



Wild Bird  
Feeding  
Industry  
Annual  
Meeting



November  
6-9

Palm  
Springs, CA

2012



## Letter from the President



Our Future is bright!

Welcome to the 2012 annual meeting of the WBFI. We have lots planned for you. I hope you find this meeting as rewarding as I will in gaining a better perspective for the outlook on our industry and how you can gain a path to continuous improvement for the next year.

Topics like shifting consumer demographics, volatile commodity markets, and changes to how we communicate with our customers are all areas that need our attention in order to keep our business at the forefront of the markets we serve.

Twenty years ago, business author Robert J. Kriegel wrote the book "If it ain't broke.....break it". I believe in this challenging time in our industry, this is something for all of us to keep in mind when we are looking for ways to make our businesses more prosperous and ultimately more profitable over the next year. Many of the established ways of doing things will need to be re-examined in order to find the path we want to be on. I hope we all can find success in the coming year by looking at some new ways to do things.

Educating consumers and ensuring the next generation of active feeders of birds is a key challenge for our industry. Seeing what the Board of Directors and the Research Foundation are up to is exciting, as it gives us vision into the next generation of our business. More regulations on labeling, noxious weeds inter-state and indeed inter-national trade barriers are all topics that we have helped smooth over in the past and we will continue to fight for the interests of our member companies. We have to continue to climb the sinking ladder in order to stay far off the ground.

In closing, I would like to thank everyone who has chosen to attend this year's annual meeting, and for participating in our organization on another level. You will find it rewarding. Your attendance here makes us a stronger group, which is beneficial for you as an individual member, and indeed for all of our members.

Enjoy your time here in Palm Springs!

Sincerely,

Craig Brummell, President

## 2012 WBFI Annual Meeting Daily Schedule:



### SCHEDULE:

Monday, November 5:

8 am to 5 pm – Board of Directors meeting (Palm Canyon)

Tuesday, November 6:

8 am to Noon – Board of Directors meeting (Palm Canyon)

11:30 to 1 pm – Registration (Hotel Lobby)

1 to 4 pm – Wild Bird Feed Labeling Workshop (Horizon II) (No charge and WBFI Annual Meeting Registration Required)

4:00 to 6:30 pm – Registration (Hotel Lobby)

5 to 7 pm – Hospitality Suite (Room 164) (Members & Spouse/Companions)

Wednesday, November 7:

7am to 2 pm – Golf at Tahquitz Creek Golf Resort (7 am depart Hilton, 8 am shotgun start) Buffet, Breakfast and Lunch

9:30 am to 3 pm – Palm Springs Aerial Tram (includes lunch at tram)

9:30 am to 1 pm – Palm Springs Air Museum (lunch on your own)

4:30 to 6:30 pm – Registration (Hotel Lobby)

6 to 8 pm – Opening Reception (Poolside) (Members & Spouse/Companions)

Thursday, November 8:

All breaks and general sessions are in the Horizon Ballroom, 2nd Floor

7:30 am – Continental Breakfast and registration (Members & Spouse/Companions)

8:30 am – Welcome and day's overview – Craig Brummell, Essex Topcrop, WBFI President

8:45 am – Size of our industry: Results from the Industry Statistics Research – Tom Mahoney, Cleveland Research

9:30 am – Labels vs. Labeling, AAFCO/FDA update: Ricky Schroeder, Office of the Texas State Chemist

10:00 am – Break

10:15 am – Wild Bird Populations: Are they really in decline? How will they impact our future? – John C. Robinson, On My Mountain

11:15 am – My Birdz Consumer Education update: What My Birdz is doing for your business – WBFI Research Foundation Trustees

Noon – Lunch, Plaza Ballroom (First floor) (Members & Spouse/Companions)

1:30 pm – Commodities Market Outlook – Dr. T. Randall Fortenbery, Washington State University

2:30 pm – How does Wild Bird Feeding Influence the Bird Community and the Health of Individual Birds:

Dr. David Horn, Millikin University

3:00 pm – WBFI Election of Officers and Annual Member Meeting

3:30 pm – Adjourn

5:00 to 8:00 pm – INOC Luau Poolside (Members & Spouse/Companions)



# About the Speakers



## Ricky Schroeder

Ricky Schroeder has been the Manager of Feed & Fertilizer Registration at the Office of the Texas State Chemist for 16 years. He is a graduate of Texas A&M University with a Bachelorette in Animal Science, and served as President of the Association of American Feed Control Officials (AAFCO) in 2007-2008.

From 2001-2007, Ricky was the Chair of the Feed Labeling Committee for AAFCO, and has also served on the following committees: Pet Food, Enforcement Issues, Ingredient Definitions and Program Audit.

Ricky is active in his community, volunteering for several agriculture associations, assisting 4-H and FFA members in livestock projects and raising money for scholarships for ag students.



## Dr. David J. Horn

Dr. David J. Horn is an Associate Professor of Biology at Millikin University in Decatur, Illinois. Dr. Horn's research interests include wild bird feeding; the impact of windows, towers, and wind turbines on bird populations; and how habitat loss and fragmentation have impacted bird communities. Since his arrival to Millikin in fall 2005, David has received 21 external research grants or sponsored research projects, and he and his students have given 68 invited lectures or presentations at professional meetings, and published or had accepted for publication 7 manuscripts in science journals.

For over 15 years, David has published numerous scientific articles and given dozens of presentations on wild bird feeding. He serves as Principal Investigator for PROJECT WILDBIRD®, a 3-year, \$1 million study funded by the WBF Research Foundation and hosted at Millikin University, and he and his colleague, Dr. Travis Wilcoxon, recently completed a one-year study examining how wild bird feeding influences the bird community and health of individual birds. His current research in bird feeding centers around product testing and development, and the creation of educational materials promoting the hobby.

Dr. Horn teaches a wide variety of courses. Among his favorite are a non-majors science course – Biology of Birds and an upper-level course for biology majors – Ecology. Every other year he teaches a course that travels to the Galapagos Islands. David currently serves as a Coleman Entrepreneurship Fellow. Faculty fellows promote entrepreneurship activities across the disciplines, and he teaches a course titled “Creating a Scientific Business Venture.”

Dr. Horn grew up in Bethesda, Maryland. He earned a B.A. in Biology at Hiram College in Hiram, Ohio, a M.S. in Biological Sciences from The University of Mississippi, and a Ph.D. in Ecology and Evolutionary Biology from Iowa State University.



## Tom Mahoney, CFA

Tom is a Research Associate at Cleveland Research Company covering the Building Products, Home-centers, and Homebuilders sector. Tom has been in this current assignment at Cleveland Research for 3 years. Prior to this, Tom spent 2 years on the Broadline Retail team at CRC focused on Mass Retail, Department Stores, and Dollar Stores.

Cleveland Research is one of the largest independent research firms in existence today, with over 40 research analysts/associates and over 70 total employees. Cleveland Research has been recognized as a differentiated sell-side research model due primarily to the proprietary nature of its research product, its distribution (which is limited to 125 firms), and its lack of banking or trading desk conflicts.

Tom is originally from Birmingham, Alabama and joined Cleveland Research in 2007 after graduating from the University of Notre Dame. In 2012, Tom earned the right to use the CFA designation (Chartered Financial Analyst). He lives in Westlake, Ohio with his wife Jaclyn and daughter Caitlin.



## John C. Robinson, On My Mountain, Inc.

A professional ornithologist, keynote speaker, and environmental consultant, John C. Robinson holds a B.S. degree in Biology from Iowa State University. He has published six books about nature and birds, including An Annotated Checklist of the Birds of Tennessee (1990), Secret of the Snow Leopard (1999), and North American Bird Reference Book (2004). He has also led professional birding and natural history tours to exotic and picturesque locations in Tennessee, Southeast Arizona, the upper Texas Coast, Mexico, Croatia, Bosnia-Herzegovina, and South Africa.

For over 30 years, John worked as an ornithological biologist for two important conservation agencies (the U.S. Fish and Wildlife Service and the U.S. Dept of Agriculture's Forest Service); and as the Chief Ornithologist with the Scotts Miracle-Gro company, where he was responsible for launching a number of highly successful mid-tier and premium wild bird food products, including Scotts Regional Blends. John is an advocate for minorities in birdwatching and nature and has spent the last 13 years conducting research on how to connect our youth and young adults to nature through the magic of bird watching. He is currently on tour speaking about his most recent book, Birding for Everyone: Encouraging People of Color to Become Birdwatchers; and working with Toyota and National Audubon Society as a Together Green Fellow to help inspire 1000 children from underserved communities in Ohio and California to discover the world of nature and the great outdoors.



## T. Randall Fortenbery

T. Randall Fortenbery was recently appointed Professor and Endowed Chair in Grain Economics in the School of Economic Sciences at Washington State University. He previously held the Renk Professorship of Agribusiness and was Director of the Renk Agribusiness Institute at the University of Wisconsin – Madison. In addition he was an Associate Director of the Wisconsin Bioenergy Initiative, a multi-campus, multi-disciplinary initiative focused on issues related to bioenergy development, production, and associated policy. His research has three main focuses: 1) price discovery and risk management in agricultural and energy markets, 2) issues related to the economics of bioenergy, and 3) issues related to agricultural production and trade. From 1998 through 1999 he served as the Director of Research for Frontier Risk Management in Chicago. Before joining the University of Wisconsin, Fortenbery was an Assistant Professor in the Department of Economics at North Carolina State University. He received a BS in Natural Resource Economics and an MS in Applied Economics from Montana State University. He received a Ph.D. in Agricultural Economics from the University of Illinois – Urbana/Champaign.

# Board of Directors & Slate of Nominees

## WILD BIRD FEEDING INDUSTRY: Officers, Directors and Terms

Updated October 23, 2012:

### Officer Name

Susan M. Hays, WBFI Executive Director

### Year Term Expires

Secretary, 2011 - 2013

### Director Name

Craig Brummell, Essex Topcrop Sales Ltd.  
Keith Harrington, Central/Valley Bag & Supply Co.  
Chris Tribolet, Hawkeye Commodities  
Bob Yoder, Wagner's LLC  
Rob Andrews, Central Avian/Kaytee  
Marc Audet, Agritel Grain  
Jennifer Felten, Specialty Commodities  
Roger Jaeger, Red River Commodities  
Jim Lesch, Wild Birds Unlimited Corporate Hdqtrs  
Rob Mann, All Star Trading  
George Petrides Jr., Wild Bird Centers of America

### Year Term Expires

2013, Packer/Multi-Regional, Immediate Past President  
2013, Associate  
2013, Distributor/National  
2013, Packer/National, Treasurer 2011 - 2013  
2014, Packer/National  
2014, Packer/Regional  
2014, Distributor/National  
2014, Packer/National  
2014, Retailer/National  
2014, Distributor/Multi-Regional  
2014, Retailer/Multi-Regional

### Officers: 2-year term will be complete in 2014

Tom Lokitus, Lebanon Seaboard  
Dave Netten, All Seasons Wild Bird Store

2014, Packer/Multi-Regional, Vice-President 2012 - 2014  
2015, Retailer/Local, President 2012 - 2014

### Directors: 3-year term will be complete in 2015

Bill Meadows, Mountain States Oilseeds  
Karen Burns, ETO Sterilization  
Crystal Hiatt, Hiatt Mfg.  
Chris Teprovich, Harrold Terminal  
Mike Wulf, D&D Commodities Ltd.  
Doug Alderman, The Scotts Miracle-Gro® Co.  
Dave Whitley, Global Harvest Foods

2015, Processor/Multi-Regional  
2015, Processor/National  
2015, Feeder/Regional  
2015, Processor/Multi-Regional  
2015, Packer/National  
2015, Packer/National  
2015, Packer/National

Treasurer Bob Yoder and Secretary Sue Hays were elected in 2011 for a 2-year term and thus these offices are not submitted to the Membership for consideration this year.

### Additional Nominations:

According to the WBFI By-laws Article VII Nominations for Directors and Officers, additional nominations for said offices may be made by any five Regular Members of the Institute, who shall make such nominations in writing signed by them and filed in the office of the Secretary not less than 30 days prior to the date set for the Annual Meeting. The deadline for submission of additional nominations to WBFI Headquarters is 5:00 pm EDT Wednesday, October 10, 2012. WBFI legal counsel advises that no nominations will be accepted from the floor the day of the Annual Member Meeting, November 8, 2012.

The above-noted slate and any additional nominations proposed in compliance with the WBFI By-laws will be submitted to the membership for consideration on Thursday, November 8, 2012 during the Annual Member Meeting.

## Former Presidents of WBFI:

Cliff Peterson  
Virginia Casper-Duncan  
Don Stein  
Donald B. Hyde Jr.  
Glenn Stoll  
Robert Kramer

John Donnelly  
Wayne Lindberg  
Ken Vander Vleuten  
Reggie Vanden Bosch  
Lori Zimmerman  
Craig Brummell



# The WBFI Presents An Executive Summary Of its Business Plan Fiscal Year 2013



## ENTITY

The WBFI Trade Association is a 501c6 trade association incorporated in the state of Illinois. The organization is also a registered corporation in Canada. In addition, the WBFI holds the trademark of the word Nyjer® in both the US and Canada, which the industry has adopted for the name of the bird feed Guizotia abyssinica niger.

## MISSION

On February 28, 2006, WBFI's Board of Directors adopted the following mission:

"The Wild Bird Feeding Industry Trade Association is an association dedicated to the progressive expansion of the wild bird and backyard wildlife feeding industry. As the voice of the industry, we accomplish this mission by serving the interests of our members through promoting responsible feeding, creating alliances, removing barriers, safeguarding gains and enhancing the experience of the consumer."

## BUSINESS MODEL

The WBFI Trade Association is a company membership based trade association which promotes and supports the commercial aspect of the wild bird feeding hobby across the United States and Canada. The leadership of the association is organized into a structural hierarchy with prescribed functional responsibility. The Association's Board of Directors convenes twice a year in person and sponsors an annual member meeting every November for its members and prospective members. There are six membership categories: processors; packagers; distributors; associates; retailers and bird feeder/accessories manufacturers. The membership is also categorized geographically as national, multi-regional, regional, and local.

## MEMBERS ARE ENTITLED TO THE FOLLOWING BENEFITS:

1. Listing in the online directory
2. Access to the members only section of WBFI.org, which is an extensive resource for industry news, Member Directory, and relevant topics such as Avian Flu, noxious weed seed issues, preference charts, national consumer market research data, labeling information
3. Invitation to attend the annual meeting in November
4. One WBFI member meeting per year that provides the platform and opportunity to network with existing and potential customers and suppliers
5. Broadcasts of information about the industry and the pertinent issues
6. Market research that captures consumer data
7. Standards for the industry are adopted and the program is available only to WBFI Members. A special logo tells your customers that the product they are purchasing meets industry standards.
8. Committee participation that enables members to influence the direction of the industry and the organization
9. Official WBFI logo for use on products to indicate membership and a standard of quality
10. Government information, especially at the federal level, that is monitored to protect industry concerns

WBFI charges annual dues ranging from \$325 to \$7450 per member company depending on the geographic span of the business and the company's business within the industry. Although ostensibly a reasonable fee, it can be a deterrent to small shops which, combating a stressful economic climate, are vigilant about reducing expenditures. In addition to the membership fee, the other sources of revenue have been limited to:

- Annual meeting registration fee, most of which covers the event overhead
- Sponsorships, 100% of which are used to produce the annual meeting
- \$100/year for participation in the WBFI Industry Standards Program, in which 37 members are enrolled

## FINANCIAL SUMMARY

As a company membership-based organization, the WBFI Trade Association relies on annual dues as their primary source of revenue. Dues for 112 members total approximately \$140,000 per year. The Board of Directors has held the dues amount steady since the 2010 fiscal year, with the current 2013 fiscal year being the third consecutive year for the current dues amounts.

## BOARD OF DIRECTORS

The WBFI Trade Association is governed by its Board of Directors. The Board meets as a group twice a year, in March and in November. Committees report out at those times. Membership and Event Planning Committees meet electronically ongoing. The Board, which is organized into a functional hierarchy, is comprised of 20 elected individuals who each serve a 2-year term.

## KEY PERFORMANCE INDICATORS

Key performance indicators are metrics used to gauge industry trends and to develop targets for tracking business performance. In the case of WBFI's industry, the actual statistics upon which key performance indicators are typically based have proven elusive. As the data isn't readily available or reliable, the effort to acquire industry statistics has been difficult. The most meaningful industry metrics would be:

- The total annual gross sales of wild bird seed as currently estimated by the Board of Directors
- Amount of seed sold annually is currently estimated by the Board of Directors to be 4 billion pounds
- Types of seeds, by percentage, that comprise the total pounds sold
- Dollar amount and or quantity of bird feeders sold annually

The lack of data can have the effect of undermining credibility, because the businesses are supposed to be experts. From a practical standpoint, the lack of reliable data makes it hard to see trends and make informed, fact-based decisions. To compensate for the lack of data, some businesses look at sunflower sales, which is a major component in most seed. However, the fact that other industries such as confectionary and food oils use sunflower, must be factored into any assumptions made.

In recent years, big box, garden centers and landscaping companies have assumed a more prominent role in selling bird seed and bird feeders, raising the questions of where they procure their birdseed and how this activity can be effectively measured.

Many of the measures discussed within the industry relate to the bird feed with little or no discussion of the numbers of bird feeders being sold or distributed. It should be noted that any significant increase in the sale of bird feed will require an increase in the number of bird feeders available to consumers.

VALUES

The WBFI Trade Association upholds the following values:

- COOPERATIVE APPROACH  
WBFI strives to create a worthwhile organization that is more impactful and productive than any of its members acting independently. There is strength in numbers.
- PUBLIC SERVICE  
Through its membership and its outcomes, WBFI endeavors to provide a form of direct service to its members as well as an indirect public service to consumers.
- INTEGRITY  
WBFI takes pride in the transparent, fair and honest manner in which it conducts its interactions, whether they are within the organization or externally focused.
- SUSTAINABILITY  
The WBFI believes that wild bird feeding provides home owners with one of the easiest ways to improve habitats and augment the nutrition of wild birds. Those individuals who are dedicated and committed to feeding wild birds are rewarded with an expanded awareness and appreciation of nature – which translates into a greater willingness to support efforts designed to sustain habitat for wild birds and to ensure that the abundance and diversity of avian species in North America remains constant or improves over time. The hobby of wild bird feeding serves as a natural bridge for understanding the linkage between the often-harsh commercial world and the need for habitat left undeveloped for wild birds to live in.
- COOPERATIVE APPROACH  
The WBFI seeks out and welcomes opportunities to cooperate and collaborate with other non-profit organizations to share resources and mutually promote the hobby of wild bird feeding.

The WBFI Research Foundation Presents  
An Executive Summary  
Of its Business Plan  
July 1, 2012 to June 30, 2013

HISTORY:

The Wild Bird Feeding Industry trade association established the WBFI Research Foundation in 2005 in order to receive contributions and grants to finance relevant research and education initiatives. The WBFI’s board determined to create its own foundation for such projects rather than rely on outside institutions.

The Research Foundation demonstrated its commitment to the industry through such projects as PROJECT WILDBIRD®, which continues to be used to develop science-based best practices for successful wild bird feeding. With scientific data now in hand, the Foundation is equipped to continue its educational initiatives to the consumer to further the hobby of feeding wild birds.

MISSION:

The Foundation’s mission is to develop and promulgate an education program to share the results of the PROJECT WILDBIRD® research project with consumers across the US and Canada. More specifically, the Foundation has the potential and the intent to make an impression on 15-20 million people with its messages by exposing them to a broad range of touch points including its My Birdz and PROJECT WILDBIRD websites and social media activity on the prominent social media platforms during the 2012-13 program year.

To accomplish this and to support future initiatives of the Foundation requires a continuous infusion of funds from its supporters, which have primarily been companies in the industry, as well as a steady flow of donations from the general public.



**BUSINESS MODEL:**

The Foundation is a non-profit with 3 core duties:

- Raising money
- Delivering information and services
- Assisting the development of new products and services to the market.

The market is comprised of 2 segments, strategic and tactical, or wholesale and consumer. The former is comprised of those who have supported the feeding of wild birds through financial contributions to the Foundation. The latter are the consumers who have been, or will be, potential hobbyists.

To reach and influence the hobbyist, a demographic profile is used to develop marketing material and platforms targeted to that audience. The extent to which the hobbyist market is driven to expand directly impacts the direction of manufacturers. The view within the industry is that a strong, active promotion of bird feeding will support the sales of feeders, bird feed, optics, bird houses, water features, identification software and field guides, mobile apps, mobile websites, and any other products used by birders. The Foundation views its responsibility in support of the industry view is to provide the data that will be used to educate future generations of outdoor enthusiasts and to offer platforms or online communities where consumers can interact and learn more about their hobby.

**REVENUE:**

Until the end of June 2012, the Foundation was not involved in selling its services nor had it developed or acquired products to sell, with the exception of deriving some income from its database through access fees. The Foundation’s existence has been made possible exclusively through donations and contributions from its industry supporters. As many other non-profit organizations have done, the Foundation has come to the realization that it is precarious to rely solely on these sources. Consequently, the Foundation adopted a more prudent, proactive approach to ensure its own stability by creating a small, but relevant, product offering tied to the My Birdz brand to generate alternative revenue streams.

The Foundation’s sources of revenue include:

- WBFI is the Foundation’s #1 source of funding, both the association and its individual members
- My Birdz Network – listing is free, and cost for the Traffic Catcher Page and access to the mobile app is \$50 per year (plus applicable mobile app fees)
- Grants based on program-specific needs
- Industry investment in consumer market research and industry size market research during the upcoming program year

The Foundation’s immediate goal is to assess how additional products or services can be developed as spin-offs of the consumer social media campaign or as requested by the industry. The outcome of a financial and commercial analysis will establish the priorities of the Foundation for the operational plan for product development and market penetration.

**RISK PROFILE:**

In recognition of the fact that all businesses are prone to risk, the Foundation is proactive in identifying such threats and making a determination, based on likelihood of occurrence and potential impact, as to whether to accept the risk, develop a mitigation plan or develop a contingency plan. Types of risks that are being evaluated include:

- Inability to raise funds commensurate with the financial demands of the organization

- Difficulty in determining the number of people engaged in the hobby at any point in time
- Imprecise methods for measuring the effectiveness of the Foundation’s marketing campaign
- High price of commodities negatively affects two major areas: desire of the consumer to purchase the product and the profitability of stakeholders throughout the supply chain.
- Bird diseases discourage people from feeding
- Prohibitive regulations such as those imposed in the form of municipal statutes that disallow bird feeding (i.e. in high rise apartments)
- Dispel myths and counteract negative literature that describe the disadvantages of feeding birds (i.e. attract unwanted critters, feeding prevents birds from migrating, bird seed is bad for birds, etc.)
- Excise taxes in some states increase the cost of feed and discourage people from feeding birds

**SOLUTIONS AND STRATEGIES:**

The Foundation’s focus is to add to the number and knowledge of backyard enthusiasts, heighten awareness among the general public, and help industry address the needs of the marketplace.

The way to reach these goals is by establishing the Foundation as a professional service organization with the leadership talents to identify needs and implement solutions. Sufficient data is already on hand to allow the Foundation to reach out to the marketplace with the detail needed for retailers to encourage novice birding enthusiasts to explore a wonderful, rewarding pastime. With its base rooted in science, the Foundation is in a strong position to present compelling facts in a way that will appeal to people and generate a positive response.

Those who already feed backyard birds know that it has a soothing, almost therapeutic effect, and in too many cases it must serve as the only exposure school kids get to the natural world away from the soccer field, schoolroom, baseball diamond or dance class. The Foundation’s intent is to add many more families to that steadily growing number.

**KEY PERFORMANCE INDICATORS:**

Key performance indicators are metrics that track business performance. The Foundation is monitoring metrics that explain the effect of its efforts. Such metrics include:

- Total dollar amount of donations, funding and contributions received in 2012 and 2013
- Attract and retain qualified and committed board members to effectively ensure the necessary leadership that the organization demands
- Increased registration of industry stakeholders in the My Birdz Network Directory
- Number of products and services developed
- Revenue derived from the sale of products and services
- Increased numbers of people across the United States and Canada engaged in the social media platforms. Specifically, Foundation has the potential and the intent to make an impression on 15-20 million people with its message by exposing them to a broad range of touch points including websites, magazine articles, media coverage, social media activity and lecture and conference audiences.
- Average annual growth of selected product lines
- Develop a significant, quantifiable Internet following on social media sites such as Facebook and Twitter
- Percentage of target market group that actively pursues the hobby of wild bird feeding

For a reliable and meaningful set of key performance indicators to be developed and used, baselines must be established, data collection methods defined and goals identified. This is occurring ongoing as the My Birdz effort gains momentum.



FUNDING NEEDS:

The Foundation has mapped its monetary needs for the twelve month period spanning July 1, 2012 through June 30, 2013, according to the following structured approach:

- Consumer Education program maintenance
  - Fixed operational expenses including necessary legal work estimated at \$60,000 per year
  - Educational campaign to communicate PROJECT WILDBIRD results (Invested \$40,000 initially, and estimated at \$20,000 annually on-going)
  - Fund Raising (Estimated at \$20,000, based on a widely accepted marketing principle that it requires 15%-20% of desired target revenue to attract that amount)
  - Secure Grants (Approximately \$10,000 may be required to enter into a cooperative grant with the Bird Education Network (BEN) to implement the concept of introducing bird feeding into the school systems through the Flying WILD network.
- Consumer and Industry Research
  - Consumer Research (Estimated at \$50,000)
  - Size of Industry Research (Estimated at \$25,000)

The Foundation has few cash reserves.

Based on previous experience, the Foundation estimates that future funding will be generated as follows:

- |                              |     |
|------------------------------|-----|
| • Industry Company Pledges   | 50% |
| • Grants                     | 20% |
| • Outside Industry Corporate | 15% |
| • WBFI                       | 10% |
| • Individuals                | 5%  |

As a non-profit organization, the Foundation relies almost exclusively on donations and contributions to sustain it and to fund its initiatives. The Foundation does offer a tax-exempt vehicle for people and companies to contribute to its education effort in order to expand the hobby of backyard wild bird feeding. To increase the influx of monies, the Foundation develops products to generate revenue and has fund-giving mechanisms in place to make it easy for the general public to contribute at all times.

Members of the Board of Trustees



Craig Brummell  
Essex Topcrop  
Foundation Immediate Past-President



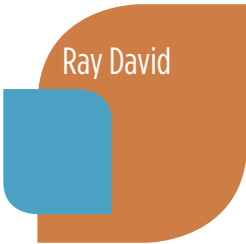
Michelle Mohilef  
Pacific Bird & Supply  
Foundation Vice-President



Sue Hays  
Foundation Executive Director and Secretary



Crystal Hiatt  
Hiatt Manufacturing  
Foundation Member At-Large



Ray David  
Birding Business Magazine  
Foundation Member At-Large



Pam Stefanic  
S&D Commodities  
Foundation Treasurer



Robert Gunstone  
Armstrong Milling  
Foundation President



Ghislain Rompre  
The Scotts Miracle-Gro® Company  
Foundation Member At-Large



WBFI Members enrolled in the WBFI Quality Standards Program As of October 24, 2012

Packer

Armstrong Milling Co. Ltd., Hagersville ON  
Central Garden & Pet/Kaytee Products, Chilton WI\*  
D&D Commodities, Stephen MN\*  
Essex Topcrop, Essex ON\*  
Kaylor of Colorado, Greeley CO\*  
Lebanon Seaboard, Lebanon PA\*  
Red River Commodities, Fargo ND\*  
Seed Factory, Ceres CA\*  
The Scotts Miracle-Gro® Company, Marysville OH  
Wagner's, LLC, Purchase NY\*

Processor

ETO Sterilization, Linden NJ\*

Distributor

American Distribution & Manufacturing Co., Cottage Grove MN  
BRT Group, Peterborough ON  
Commodity Marketing, Alpharetta GA\*  
Co-operative Feed Dealers, Conklin NY  
Essex Hybrid Seed, Windsor ON\*  
Hawkeye Commodities, Grimes IA\*  
High Country Mercantile, Cody WY\*  
Prince Corporation, Marshfield WI\*  
Sanimax Marketing, Guelph ON\*  
SKE Midwestern, Fargo ND\*  
Specialty Commodities, Fargo ND\*

Quality Standards

Feeders/Accessories

Backyard Nature Products, Chilton WI\*  
Brome Bird Care, Knowlton QC\*  
Droll Yankees, Danielson CT\*  
Heath Outdoor Products, Coopersville MI\*  
Wildlife Sciences, Chaska MN  
Woodlink Ltd., Mount Ayr IA

Retailer

All Season Wild Bird Store, Bloomington MN\*  
Duncraft, Concord NH\*  
Wild Bird Centers of America, Glen Echo MD\*

Associate

Central/Valley Bag, East Grand Forks MN\*  
Prinova/Crest Flavor, Carol Stream IL\*  
MGT Co. (Sue Hays), West End NC\*

\* Indicated 2007 WBFI Quality Standards Charter Members

Event Planning Committee:

Karen Burns, ETO Sterilization, Chair  
Debbie Brummell, Essex Topcrop  
Mike Gillen, Northern Bag & Box  
Johanna Cook, Alpine Ingredients  
Jan Long, Mr. Canary

Membership Committee:

Feeder: Mike Dunn, Duncraft  
Packer: Roger Jaeger, Red River  
Retailer: George Petrides Jr., WBCA  
Retailer: Dave Netten, All Seasons Wild Bird Store  
Packer: Mike Wulf, D&D Commodities  
Packer: Craig Brummell, Essex Topcrop, Chair  
Processor: Monika Chrominski, Cosmed Group dba ETO Sterilization

Standards Committee:

Dave Netten, All Seasons Wild Bird Store, Retailer, Co-Chairman  
Karen Burns, Cosmed Group dba ETO Sterilization, Processor, Co-Chairman  
Mike Dunn, Duncraft, Feeder  
Ken Johnson, D&D Commodities, Packer  
Crystal Hiatt, Hiatt Manufacturing, Feeder

Committees

# Attendees



ACJ International, LLC  
Patrick Backowski 320-761-1072

Advanced Sunflower  
Jarrid Graff 605-554-1301  
Alicia Graff

Agritel Grain Ltd  
Marc Audet 204-266-2651

All Star Trading  
Robert Mann 847-375-8675

Anchor Marketing  
Kerry Heid 701-787-8230

Armstrong Milling Co. Ltd  
Ken Zantingh 905-779-2473  
Nancy Zantingh  
Robert Gunstone

Birding Business Magazine  
Ray David 813-995-2804

Birdola Products Div of United Pet Group  
Frank Hoogland 616-965-9156

Bridgewell Resources  
Chad Plutchak 503-742-1172  
Rick Hansen

Central Garden & Pet  
Lorri Chavez 602-281-3759

Central Garden & Pet/Kaytee  
Kevin Magana 414-304-2242

Central Life Sciences  
Gerry Hutney 813-994-3250

CHS Sunflower  
Chad McQuillan 701-484-5313  
Pam Collins 315-247-5769

Cleveland Research Company  
Tom Mahoney 216-649-7269

Cosmed Group dba ETO Sterilization  
Karen Burns 908-862-7077  
Bob Burns 908-862-7077

Crossroads Cooperative Assn  
Brenda George 308-254-4230  
VirgilSchumacher

Bill George  
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Paul Stefanic

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Jennifer Deere  
Lori Steinmann

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Tom Pogue 313-510-8261

Essex Topcrop Sales Limited  
Craig Brummell 519-776-6411  
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Heath Outdoor Products  
Steve Hickey 800-444-3140

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Crystal Hiatt 507-454-4977  
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Leach Grain & Milling  
Willis Leach 562-869-4451

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Legumex Walker  
Bruce Wiebe 204-325-9555  
Grant Fehr  
Julie Girouard  
Mike Marion 204-758-3597

Millikin University  
David Horn 217-424-6392

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Jason Godfrey 435-757-7829  
William Meadows  
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Charles Jones

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Charlie Swanson 952-807-7464

Northern Bag and Box Company  
Mike Gillen 701-746-6764  
Donna Gillen

Office of the Texas State Chemist  
Ricky Schroeder 979-845-1121

Oilseeds International, Ltd.  
John Gyulai 415-956-7251

On My Mountain  
John Robinson 707-688-2848

Pacific Bird and Supply Co.  
Michelle Mohilef  
Danielle Mohilef 888-541-2473

Pestell Minerals & Ingredients  
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Red River Commodities  
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Paul Gebeke  
Scott Hegge 701-277-3559  
Kevin Stebleton

Safflower Technologies  
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John Brown

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Brenda McKee  
Danica Sabourin 204-453-6337

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Dwight Preston 616-706-4367  
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## Wild Bird Feeding Industry Annual Meeting

# Get ready for the 2013 Annual Meeting

Location:  
Embassy Suites Riverwalk-Downtown  
125 E. Houston Street  
San Antonio TX 78205

In 2013, we will continue our new schedule.

**Monday, November 11 and Tuesday, November 12, 2013:** Board of Directors meetings

**Tuesday, November 12, 2013:** Members arrive at Embassy Suites Riverwalk-Downtown and Hospitality Suite in the evening

**Wednesday, November 13, 2013:** Golf and activities during the day and Opening Reception in the evening

**Thursday, November 14, 2013:** WBFI annual Member Meeting general sessions and INOC event in the evening

**Friday, November 15, 2013:** Return home

Registration will open after Labor Day 2012. Watch for more details. Right now, please schedule this time in your calendar!