

WILD BIRD FEEDING INSTITUTE

2026 ANNUAL MEETING

NOVEMBER 3-5, 2026

THE CARIBE HILTON | **SAN JUAN, PUERTO RICO**



2026 Attendee List

To view the most current attendee list, scan this QR code with your phone or visit wbfi.org/2026-annual-meeting and click the 'Registered Attendee List' button.



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Welcome

On behalf of the WBFI Board of Directors and our management team at Nonprofit Resources, welcome to the 2026 Annual Meeting in beautiful San Juan, Puerto Rico!

How exciting it is to see each other again and work together this week to advance the wild bird feeding industry and to pursue continued growth for all our organizations.

This year's meeting should be incredible, with a lineup of engaging presentations and round-table discussions by subject-matter experts covering many of the most pressing issues impacting our industry.

Our week is full of opportunities for learning, networking, and building stronger relationships within the backyard bird feeding business community – all while enjoying the breath-taking habitat, vibrant culture, and rich cuisine of Puerto Rico.

Thanks to Emma and Rebecca at NPR and the Event Planning Committee who put together all the plans for our meeting's venue, agenda, and special events.

Thanks to all of our sponsors for their generosity in helping fund the meeting expenses and make this year's event unforgettable.

And thanks to all of you for investing your time, money and energy to be present and to fully engage here with us this week for the 2026 WBFI Annual Meeting on this, the Island of Enchantment, the Pearl of the Caribbean.



Let's have a wonderful time together!

Sincerely,

Jim Lesch
Incoming WBFI President

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Agenda

All events hosted at Caribe Hilton unless otherwise specified.

DAY 1	TUESDAY | NOVEMBER 3
8:00 AM - 12:00 PM	**Board Meeting - Tropical**
1:00 - 4:00 PM	**Committee Meetings - Tropical**
4:00 - 5:00 PM	**Attendee Check-in - Foyer**
5:00 - 7:00 PM	**Opening Reception - Las Olas Terrace**

DAY 2	WEDNESDAY | NOVEMBER 4
6:30 - 8:00 AM	**Birding Tour - meet in the lobby**
7:30 - 9:00 AM	**Attendee Registration Check-In**
8:00 - 9:00 AM	**Breakfast & Networking - Las Olas Terrace**
9:00 - 9:15 AM	**Attendee Introduction/President's Welcome - Las Olas**
9:15 - 9:30 AM	**Sponsor Presentation - Northern Bag and Box**
9:30 - 10:45 AM	**Keynote Session: Zen of Business with Keith Roberts** The Zen of Business is a new way to think about performance, leadership, and success. In this keynote, Keith Roberts bridges timeless Eastern philosophy with real-world entrepreneurial experience to show how the inner world drives external results. From cultivating a beginner's mind to aligning purpose with action, the talk walks through the principles that reduce noise, increase clarity, and create sustainable growth. The message is simple but powerful: when leaders learn to master their thoughts, focus their energy, and execute with discipline, business becomes more effective, more resilient, and ultimately more meaningful.
10:45 - 11:00 AM	**Morning Networking Break - Las Olas**
11:00 AM - 12:00 PM	**Commodity Overview with Guy Allen** Get a clear-eyed look at the commodity markets driving the wild bird food industry, this session covers current crop conditions, pricing trends and the supply outlook.
12:00 - 12:15 PM	**Sponsor Presentation - Cerco**
12:15 - 1:30 PM	**Lunch & Membership Meeting - Las Olas**
1:30 - 2:30 PM	**State of Sustainability in Pet Industry: Progress, Pressure, and Packaging with Hannah Hintz** A deep dive on where sustainability stands in the pet industry today, drawing on the Pet Sustainability Coalition's State of Sustainability in the Pet Industry report. This session covers consumer expectations, regulatory momentum, and where the industry stands on sustainability maturity in 2026.
2:30 - 2:45 PM	**Networking Break**

Continued

2:45 - 3:00 PM	**Sponsor Presentation - All Star Trading**
3:00 - 4:00 PM	**Do You Know Dickcissel...About Birds? with Zach Hutchinson** Challenge yourself with a competitive bird-themed trivia event with partnered naturalist Zach Hutchinson of Flocking Around. Get a drink, a smart device or laptop, and hold on to your nuthatch, as Zach uses some light competition and fun to update the WBFI membership on the world of birds.
5:00 - 7:00 PM	**Reception - Fogo de Chão**

DAY 3	THURSDAY | NOVEMBER 5
6:30 - 7:30 AM	**Birding Tour - meet in lobby @ 6:30 AM**
7:00 - 8:00 AM	**Breakfast & Networking, Registration/Check-In - Las Olas**
8:00 - 8:15 AM	**Sponsor Presentation - Birdfy - Las Olas**
8:15 - 9:15 AM	**10x Your Productivity with AI with Keith Roberts** Go on a journey beyond traditional applications of AI, such as content creation, video, and image processing, and explore its impact on other critical business functions like marketing and public relations. Businesses of all sizes and industries can harness AI's power to gain a competitive edge in an increasingly digital marketplace. Session includes a comprehensive overview of the AI landscape and its profound impact on the business world, how to identify potential areas within a business where AI can be effectively implemented, and practical strategies for integrating AI tools and processes, considering each business's unique needs and goals.
9:15 - 9:30 AM	**Networking Break**
9:30 - 10:15 AM	**Research Roundtable - Las Olas** Get up to speed on the latest from the WBFI Research Foundation. This roundtable looks at where the research is headed and how WBFI members can help turn the findings into messages that grow the hobby.
10:15 - 10:45 AM	**WBFI Pulse of the Industry Roundtable - Las Olas** Join fellow WBFI members for an open, candid conversation on what's happening across the wild bird feeding industry right now, from sales trends and customer demand to packaging, freight, and regulatory issues. Bring your questions and your perspective for a lively discussion.
11:00 AM - 12:00 PM	**Lunch - Grab & Go - Salon del Mar**
11:00 AM - 7:00 PM	**Golf Tournament - meet in lobby at 11:00 AM** lunch provided at Wyndham Golf Course
12:00 - 5:00 PM	**El Yunque Rainforest Tour - meet in lobby for 11:45 AM pickup**
6:30 - 7:30 PM	**Closing Drink Sponsored by WBFI - Nectar del Caribe**

Meet the Speakers



GUY ALLEN

Guy Allen is a Senior Agricultural Economist at Kansas State University's International Grains Program Institute, where he has provided industry training on commodity markets, supply chains, and risk management since 2019. With nearly four decades of experience spanning North America, Australia, and Asia, Guy brings extensive expertise in agricultural commodity trading, market analysis, and international logistics. His career includes leadership roles with Louis Dreyfus Commodities and GrainCorp, providing valuable global perspectives on agricultural economics and the challenges facing today's commodity markets.



BRIAN CUNNINGHAM

Brian Cunningham has a passion for helping others experience nature and opening their eyes to the wonder and beauty of birds. Brian serves as the Director of Outreach & Nature Education for Wild Birds Unlimited, a franchise system with nearly 360 stores across the US and Canada. With 26 years of experience at WBU, he utilizes his vast knowledge of the backyard bird feeding hobby to support the stores in being the local experts for their markets.



HANNAH HINTZ

Hannah Hintz is a senior sustainability advisor with the Pet Sustainability Coalition (PSC), the leading authority on sustainability in the pet industry. PSC supports a diverse membership base of brands, manufacturers, retailers, and suppliers with the tools, research, and frameworks needed to build credible sustainability strategies. With an MBA in Sustainable Business focused in circular value chain management, Hannah leads materiality assessments, developed PSC's Benchmark Assessment, and contributes to the annual State of the Industry report, bringing applied strategic expertise to the work of advancing measurable change across the sustainable pet ecosystem.



ZACH HUTCHINSON

Zach Hutchinson is an ornithologist working during the day for the most prominent bird conservation organization in the world, and at night dons an avian crimefighting costume to run Flocking Around, a hub for learning (and laughing) about birds. While Zach did not grow up with birds as his great passion, he was pooped on once as a kid. He has since been pooped on at least 54 times, which shows his dedication to protecting birds and the places they need. If Zach had skills or interests beyond birds, this would be a more extended bio. Fortunately, Flocking Around utilizes all his bird skills, allowing him to fit seamlessly into society without blurting random bird facts. Zach has achieved 37 degrees. Well, 98 degrees in Fahrenheit. Check out Zach's work at FlockingAround.com!



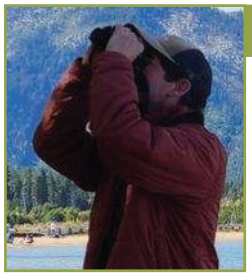
HOLLY MERKER

Holly Merker is a professional birding guide, writer, and educator with a background in art therapy who now specializes in delivering nature-based wellness programs with birds at the heart of her work. Holly has co-authored two books which guide readers into optimizing the wellness benefits birds provide us, including the award-winning *Ornitherapy: For Your Mind, Body, and Soul* (Crossley Books, 2021). She is also co-host and co-producer of the Mindful Birding Podcast and is the founder of the Mindful Birding Network, and the 2nd VP for the WBFI Research Foundation.



KEITH ROBERTS

Keith Roberts is a transformational speaker and leadership expert with over 20 years of experience inspiring individuals and organizations to reach their full potential. As founder of Zenman, he spent 24 years developing digital solutions for global brands, including Frontier Airlines, RE/MAX, and the Lumineers. Creator of the OAK Journal and author of *The Eternal Flame*, Keith combines compelling storytelling with practical strategies to help audiences embrace change, overcome challenges, and achieve lasting success.



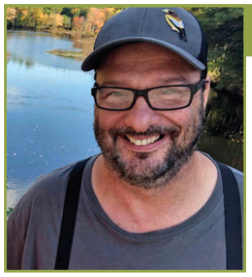
JOSH STASIK

Josh Stasik has served as President of the WBFI Research Foundation since 2022 and is the program director of the wild bird products division at Co-Operative Feed Dealers, Inc. in Conklin, NY. He is also a managing partner/owner of Sweet-Seed, LLC, a company that creates wild bird feeding products. With over a decade of experience in the wild bird food industry, Josh is a dedicated advocate for backyard bird feeding, regularly offering seminars across the U.S. He holds a B.S. in Biology from SUNY Cortland and has previously served on several advisory boards.



TATSIANA THOMSON

Tatsiana Thomson brings more than a decade of experience in marketing and brand development at Brome Bird Care, Inc., a company known for its innovative wild bird feeding products. Her work focuses on building brand awareness, connecting with consumers, and promoting the backyard bird feeding hobby. A Certified Digital Marketing Professional, Tatsiana also serves as a Trustee of the WBFI Research Foundation, supporting initiatives that help strengthen and advance the wild bird feeding industry.

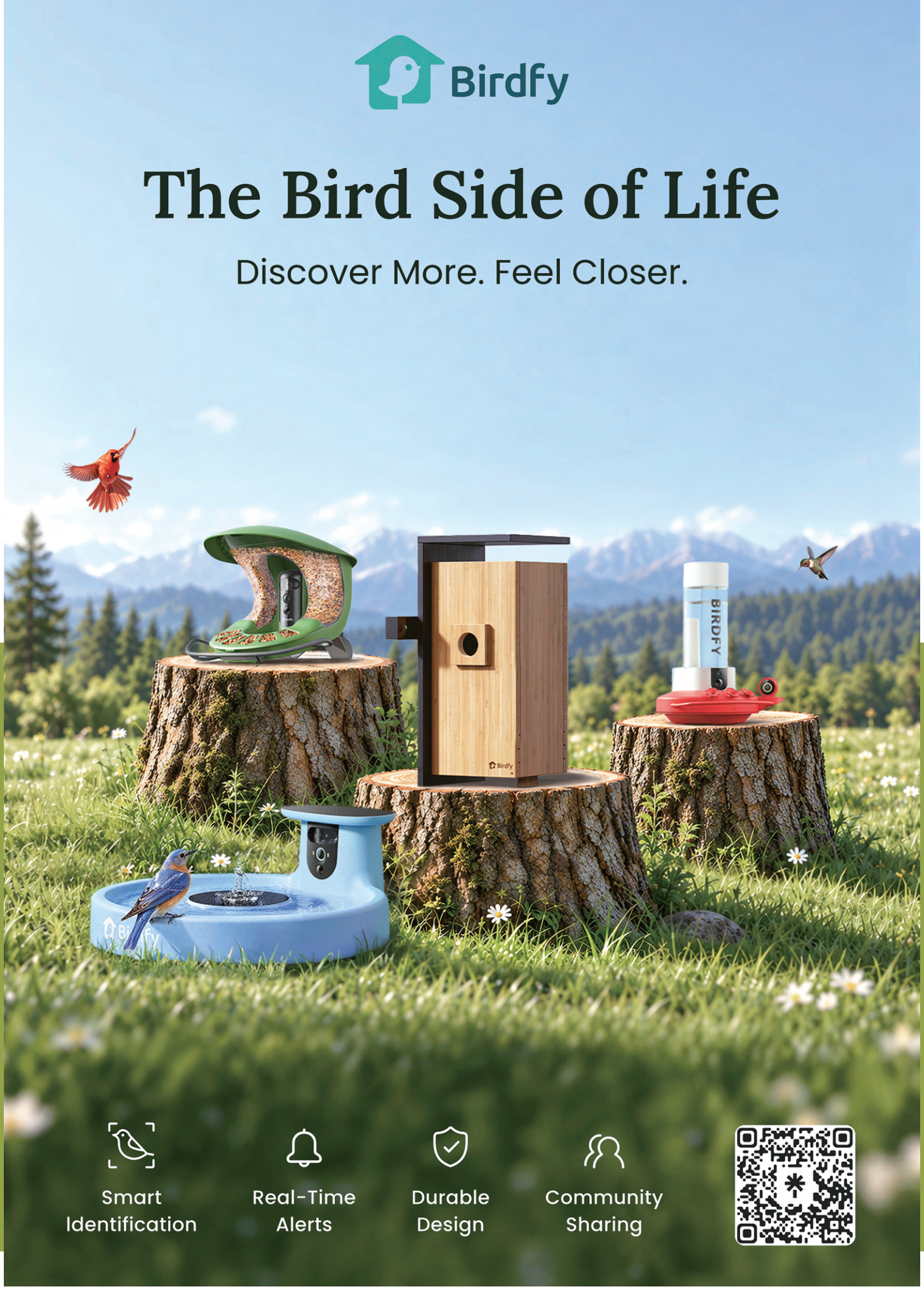


MATT YOUNG

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 Irruptive 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, and he is VP for the WBFI Research Foundation.


BEACH WING
Second Floor
A
Salón del Mar
B
Tropical
C
B
A
A
B
C
D
Flamingo
Las Olas Terrace
Las Olas
To First Floor
R
Conference 1
Conference 2
Connecting Bridge
2
3
6
7
4
5
Executive Boardroom
Conference Center
1
9
Salón San Juan
10
8
Fort San Gerónimo
Tropical and Fish
Vistabella Garden
Vistabella Gazebo
To Fort San Gerónimo
San Gerónimo Ballroom
San Cristóbal Ballroom
Vistabella View
Lola's
Rustica Ristorante
R
5
Bagua Pool Bar & Grill
Néctar del Caribe
To Second Floor
Starbucks
Shops
Shops
6
BEACH WING
Entrance
Rooms Ending in 01-42
Parrots
Bell Captain
Pool Complex
Caribar
Front Desk
BEACH WING
First Floor
Caribar Terrace & Greens
Beach Kiosk
To Hammock Garden
Morton's The Steakhouse
Towel Stand
Aqua Adventures
R
La Islita
Beach Area
To Spa, Fitne and Tenn
San Gaze


WAVE WING
Second Floor
1 Guayacán
2 Magüey
3 Ceiba
4 Flamboyán
Caribe Hilton
FLOOR PLAN
GARDEN WING
Rooms Ending in 43-57
To First Floor
FOGO DE CHÃO
Brazilian Steakhouse
Paseo Caribe | 2nd Floor
15 Av. Luis Muñoz Rivera
Off-Site
Parking Garage
E
B
D
Gran Salón Los Rosales
C
A
Auditorium
Uber
Mojito's
To Second Floor
WAVE WING
First Floor
Rooms Ending in 58-69
Shops
Shops
Caribe
Garita
Los Rosales Street
5 Ice Cream & Cookie Co.
6 Concierge / Tour Desk
7 Guest Laundry
Hotel Entrance
Entrance Gardens
Tennis Courts (3)
Fitness Center
Zen Spa Océano
LEGEND
Meeting Room
Dining
Amenities / Facilities
Cabanas
Elevators
Connectivity Station
Outdoor Playground
Wedding Gazebo
Restrooms
Accessible Ramp
Accessible Lift
Accessible Pool Lift


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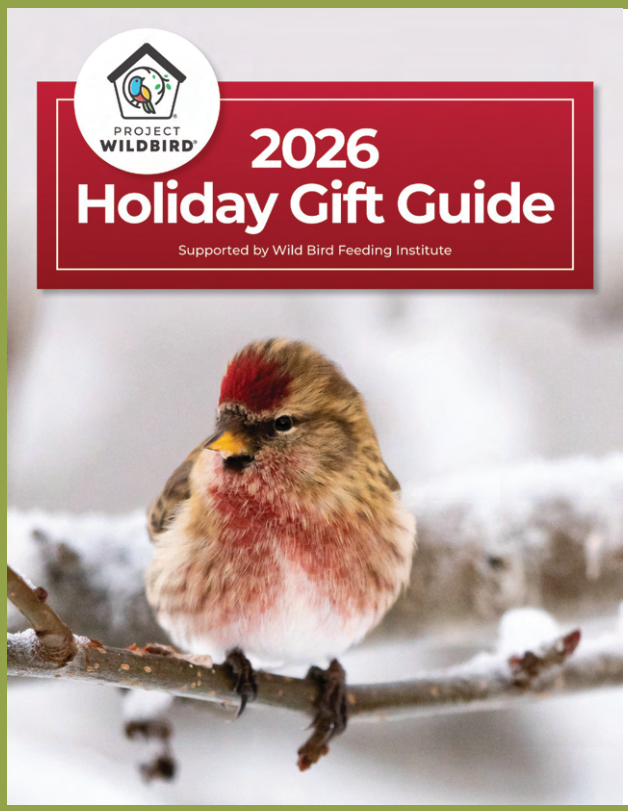
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Shelley Weber

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Flock Blocker Bird Saver
Flocking Around, Zach Hutchinson

Smart Birding Product of the Year



Chirpful Smart Camera
Birds Choice, Dave DeMarco

Bird Food Product of the Year



FeatherPro® Super Blend®
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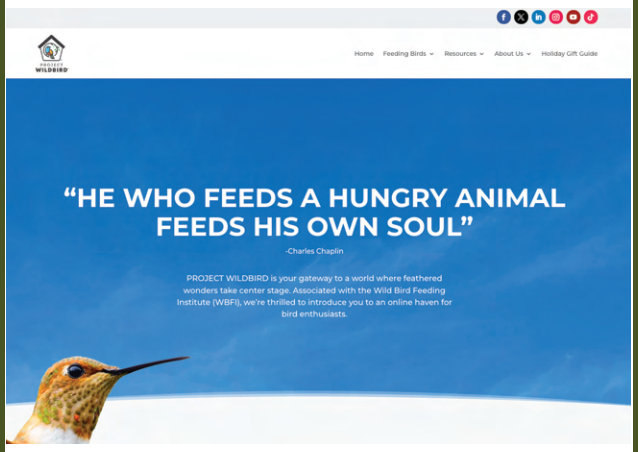
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was launched by the WBFI in 2004 to provide valuable research on bird feeding habits, helping shape the industry.



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.

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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.

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.

Scan to learn more
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2027 Annual Meeting

NOVEMBER 9-11, 2027

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