

# 2021 WBFI ANNUAL MEMBER MEETING



LOST PINES RESORT, TEXAS | NOV 9-11

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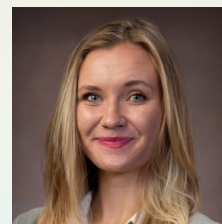
# WELCOME!

It's great to see you under the big Texas sky. We are excited to meet face-to-face again for our first in-person event since November of 2019. Thank you so much for making the decision to join us and show your support for the Wild Bird Feeding Institute. We are so glad that you are here and hope that you take full advantage of everything this event has to offer.

In the next few days, we encourage you to attend all the great sessions that the schedule has to offer. Our presenters are here to help you grow personally and professionally and important updates that will impact membership will be shared during our reports. There will also be an opportunity for great dialogue through roundtables and Q&As for these sessions.

In addition to great educational opportunities, networking and social time are the main priority! You can get the full Texas experience in a few days with live Texas-Style Conjunto music Tuesday night, whiskey tasting and a distillery tour Wednesday night, and shotgun trap shooting Thursday. Make sure to say "howdy" to your fellow attendees, everyone here is invested in protecting the health and safety of backyard wildlife and the industry's growth towards a bright future.

Thanks again for joining us. If you need anything during this week, find me, any staff member, or a board member to assist you.



Sincerely,

Emma Bennett  
WBFI Executive Directory and Secretary

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## COVID DISCLAIMER

*Please note: your participation in any Annual Meeting activity is voluntary and at your sole risk. As a participant, you are responsible for your own protection against COVID-19, including, without limitation, following all health and safety protocols communicated to you or posted at the event venue. Thank you for your cooperation in helping us create a safe environment for the 2021 WBFI Annual Member's Meeting.*



All events will take place onsite at the Resort unless otherwise noted.  
**Hyatt Regency Lost Pines Resort** | 565 Lost Pines Road, Cedar Creek, TX 78612

## TUESDAY, NOVEMBER 9TH

8:00 AM – 8:30 AM	Breakfast
8:30 AM – 12:00 PM	<b>WBFI Board of Directors Meeting</b>
12:00 PM – 1:00 PM	Lunch
1:00 PM – 4:00 PM	Group Activity Golf Outing
4:00 PM – 5:00 PM	Attendee Registration Check-In
	Member Welcome Reception
5:00 PM – 7:00 PM	Entertainment Texas-style Conjunto Band Los Pinkys
	EVENT SPONSORED BY NORTHERN BAG & BOX



**Los Pinkys**  
 Enjoy music from Los Pinkys at the Member Welcome Reception on Tuesday night.  
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## WEDNESDAY, NOVEMBER 10TH

7:30 AM – 9:00 AM	Attendee Registration Check-In
8:00 AM – 9:00 AM	Breakfast & Networking
9:00 AM – 9:15 AM	WBFI President's Welcome
9:15 AM – 10:45 AM	WBFI KEYNOTE SPEECH <b>Level Up Your Life</b> Keith Roberts, OAK Journal Method
10:45 AM – 11:00 AM	Break
11:00 AM – 12:00 PM	<b>Next BIG Steps Market Research Study</b> John Armstrong, JoyRiot
12:00 PM – 1:00 PM	Lunch & Networking
1:00 PM – 2:30 PM	<b>2021 Economic Update</b> Chris Kuehl, Armada Corporate Intelligence
2:30 PM – 2:45 PM	Break
2:45 PM – 3:15 PM	WBFI Committee Reports
3:15 PM – 4:00 PM	WBFI Annual Member Report & Meeting
5:00 PM – 5:30 PM	Leave for Offsite Reception (Transportation Provided)
5:30 PM – 7:30 PM	Dinner and Reception   OFFSITE IN AUSTIN, TX Fierce Whisker's Distillery 5333 Fleming Ct, Austin, TX 78744 EVENT SPONSORED BY ALL STAR TRADING



**Fierce Whisker's Distillery & Whiskey Tasting**  
 Join us for a dinner and reception at Fierce Whiskers and enjoy some of Austin's finest whiskey.

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## THURSDAY NOVEMBER 11TH

8:00 AM – 9:00 AM	Breakfast
9:00 AM – 10:00 AM	<b>WBFI Research &amp; Response Update</b> Jenna McCullough, WBFI Partnered Researcher
10:00 AM – 10:15 AM	Break
10:15 AM – 12:00 PM	<b>Update on Commodities &amp; Roundtable Discussion</b> Randy Fortenberry, Washington State University
12:00 PM – 1:00 PM	Lunch & Networking Professional Headshot Station SPONSORED BY CEREAL BYPRODUCTS
1:00 PM – 2:00 PM	<b>Creating Conservationists: From Feeders of Birds to Community Scientists</b> Craig Hensley, Texas Parks and Wildlife Department
2:00 PM – 2:30 PM	President's Closing
2:30 PM – 4:30 PM	Group Activity – Shotgun Trap Shooting at Lost Pines Resort
6:00 PM – 7:30 PM	Closing On-Site Dinner and Reception



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**SAVE THE DATE – NOVEMBER 1-3, 2022**  
**WBFI 2022 Annual Meeting**  
SHERATON SAND KEY RESORT | CLEARWATER BEACH, FL

# MEET THE SPEAKERS

## Level Up Your Life Workshop: Be Happier, Creative & More Productive

WEDNESDAY | 9:15 AM - 10:45 AM

Most of us have the same raw materials from the moment we take our first breath of air; what separates those who achieve more than others or those who are happier is how they use and refine those raw materials. So what are you going to do with the gift of this life? Find your way by understanding your reason for being and learn the tools, structure, and discipline to start living your best life.

### Takeaways:

- Tools that can be immediately implemented to be more productive and happier.
- Clarity of vision to understand what you want and what it takes to reach your true full potential.



Interested in trying the OAK Journal? Attendees can use code 'WBFI' to save 20% off the OAK Journal at [oakjournal.com](http://oakjournal.com)



## KEITH ROBERTS

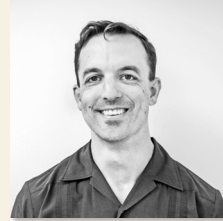
**Founder, OAK Journal Method**

Keith's life purpose is to inspire others to be the best possible version of themselves. He continuously accomplishes this with science, spirituality and gratitude. Keith Roberts is an author, entrepreneur and keynote speaker. He created the OAK Journal to fulfill his personal why - *Through kindness and generosity to help others see who they could become*. Keith regularly speaks to entrepreneurs, start-ups, and corporate clients to empower them with the tools to achieve any goals. You will learn to be the best version of yourself through positive psychology and scientifically proven techniques.

## Next BIG Steps Market Research Study

WEDNESDAY | 11:00 AM – 12:00 PM

John Armstrong, Chief Creative Officer and Co-Founder of Joy Riot, will be sharing the results of our 2021 consumer research study, which took a deep dive into the current wild bird feeding audience and the impacts of COVID-19 on bird feeding habits. He will discuss key insights that will help us continue to grow the wild bird feeding industry and better connect with our target audiences.



### JOHN ARMSTRONG

*Chief Creative Officer & Co-founder, Joy Riot Marketing Agency*

John is the Chief Creative Officer & Co-Founder of the advertising agency, Joy Riot, which focuses on creating an emotional connection between a brand and its audience through brand identity, marketing, and websites. John works at the intersection of strategy and creativity, and honed his craft working on award-winning creative

in industries including food and beverage, automotive, education, technology, healthcare, financial services, real estate, apparel, and manufacturing. In 2019, he was named a 40 Under 40 Honoree from the Alexandria Chamber of Commerce. He is a graduate of Fordham University and the School of Visual Arts in New York.

## Now What? Looking Ahead at the 2022 Economy

WEDNESDAY 1:00 PM – 2:30 PM

We are still dealing with most of the old issues (pandemic, labor shortage, supply chain woes) and now we have some new ones like an energy crisis and the threat of inflation that is not so transitory. Does 2022 being more of 2021's issues or do we start to turn a corner?



### CHRIS KUEHL

*Managing Director, Armada Corporate Intelligence*

Dr. Chris Kuehl is a Managing Director of Armada Corporate Intelligence. He provides forecasts and strategic guidance for a wide variety of corporate clients around the world. He is the chief economist for several national and international organizations – Fabricators and Manufacturers Association, National Association of Credit Management, American Supply Association, Chemical Coaters Association International and others. He is the economic analyst for several state accounting societies –

Missouri, Kentucky, Tennessee, Kansas, North Carolina, Minnesota, Oklahoma and others. Prior to starting Armada in 1999 he was a professor of economics and finance for 15 years – teaching in the US, Hungary, Russia, Estonia, Singapore and Taiwan. He holds advanced degrees in economics, Soviet studies and East Asian studies.

Chris is the author of Business Intelligence Briefs and contributes to the Black Owl Report - both publications from Armada. He is also responsible for the Credit Manager's Index from NACM and Fabrinomics from the FMA.

## WBFI Research & Response Update

THURSDAY | 9:00 AM – 10:00 AM

The presentation will focus on diseases that impact bird species that use outdoor feeders. These include bacterial (i.e., Salmonellosis), parasitic, and viral infections. Jenna will discuss the Salmonellosis outbreak of 2020-21 and the mysterious bird mortality event of 2021. She will also cover ways to communicate to customers how to feed wild birds while limiting the spread of infectious disease.



### JENNA MCCOLLOUGH

*WBFI Partnered Researcher*

Jenna is a PhD student at the University of New Mexico and the Museum of Southwestern Biology, where she studies evolution, systematics, and natural history of birds in the South Pacific.

An Idaho native, Jenna is a third-generation female birder and regularly birds across the western U.S. and internationally. She is also an associate editor of the North American Birds magazine and began working with WBFI in 2021.

## Update on Commodities & Roundtable Discussion

THURSDAY | 10:15 AM – 12:00 PM

This session will cover general commodity price outlook, price relationships across commodities, and the impact of public policy on prices.



### T. RANDALL FORTENBERY

*Professor and Thomas B. Mick Endowed Chair, Co-Director, IMPACT Center, School of Economic Sciences AT WASHINGTON STATE UNIVERSITY*

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. Through August 2020 he served as Chairman of the Ag Markets Advisory Committee to the Commodity Futures Trading Commission, the agency responsible for oversight of U.S. derivative markets. 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.

Prior to Washington State University, Randy was at the University of Wisconsin-Madison from 1992-1997, and 1999-2011 in the Department of Agricultural and Applied Economics (1992-2011), and the School of Business (2001-2011). Early on he was the Extension grain marketing specialist, and taught several courses related to agricultural marketing. In 2001, he was awarded the Renk Endowed Chair in Agribusiness, and served as the Associate Director of the Wisconsin Bioenergy Initiative. He continued to teach in the Ag and Applied Economics Department, but also taught in the Finance Department at the UW-Madison School of Business.

From 1998 through 1999 Randy was Director of Research for Frontier Risk Management, a Chicago futures trading company that manages speculative funds and is a risk management consultant and broker to some of the largest agribusiness firms in the U.S. Between 1988 and 1992 Randy was an Assistant Professor of Economics at North Carolina State University. He received his Ph.D. in Agricultural Economics from the University of Illinois-Urbana/Champaign, and his B.S. and M.S. in Applied Economics from Montana State University.

## Creating Conservationists: From Feeders of Birds to Community Scientists

THURSDAY | 1:00 PM – 2:00 PM

Imagine if everyone that purchased a bird feeder, filling it with seed for their backyard birds took the next step, documenting those birds for conservation. In fact, this act of contributing to the understanding of birds through community science has been going on for decades. From the Great Backyard Bird Count to Project FeederWatch, people of every stripe continue recording birds in their backyards and beyond. Apps from eBird to iNaturalist make contributions to these efforts effective and easy. You'll be introduced to many of the ways people are stepping up to support bird conservation, from their living room chairs to the trails at their natural areas.



### CRAIG HENSLEY

*Texas Nature Trackers  
Biologist and Educator  
Texas Parks and Wildlife  
Department*

Craig Hensley is an educator and Texas Nature Trackers Biologist with Texas Parks and Wildlife Department. He has spent his career connecting children and adults to the natural world through hands-on, engaging outdoor programs ranging from astronomy to more earthly topics including butterflies, native plants, and more. Among his areas of expertise are birds, both as a educator, passionate birder, and licensed bird banding researcher. He now focuses on connecting people with the natural world through direct engagement using the iNaturalist app, encouraging contributing to conservation through documentation of plants and animals across Texas. Craig has a B.S. in Fisheries and Wildlife Management from Arkansas Tech University and a Master's in Zoology from the University of Arkansas.

*To stay up to date on what's new with the Wild Bird Feeding Institute, follow us!*







#FeedTheBirds | [www.wbfi.org](http://www.wbfi.org)

# WBFJ 2021 MEMBERS



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
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
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## MEMBERSHIP KIT

The current membership brochure is available online in the members-only area of WBFJ.org



The password for 2021-2022 members is "bluejay"

## ATTENDEE LIST

To view the most current attendee list, visit: [www.wbfj.org/2021-annual-meeting-attendee-list](http://www.wbfj.org/2021-annual-meeting-attendee-list)

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