does not harm the consumer through its use.
- A product does not harm the environment through its use.
- A product serves the function for which it is promoted.
- A product meets minimum WBFI quality standards.

Commented [KB2R1]:

WBFI HARD GOODS PRODUCT STANDARDS

WBFI HARD GOODS STANDARDS

- Feeder or Package must include labeling appropriate for the birds that will use the feeder and the recommended quantities.
- Seed Hoppers must have a minimum 3/32" diameter milling port.
- ~~Feeder or Package must have a minimum 3/32" diameter milling port.~~
- ~~Minimum standards must be met for all hard goods. **Construction materials must be safe for use.**~~
- ~~Construction materials must be safe for use. **Construction materials must be safe for use.**~~
- Construction design must meet all the following:
 - Feeder can be made of any material that does not cause harm to birds or children through design or construction.
 - Construction material must be sufficiently strong to hold weight of seed and its own weight when hung or attached.
 - Seed flow appropriate for recommended ingredients.
 - Chemicals, instructions for use and use must be included.
 - Storage system suitable to the feeder type.



AGENDA CONTINUED

III. Motion to approve the Hopper Feeder definition with the updated phrasing as follows: They can be of varying shape.

- Motion to approve by George Petrides Jr.
- Second by Craig Brummell
- *Motion Carries*

IV. Drafted feeder definitions that needs to be approved:

- Committee will work on the definitions
- Collecting information from the board and then have the board approve it as the next meeting
 1. Tube Feeder Definition
 2. Platform Feeder Definition
 3. Fly-Thru/Ranch Feeder Definition
 4. Mesh Feeder Definition
 5. Nyer Feeder Definition

C. SIR (Scientific Industry Response) Group

- Todd Regan – Chair, Curtis Kuntz, Jared Atkinson, Judy Hoysak

I. SIR Background

- Sue Hayes identified Jane Huffman, Biologist from East Stroudsburg University, as expert to review available scientific research to defend Wild Bird industry in the event of public concern relating to unfound concern on link to health issues and wild bird feeding (Avian Flu, Avian Pox, Listeria, Mycoplasmosis, Salmonella)
- Jane Huffman completed the papers which in some ways didn't refute unfounded concerns. Jane took a wide brush to the issues to include all available studies without probalizing for the potential connection to a possible human impact which is small. Jane rationalized that she was providing an overall review of the material available on each subject.
- Jane was asked to be a spokesperson to defend the papers and be a scientific spokesperson in the in instance a public concern arose.
- As we attempted to come to some sort of arrangement with Jane to do this, she unfortunately passed away from natural causes in July 2017.

II. Search for new experts!


- Given Jane's untimely passing, we moved on to finding two additional resources
- Cost for both professors to review Jane's work and provide a more accurate portrayal of the linkage of these occurrences and wild bird feeding was roughly \$10,000
- Proposal was presented at April 2018 WBFI board meeting; Board asked that SIR pursue Cornell Lab as resource as opposed to using these resources
- Spoke with Mary Guthrie at Cornell. Cornell was willing to review the papers but is unable to comment on the work. As a research organization, they stated they can't

Hopper Feeder definition



Commented [KB3]:

Tube Feeder definition



Commented [KB4]:

Platform Feeder Definition



Commented [KB5]:

Fly-Thru/Ranch Feeder definition



Commented [KB6]:

Mesh feeder definition



Commented [KB7]:

Nyer Feeder definition



Commented [KB8]:



AGENDA CONTINUED

endorse the work or provide any attribution. They indicated they were specifically prohibited from doing that by the university.

- Presented at the Fall Board meeting. No approval given on spending with previously identified experts

III. Next Steps:

- Funding has been secured and the project can continue to find an individual.
- The committee will proceed with the search.

D. Event Planning Committee

- Karen Burns – Chair, Debbie Brummell, Lois Helland, Mike Wulf, Sarine Weingarten Garcia

I. WBFI Annual Meeting Locations

- 2019 – Embassy Suites in Las Vegas, NV - November 12 – 15, 2019
- 2020 – Sheraton Sand Key Resort in Clearwater Beach, FL
- 2021 – Texas: San Antonio (Embassy Suites), Austin, or Dallas (One suggestion to look at Denver)
- 2022 – Arizona: Scottsdale, Tucson
- 2023 – Florida
- 2024 – Kansas City

II. 2019 Annual Meeting Updates

- Gathered survey feedback from attendees and members
- Securing speakers on topics such as commodities, transportation, retail
- Planning to gather panels that can focus on specific topics
- Cole visited the hotel location and mapped out all the sessions
- Entertainment options are expected to include a show or time to tour the strip. Potentially dune racing.
- Registration will coincide with membership renewals to help drive the process

E. Pulse of the Industry Committee (PIC)

- Rob Mann - Co-chair, Craig Brummell - Co-chair, Bob Donegan, Chris Fedorchuk, Chris Teprovich, Dave Netten, Marc Audet, Mike Wulf

I. Transportation

- It's starting to become an issue. They're backed up because of the e-logging system.
- Some areas are experiencing delays because of water issues.
- The UP dropped 5,000 employees.

II. Commodities

- Sunflower: cheapest prices but it's not necessarily cheap.
- Millet: still a lot higher than traditionally seen
- Canola: not great for canola farmers but good for the buyers



AGENDA CONTINUED

- USDA will not release numbers until June.
- The wetness of the grounds is a concern... But when using Sunflower and millet it's planted later (might see an increase due to that).
- Acres in Canada are switching from canola to sunflower because of the Chinese situation. People have been slow to book acres for the upcoming growing season. This should drive down the prices of sunflower

III. Future of the PIC

- What's the member benefit? We need to distribute this information to the industry professionals. This should be included in a Quarterly Newsletter
- Keep in mind it's okay to state facts but cannot give opinions when relaying this information.
- Co-Chairs would like to have a discussion about refreshing the chairs and getting new people in the seat.

F. Regulatory Committee

I. No Report

7. Treasurer's Report – Rob Mann

A. FY 2019 Budget & Actuals

I. Total Income: \$207,930

II. Expense: \$131,839

III. Net Revenue: \$76,094

IV. Balance Sheet: Total Capital - \$133,058

- Rob Mann: Recommends placing the surplus funds into the Legal Defense Funds
- Mel Toellner: Suggestion to setup a General Reserve Fund versus a specific Legal Defense Fund
- Dave Netten: The purpose of the Legal Defense Fund was to provide initial reactionary funds for lobbying purpose to combat regulatory threats. About once every 15 years we tap into this.

B. FY 2020 Budget

- I. The Event Planning Committee can now work within a budgeting range and provide a full report of expenses/income for the Annual Meetings.
- II. The legal retainer fee has decreased over the years due to change in having him travel and we could consider lowering this amount from \$12,000 again.
 - Might consider having a board member contribute legal advice or going to an hourly fee.



AGENDA CONTINUED

III. Motion to approve the proposed FY 2020 Budget as presented:

- Motion to approve by Craig Brummell
- Second by Mel Toellner
- *Motion Carries*

C. Discuss streamlined financial process with Nonprofit Resources, LLC.

- I. It is recommended that the accounting be transferred from the current manager to the Nonprofit Resources, LLC accountant
- II. Nonprofit Resources will utilize the QuickBooks tool and improve reports along with efficiency
- III. The Research Foundation is using the accounting firm at this point. Would they also be making this transition? This is a possibility and will be discussed by the committee and foundation.

8. Additional business and unaddressed items

A. Staffing Contract & Status: TBD

B. File Archive Project:

- Boxes have been reduced by half. Saving only the important files and no duplicates.
- Slides will be converted prior to conference. Follow up with Chuck to see how much he has.

C. Nyjer Trademark Renewal for 10 years.

D. Discussion needs to continue on the Board of Director Terms Policy

E. Confidentiality Reminder

- Everything discussed in this room stays in this room.

F. Next Meeting Date:

- November 12, 2019 at the WBFI 2019 Annual Meeting in Las Vegas, NV

3:00 PM ADJOURN

4:00 PM Research Foundation follow-up conference call

