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

www.northernbagandbox.com
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 WBFI. We hope to see you in Charleston, SC next year!

Thanks,

Jody Locke
WBFI President

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.wbfi.org/2023 and click on the ‘Registered Attendee List’ button.
**Event Schedule**

**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

**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**
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: SCOLLAR

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, SCOLLAR, 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

CLOSING RECEPTION

FEATURING DJ JULIAN KEYZ

SPONSORED BY: CERCO

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

OFF-SITE RECEPTION
BELMONT PARK

SPONSORED BY: ALL STAR TRADING

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

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 BACHTELL, USFWS
NATIONAL SURVEY OF FISHING, HUNTING, AND WILDLIFE - 2023

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: SCOLLAR

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, SCOLLAR, 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

CLOSING RECEPTION

FEATURING DJ JULIAN KEYZ

SPONSORED BY: CERCO
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 UYBOCO  Leadership Consultant | Personal Trainer | Retired Navy Seal

KEYNOTE: Creating a Culture of High Performance

Uyboco 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.
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.

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.

Nyjer® Study Update

In a groundbreaking 2023 study sponsored by WBFI, 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.

WBFI Market Research Report

Sarah Bradtner will be presenting the 2023 WBFI 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.

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.
THE FUTURE OF SUSTAINABLE PACKAGING
Wednesday, November 8 | 10:45 a.m. - 11:30 a.m.

Itaque omnis eaquiatur? Quiae. Dae volum quaecatemqui optium volupta con con eum es asperum quam unti imporpor aut unt 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 sintcas velicabo. Minihillaut aut qui ut il mo expero 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? Quiae. Dae volum quaecatemqui optium volupta con con eum es asperum quam unti imporpor aut unt 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 sintcas velicabo. Minihillaut aut qui ut il mo expero 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? Quiae. Dae volum quaecatemqui optium volupta con con eum es asperum quam unti imporpor aut unt 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 sintcas velicabo. Minihillaut aut qui ut il mo expero 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 quadrcycles 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
SERVING THE FOOD & FEED INDUSTRY

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

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

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

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.
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