



2025 ANNUAL MEETING

NOVEMBER 4 - 6, 2025
THE HOTEL CONTESSA | SAN ANTONIO, TEXAS

2025 Attendee List

To view the most current attendee list, scan this QR code with your phone camera or visit www.wbfi.org/2025-annual-meeting/ and click on the 'Registered Attendee List' button.



The advertisement features a background image of a vibrant sunflower field under a clear blue sky. In the foreground, two bags of 'BLACK OIL SUNFLOWER SEED' are displayed, each showing a red cardinal perched on a sunflower head. The bags are labeled 'NET WT. 50 LBS. (22.68kg)'. To the right of the bags is the SQF logo, which consists of a stylized leaf icon and the letters 'SQF'.

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Welcome

On behalf of the WBFI Board of Directors, I am delighted to welcome you to this year’s Annual Meeting. It is truly inspiring to see so many dedicated professionals gathered together, united by our shared passion for wild bird feeding and our commitment to advancing this vibrant industry.

San Antonio provides a wonderful backdrop for our time together—a city rich in history, culture, and hospitality. Over the next few days, we have the opportunity to connect, learn, and collaborate as we explore the latest trends, challenges, and opportunities facing our industry. Our agenda is filled with insightful sessions, engaging speakers, and valuable networking events designed to help us all grow and succeed.

As we reflect on the past year and look ahead, I am reminded of the resilience and innovation that define our community. Together, we have navigated uncertainty and embraced new possibilities, always with a focus on supporting each other and the wild bird feeding community at large.



Sincerely,
Robert Gunstone
Robert Gunstone
WBFI Interim President

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THANK YOU!

to our sponsors, speakers,
and every attendee for
making this event possible.
Your enthusiasm and
dedication are what make
WBFI strong. I encourage
you to take full advantage
of everything this meeting
has to offer—ask questions,
share your experiences,
and build new connections.

Event Schedule

All sessions take place in the Contessa Ballroom unless otherwise stated.

DAY ONE

TUESDAY | NOVEMBER 4

7:00 AM - 8:00 AM

LAUREL ROOM

Board of Directors
Breakfast

8:00 AM - 12:00 PM

CEDAR ROOM

Board of Directors
Meeting

12:00 PM - 1:00 PM

LAUREL ROOM

Lunch for BOD &
Committees

12:00 PM - 6:00 PM

MAGNOLIA ROOM

Exhibitor Set up

1:00 PM - 2:00 PM

CEDAR ROOM

Research Foundation
Committee Meeting

2:00 PM - 3:00 PM

CEDAR ROOM

BIG Committee Meeting

3:00 PM - 4:00 PM

**CONFERENCE CONCIERGE
DESK**

EPC Meeting

4:00 PM - 5:00 PM

Attendee Registration
Check-in

6:00 PM - 8:00 PM

RIVER VIEW TERRACE

Welcome Reception
Hosted by ALL STAR TRADING

DAY TWO

WEDNESDAY | NOVEMBER 5

6:45 AM - 8:30 AM

MEET IN LOBBY

BIRDING TOUR

7:30 AM - 9:00 AM

Breakfast & Networking,
Registration/Check-In

9:00 AM - 9:15 AM

Attendee Introduction/
President's Welcome

9:15 AM - 9:30 AM

Sponsor Presentation:
ALL STAR

9:30 AM - 10:45 AM

Keynote - Todd Thurman
*Agriculture 4.0: How AI &
Robotics Will Transform
Agriculture*

10:45 AM - 11:00 AM

Networking Break &
Exhibits

11:00 AM - 12:15 PM

Randall Fortenberry
*Commodity Market
Update and Outlook*

12:15 PM - 12:30 PM

Sponsor Presentation:
CERCO

12:30 PM - 1:30 PM

Lunch & Membership
Meeting - Sponsored by
CERCO

1:30 PM - 3:00 PM

**Dr. David Horn, Matt
Young, & Susan Bonfield**
*WBFJ Research Foundation
Updates*

3:00 PM - 3:15 PM

Networking Break & Exhibits

3:15 PM - 4:30 PM

Zach Hutchinson
*FeederCam Frenzy
Foments Fans*

5:00 PM - 7:00 PM

RIVER VIEW TERRACE

Reception & Awards
Presentation - Sponsored by
NORTHERN BAG & BOX

7:00 PM - 8:00 PM

RIVER VIEW TERRACE

BOAT TOUR
Leaving directly from Reception

DAY THREE

THURSDAY | NOVEMBER 6

6:45 AM - 8:30 AM

OFFSITE - MEET IN LOBBY
BIRDING TOUR*

7:30 AM - 9:00 AM

Breakfast & Networking,
Registration/Check-In

9:00 AM - 9:15 AM

Sponsor Presentation:
NORTHERN BAG & BOX

9:15 AM - 10:15 AM

Shannon Burke,
Research Manager
WBFJ State of Bird
Feeding Report 2025

10:15 AM - 10:30 AM

Networking Break &
Exhibits

10:45 AM - 11:15 AM

Andrew Couturier
Bird Science and
Conservation:
Technological Advances
and Community
Engagement to Reverse
Population Declines

11:15 AM - 12:00 PM

Lunch - Grab & Go

11:30 AM - 6:00 PM

QUARRY GOLF COURSE
GOLF TOURNAMENT*

12:00 PM - 5:00PM

NATURAL BRIDGE CAVERNS
CAVE TOUR*

7:00 PM - 9:00 PM

Closing reception

**Seperate registration required*



Meet the Speakers



KEYNOTE SPEAKER TODD THURMAN

Agriculture 4.0: How AI & Robotics Will Transform Agriculture...Again

Todd Thurman is an International Swine Management Consultant and the owner of Swine Insights International. Todd brings a quarter century of hands-on international agriculture expertise to the stage, delivering powerful insights that help audiences navigate the future of global food and agriculture.



SESSION ONE T. RANDALL FORTENBERY

Commodity Market Update & Outlook

Randy is professor and Thomas B. Mick Endowed Chair in the School of Economic Sciences, and Co-Director of the IMPACT Center, at Washington State University. 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.



SESSION TWO

DR. DAVID HORN, MATT YOUNG & SUSAN BONFIELD

Research Update

Dr. Horn is a Professor of Biology at Millikin University. In summer 2023, he studied how country of origin and location of sterilization influenced consumption of Nyjer® seed. The study took place for 10 weeks at three locations in and around Decatur, IL. This study is sponsored by the WBFI.



Matt Young is author of Finches of North America with Lillian Stokes and the President and Founder of the Finch Research Network (FiRN). He worked at the Cornell Lab across 15+ years where he did extensive field work for the Lab's Cerulean and Golden-winged Warblers atlas projects, and was project lead on the Lab's first Finch Irruption Bird Survey for Bird Source in 1999. He was the Collections Management Leader/Audio Engineer at the Macaulay Library ~12 years where he edited sounds for several Merlin packs.



Susan is the Executive Director and founder of Environment for the Americas, leading international bird conservation and education efforts. With advanced degrees in natural resources and ecology, she has developed major initiatives like International Migratory Bird Day and the Western Hummingbird Partnership, and has been recognized with awards such as Wings Across the Americas for her conservation leadership.

SESSION THREE

ZACH HUTCHINSON

FeederCam Frenzy Foments Fans

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 has a particular interest in creating digestible public communications on information learned from ornithological research.



SESSION FOUR

SHANNON BURKE

WBFJ Annual State of Birding 2025 Study

Research Manager at AYTM (At Your Target Market), Shannon is a Michigan State MSMR alumni with experience in questionnaire development, survey programming, data collection & analysis, storytelling and report creation.



SESSION FIVE

ANDREW COUTURIER

Bird Science and Conservation: Technological Advances and Community Engagement to Reverse Population Declines

Senior Science Advisor, BirdLife International, Andrew has worked extensively across Canada and internationally to conserve birds in three decades of service in the not-for-profit sector. Notable contributions include pioneering the mapping approaches used in continental conservation initiatives, leading teams to conserve IBAs and KBAs in Canada, and facilitating knowledge exchange and best practices in breeding bird atlas projects across the Americas.





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 WBFI on 40 years of growing the wild bird feeding hobby and industry!

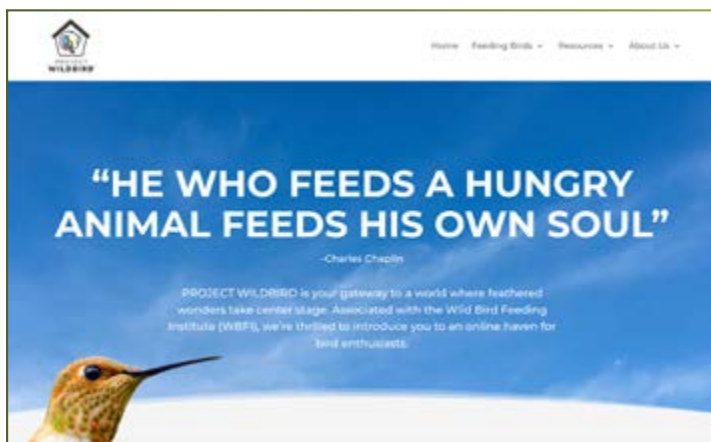


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Get Involved Beyond the Meeting!

WBFI thrives because of the passion and expertise of its members. Committees are where ideas become action — from research and advocacy to communications and event planning.

Scan the QR code to explore WBFI's committees and sign up to share your voice. Whether you have a little time or a lot, there's a place for you to make an impact



CONGRATULATIONS TO OUR 2025 MEMBER AWARDS WINNERS!

WBFI Retailer of the Year:

**Wild Birds Unlimited Nature Shop
#023 Colorado Springs, CO**



Birding Product of the Year:
Squirrel Buster Evolution



Smart Birding Product of the Year:
Birdfy Feeder 2 Duo



Bird Food Product of the Year:
Lyric Fine Tunes Suet Cake



DISCOVER SAN ANTONIO

Mission City, SATX, Alamo City - whatever you call San Antonio, one thing is certain: once you've meandered its winding cobblestone paths on the banks of the San Antonio River, tasted its flavorful cuisine, shopped its stores, and visited its museums, you'll be planning your next trip back. The city's year-round charms are irresistible.



THINGS TO DO:



Entertainment and Attractions:

San Antonio is a city of excitement for all ages. Stroll the lively Riverwalk lined with shops and restaurants, take in sweeping views from the Tower of the Americas, or cheer on your favorite act at the Alamodome. For thrill-seekers, Six Flags Fiesta Texas and SeaWorld San Antonio offer unforgettable adventures filled with rides, shows, and family fun.

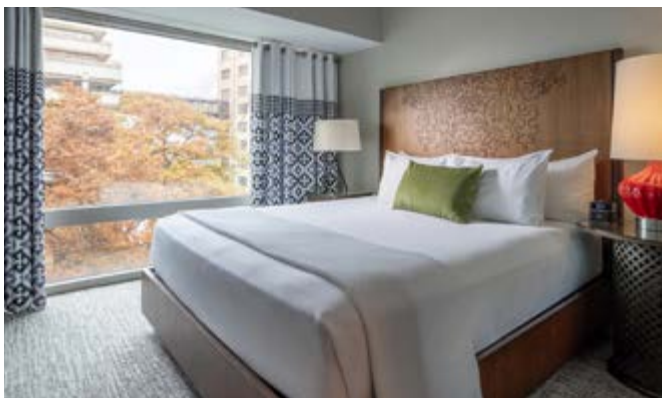
Culture, History and Arts:

Discover San Antonio's rich heritage and vibrant arts scene. From exploring the UNESCO-designated Missions National Historical Park to browsing treasures at the Historic Market Square, the city offers a blend of tradition and local flavor. Art lovers can wander through the McNay Art Museum, the San Antonio Museum of Art, or the nearby Briscoe Western Art Museum for world-class collections and cultural insight.



THE HOTEL CONTESSA

An intimate, all-suite retreat set directly on San Antonio's beloved Riverwalk, Hotel Contessa delights arriving guests with stylish suites that take their design cues from San Antonio's rich history and vibrant culture. Discover stylish suites and unwind at our spa, complemented by Ambler Texas Kitchen + Cocktails serving up agave cocktails and authentic Texas fare.



Hotel Amenities

- All-suite property
- Rooftop heated outdoor pool (with free cabanas)
- Full-service spa
- 24-hour fitness center
- On-site restaurant & bar
- 24-hour business center
- Complimentary WiFi
- Concierge services
- Rooftop terrace / outdoor lounge areas

CONTACT INFORMATION

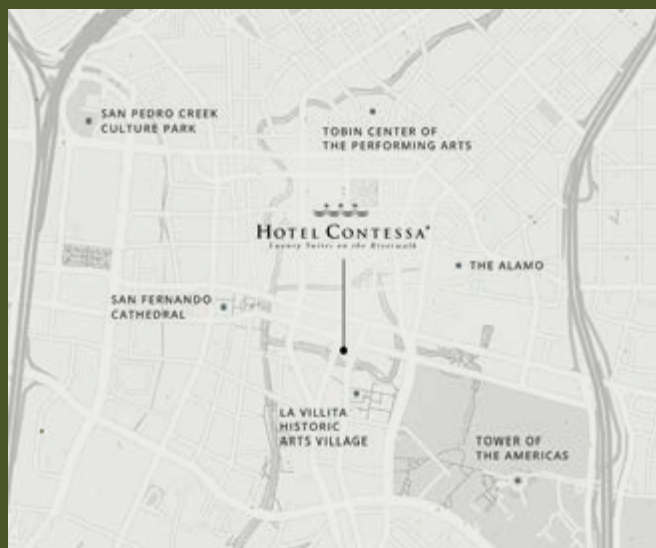
The Hotel Contessa

306 W Market St

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Located in the heart of San Antonio's River Walk





Reach Thousands of Bird Enthusiasts This Holiday Season!

Showcase your birding products to an engaged audience just in time for peak shopping! As a WBFI member, you'll receive 20% off all ad placements when you attend the 2025 Annual Meeting.

Your ads will be featured across WBFI websites, email campaigns, and social media channels, giving you maximum visibility and helping you drive holiday sales.

This is the perfect opportunity to promote your brand, reach passionate consumers, and take advantage of an exclusive member benefit.

Sponsor WBFI!

The Wild Bird Feeding Institute (WBFI) proudly supports the continued growth of the backyard bird and wildlife feeding community. Discover how your company can partner with WBFI through exclusive sponsorship opportunities that showcase your brand and strengthen the industry.

Scan the QR code to learn more!



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SAVE THE DATE

2026 Annual Meeting
SAN JUAN, PUERTO RICO
NOVEMBER 3-5, 2026
CARIBE HILTON | SAN JUAN



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