

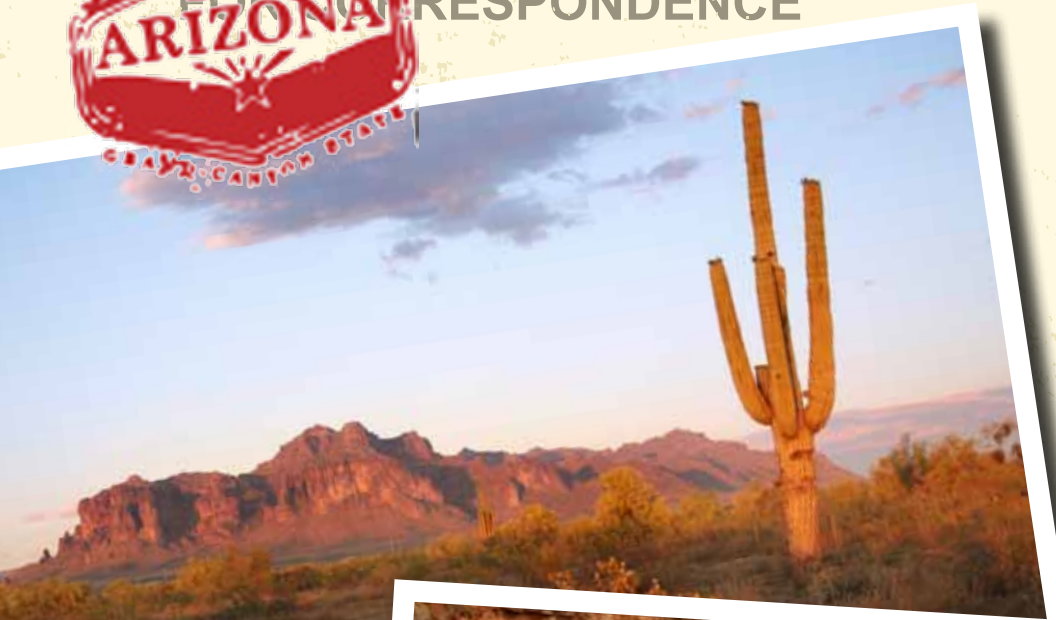
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RESPONDENCE

FOR ADDRESS



Wild Bird Feeding Industry

2010 Annual Meeting

November 12-13

Scottsdale, Arizona



2010 WBFI ANNUAL MEETING SCHEDULE

Daily Schedule

November 12-13, 2010 in Scottsdale, Arizona
Registration opens Wed., September 8 and closes on Fri., October 8.
Registration - \$185 • Spouse/Companion - \$100

Wednesday, November 10:

8 am – 5 pm WBFI Board of Directors meeting (Conference 102-103)

Thursday, November 11:

8 am – 12 pm WBFI Board of Directors meeting (Conference 102-103)

4:30 pm – 6:30 pm Registration (Yo'w Room, Lobby Level)

5:30 pm – 7:00 pm Hospitality Suite (Yo'w Room, Lobby Level)

Friday, November 12:

Pre-registration by October 8 required for golf, day trips and trail ride

6:30 am – 2 p.m. Golf at Saguaro Course, We-Ko-Pa Golf Club

8 am – 5 pm Sedona day trip

9 am – 5 pm Apache Trail and Dolly Steamboat Cruise Day Trip

9:30 am – 12 pm Verde River Trail Ride

6 pm – 7:30 pm Opening Reception, Pool Patio

Saturday, November 13:

(All sessions in Wassaja 109-110)

7:30 am: Continental Breakfast (Wassaja Foyer)

8:45 am: Welcome & Day's Overview - Reggie Vanden Bosch

9:00 am: PROJECT WILDBIRD®: Options you have

9:30 am: WBFI Quality Standards: As Important As Ever

10:00 am: Break

10:30 am: Consumer Market Research Update -- Chuck Mattes

11:00 am: Feed Manufacturing and Distribution Requirements including

Good Manufacturing Practices (GMPs) - Brenda Ball

11:30 am: Traceability: 24 Hours is Not Very Long to Respond

12:00 pm: Lunch, Courtyard Plaza

1:30 pm: Creating Traffic to Your Website

2:00 pm: Third Party Audits - How the Food Industry Satisfies the Government and

Customers in One Process – Jerry Heath, Industrial Fumigant Co.

2:30 pm: WBFI Annual Member Meeting and Election of Officers

3:00 pm: Adjourn

4:15-8:45 pm: INOC at Rawhide at Wild Horse Pass

Rawhide is an 1880's Western town with lots of activities and shows for everyone.

See what's happening at www.rawhide.com

Buses leave the Radisson at 4:15 pm and depart Rawhide to return to the Radisson at 8:00 pm.

Dinner and beverages are included along with a complimentary ticket to one show.



***Speakers and topics will be a timely as possibly, but may be revised.*

2010 WBFI Annual Meeting Sponsorship Levels

The Wild Bird Feeding Industry strives to provide an informative, enjoyable annual meeting that's important to you and the entire industry. We value our sponsors and aim to meet your expectations. By sponsoring the WBFI Annual Meeting, you will be showcasing your company and reaching ALL attendees—something that would typically cost you additional time and resources if you were to try to reach them individually through your own marketing.

If you are interested in being the sole sponsor of one of these WBFI Annual Meeting activities, please contact Sue Hays for more information/pricing. *(If your company is unable to have personal representation at this year's Annual Meeting, please consider sponsoring an event to make sure you still have company name recognition at the event.)*

PLATINUM SPONSORSHIP LEVEL \$1000

One free meeting registration, ½ page company profile in printed onsite program, company material inserted into attendees' registration packets, company name on display throughout the meeting and on the WBFI website.

Platinum sponsors can choose to have ALL their sponsorship dollars dedicated to one event and receive recognition on signage at that event. For those Platinum sponsors that want to take advantage of this option, check your event choice below, otherwise leave blank.

Opening Reception: _____ Continental Breakfast : _____ INOC: _____
Hospitality Suite: _____ Morning & Afternoon Breaks: _____

GOLD SPONSORSHIP LEVEL \$750

One registration fee reduced to \$110, 1/4 page ad in the Onsite program, company material inserted into attendees' registration packets, company name on display throughout the meeting and on the WBFI website.

SILVER SPONSORSHIP LEVEL \$500

Company business card-sized ad printed in the Onsite program, company material inserted into attendees' registration packets, company name on display throughout the meeting and on the WBFI website.

BRONZE SPONSORSHIP LEVEL \$250

Company name printed in the Onsite program, company name on display throughout the meeting and on the WBFI website.

OUR THANKS TO THE 2009 ANNUAL MEETING SPONSORS:

PLATINUM SPONSORS

All Star Trading Company
Central Avian/Kaytee
D&D Commodities Ltd.
Essex Topcrop Sales Ltd.
ETO Sterilization
Northern Bag & Box
The Scotts Miracle-Gro® Co.

GOLD SPONSORS

Anderson Seed Co.
Imports Sterilization Inc.
Lebanon Seaboard Corp.
SunOpta Sunflower
Wagner's, LLC

SILVER SPONSORS

Emerson Milling Co.
Harrold Grain
Hawkeye Commodities
High Country Mercantile
Industrial Fumigant Co.
Premier Tech System Bratney
Sanimax Marketing Ltd.
Seatac Packaging/Manufacturing

BRONZE SPONSORS

Birdola Products
Bridgeway Trading
Central City Marketing & Processing
Central/Valley Bag & Supply
Coating Excellence Intl.
Commodity Marketing
Crest Flavor Co.
Essex Hybrid Seed Co. Ltd.

F.M. Brown's
Keystone Grain Ltd.
Nestibo Agra, Inc.
North Central Companies
North Star Packaging
Perry Brothers Seed, Inc.
SKE Midwestern
Specialty Commodities

Sunbird Inc.
Uncommon Carrier
Watkins Grain, LLC



Registration for 2010 Annual Meeting

Register in Members only now!

Company: _____ Name: _____

Email: _____ Phone: _____ Cell: _____

PLEASE REGISTER ME FOR (check all that apply):

_____ Annual Meeting: \$185
_____ Golf: \$165 (Typical Golf Score: Under 90 90-110 110+)
_____ Sedona Day Trip: \$110
_____ Apache Trail: \$110
_____ Verde River Trail Ride \$65

Companion/Spouse: Name: _____

Email: _____ Phone: _____ Cell: _____

PLEASE REGISTER ME FOR (check all that apply):

_____ Annual Meeting: \$100
_____ Golf: \$165 (Typical Golf Score: Under 90 90-110 110+)
_____ Sedona Day Trip: \$110
_____ Apache Trail: \$110
_____ Verde River Trail Ride \$65

(Companion/Spouse registrant does not attend Saturday general sessions.)

I'D LIKE TO BE A SPONSOR OF THE ANNUAL MEETING:

Platinum Sponsor \$1000 Gold Sponsor \$750 Silver Sponsor \$500 Bronze Sponsor \$250

TOTAL DUE FOR ALL WBFI ANNUAL MEETING ACTIVITIES: \$_____ Payment by: Credit Card Check

Card Type: Visa Master Card Discover American Express

Account # _____ Expiration: _____

Name on card: _____ Address on statement: _____

City: _____ State/Province: _____ Zip: _____

Signature: _____ WBFI Approval Code: _____



Save time and register online at www.wbfi.org
Checks for Annual Meeting Registrations
should be made payable to WBFI.
(No refunds will be given)

Please send a copy of this form in with your check.
If paying by credit card, please go to "Members Only"
on the website or fax this form to WBFI.

2010 WBFI ANNUAL MEETING TRAVEL INFORMATION

Hotel Information

November 12-13, 2010 in Scottsdale, Arizona
Registration Deadline: October 8, 2010

Radisson Fort McDowell Resort & Casino
Website: <http://www.radissonfortmcdowellresort.com/>
10438 N. Fort McDowell Road
Scottsdale/Fountain Hills AZ 85264
Phone: 480-789-5300

Reservations phone: 480-789-5300
Deadline for hotel reservations: Friday, October 8

Room rate: \$149/night
• Resort tax rate is 12%
• Resort fee has been waived for the WBFI.

The following are provided to WBFI guests:

- Bottled water
- Hi-speed internet in the sleeping room
- 24-hour Fitness Center Access
- Daily Newspaper
- In Room Safe
- Gratuities for bellman and room attendant are at your discretion

The Radisson Fort McDowell Resort is located just 24 miles from the Phoenix Sky Harbor International Airport (PHX) and is less than 30 miles from downtown Phoenix.

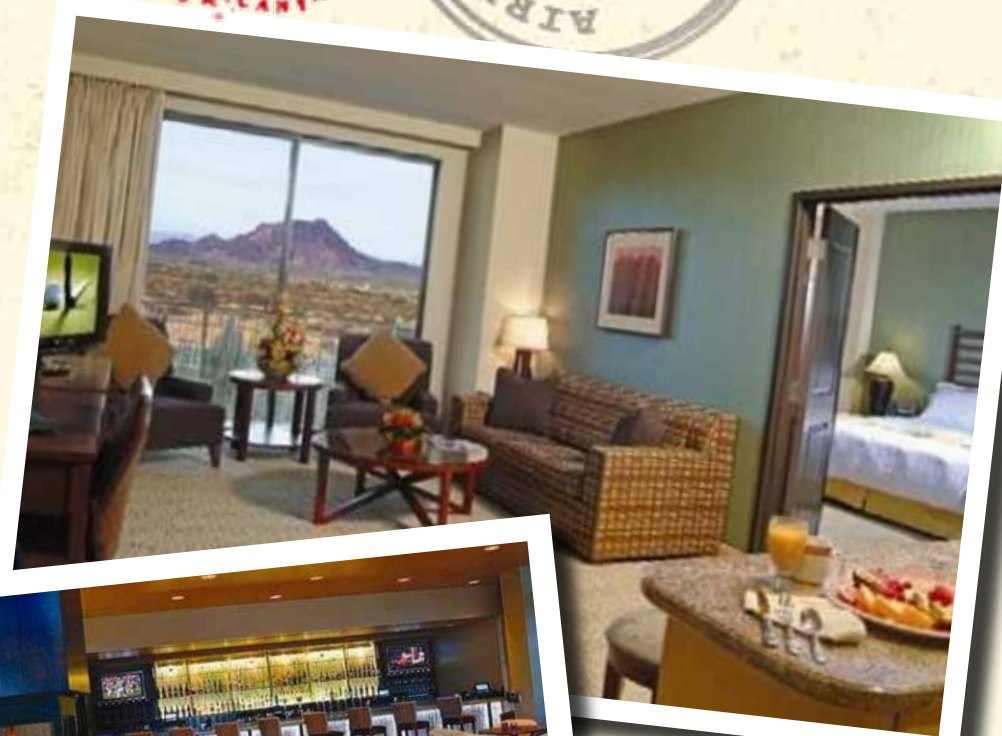
The Radisson Fort McDowell Resort has it all – even an on-site full service Scottsdale Casino! The Fort McDowell Casino is open 24-hours and offers exciting casino games and activities.

Link to on-line hotel reservations:

If you use the on-line hotel reservation system, you will need to put this code in the box marked for promotion code:

WBFI10

Leave the box marked Rate Code blank in order to receive the WBFI rate of \$149 per night.





ANNUAL MEETING ACTIVITIES OPTIONS

November 12-13, 2010 in Scottsdale, Arizona

Registration Deadline: October 8, 2010

Tournament Coordinator

Pam Connally

High Country Mercantile

307-587-0537

pam@highcountrymercantile.com



GOLF AT SAGUARO COURSE AT WE-KO-PA GOLF CLUB

Friday, November 12

\$165 per person includes:

- Round trip transportation from the hotel
- Box lunch delivered between 10 and 10:30
- 1/2 cart and tournament fee and bucket of balls
- All Radisson guests receive a 20% discount in the We-Ko-Pa pro shop
- Rental Clubs:
 - \$40 per set per round
 - PING G-12 golf clubs
 - Right- and left-handed clubs
 - Contact Derek Crawford at 480-789-8703 to reserve clubs in advance.

Transportation to the course starts at 6:30 am from the hotel lobby.

Shotgun start at 8:30 am.

In 2007, WBFJ golfers enjoyed the Cholla course at We-Ko-Pa. Now in 2010, a second 18 hole course, the Saguaro course designed by Bill Coore and Ben Crenshaw which opened December 16, 2006, will be the site for our annual tournament. The Saguaro course at We-Ko-Pa Golf Club is a desert golf experience unlike any other. Integrating design elements not commonly found in the desert, the course has more in common with older, more traditional courses where greens are close to tees and the course follows the natural movement of the land.

Saguaro has already been featured in numerous golf publications including Golfweek, which currently ranks it as the #1 public access course in Arizona. In addition, GOLF magazine named it one of the "Top 10 Best New Courses You Can Play" in the United States 2007.



ANNUAL MEETING ACTIVITIES OPTIONS

November 12-13, 2010 in Scottsdale, Arizona
Registration Deadline: October 8, 2010

Sedona Day Trip

Friday, November 12

Depart: 8 am Return: 5 pm

Per Person \$ 110.00

Price includes lunch, entry fees and bottled water.

Transit time: 2 hours 16 min. each way

To be true to the area's rich history, the Sedona single day tour gives you a chance to explore ancient Native American civilizations. The tour features one of two Sinaguan Indian ruins that existed along a busy trade route over a 1000 years ago.

Explore the Montezuma Castle National Monument and Jerome, the Billion Dollar Copper Camp, all as part of the day.

Once in Sedona, your options range from cultural and spiritual to adventurous and active. Spend approximately 3.5 hours in Sedona, where you can explore on foot, visit galleries and shops, or get a psychic reading. Guests are guided to our favorite photo spots to view and explore the wonders of this sculpted red rock playground. Your guide will help you choose from an extensive list of scenic options, including The Chapel Of The Holy Cross, Bell Rock Vortex, Oak Creek Canyon and Airport Mesa, to name a few.

Video: <http://www.detoursaz.com/sedona-phoenix.html> click on video

Tour Map: <http://www.detoursaz.com/sedona-phoenix.html> click on tour map



ANNUAL MEETING ACTIVITIES OPTIONS

November 12-13, 2010 in Scottsdale, Arizona

Registration Deadline: October 8, 2010

Apache Trail

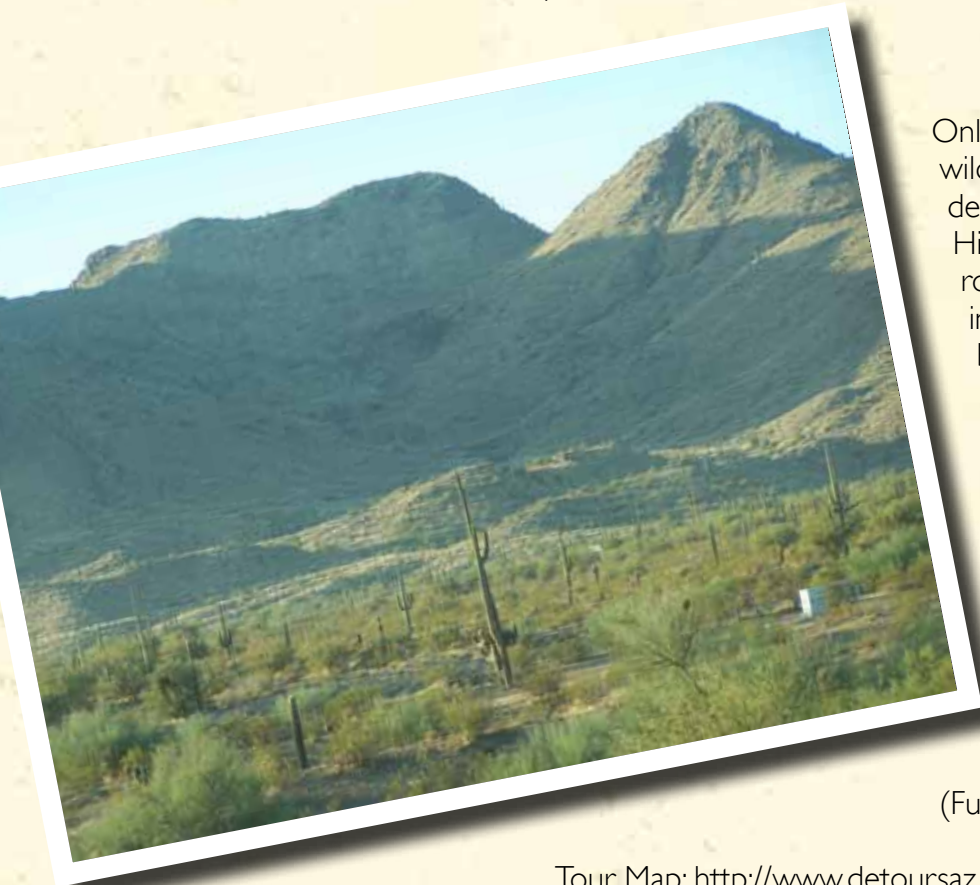
Friday, November 12

Depart 9 am, Return 5 pm

Per Person \$ 110.00

Price includes lunch at Tortilla Flat

Transit time: 1 hour each way.



Only minutes from the city, the Apache Trail is a true wilderness adventure and a perfect day in the Sonoran desert. Travel down Arizona's first designated "Historic Highway" and a scenic byway. This breathtaking road got its start as an Indian route and became the supply route for one of the first reclamation projects in the U.S.; now a system of four desert lakes, the largest being formed by Roosevelt Dam at the end of the trail.

The full day tour takes you to the ancient ruins of the Tonto National Monument where you can see fingerprints left by the Salado Indians who inhabited the area over 700 years ago. Next, hold on to your hat as we slowly wind up (or down) Fish Creek hill for an unforgettable view of the Superstition Mountain Wilderness. Then on to colorful Tortilla Flat and the ghost town of Goldfield where you'll get lunch and picture perfect glimpses into Arizona's rambunctious past.

During the tour, guests will enjoy a 1.5 hour scenic tour of Canyon Lake, aboard the Dolly Steamboat.

(Full service bar and rest rooms are on the Dolly Steamboat.)

Tour Map: <http://www.detoursaz.com/apache-trail.html#> click on Tour Map

Video: <http://www.detoursaz.com/apache-trail.html#> click on Video

ANNUAL MEETING ACTIVITIES OPTIONS

November 12-13, 2010 in Scottsdale, Arizona

Registration Deadline: October 8, 2010

Verde River Trail Ride

FRIDAY, NOVEMBER 12

Depart 9:30 am, Return 12:00 pm

Per Person \$ 65.00

Cost includes:

- Transportation to and from the Radisson Ft. McDowell Hotel
- Bottled Water
- All related permits
- Insurance
- Professional Guides

Riders should bring:

Athletic shoes

Comfortable clothing appropriate for the weather

Hat, sunglasses, sunscreen if necessary

Long pants are recommended

The Verde River Trail Ride is almost a spiritual experience: wild mustangs, bald eagles and other wild life will sometimes greet you while you're enjoying one of only two rivers in the Phoenix area.

There is a 10 person minimum for this activity.

If we do not meet this minimum by the close of registration on October 8, the ride may be cancelled.

