

making a splash in florida

wild bird feeding industry 2011 annual meeting



november 10-12
naples, florida



sue hays, executive director, wbf

888-839-1237

www.wbfi.org

shays@wbfi.org

2011 wbfj annual meeting dates: november 10-12, 2011 naples, florida

Registration: \$195 for members, \$149 for spouses

**Registration opens on Thursday, September 8 and closes on Monday, October 10
Hotel room block and special WBFJ rate expires on Monday, October 10**

DAILY SCHEDULE:

Wednesday, November 9:

8 am – 5 pm

WBFJ Board of Directors Meeting (Chokoloskee J)

Thursday, November 10:

8 am – 12 noon

10 am – 5 pm

4:30 pm – 6:30 pm

6:00 pm – 7:30 pm

WBFJ Board of Directors Meeting (Chokoloskee J)

Spa open (WBFJ discount may be used)

Registration (Sunset Terrace)

Hospitality Suite (Sunset Terrace)

Friday, November 11:

Pre-registration by October 10 required for golf, fishing, and day trips

7 am? – 2 pm Deep Sea, Back Bay, or Near Offshore Fishing (3/4 day)

8:00 am – 1:30 pm Everglades Excursion & Airboat Ride (includes lunch)

8:00 am – 12:00 pm Corkscrew Sanctuary Tour (no lunch included)

8:30 am – 12:30 pm Swamp Walk (lunch included)

9:56 am – 4 pm Golf at Naples Beach Hotel – tee times assigned

10 am – 5 pm Spa open (WBFJ discount may be used)

4:30 pm – 6:30 pm Registration

5 pm to 7 pm Opening Reception (Watkins Lawn)

Saturday, November 12:

7:30 am
8:30 am
8:45 am
9:30 am
10:00 am
10:15 am
10:45 am
11:00 am

(All sessions in Mangrove)

Continental Breakfast

Welcome and day's overview – Craig Brummell, Essex TopCrop, WBFJ President

FSMA Food Safety Legislation Impacts – Dr. Daniel McChesney, Director, Office of Surveillance and Compliance, FDA CVM

Labeling, Aflatoxin, and AAFCO/FDA cooperation - Ricky Schroeder, Office of the Texas State Chemist

Break

Patterns in Wild Bird Migration – John C. Robinson, The Scotts Miracle-Gro® Co.

Consumer Education using the PROJECT WILDBIRD® results – Dr. Ira Kaufman, Entwine Digital

Is the Facebook/Twitter revolution relevant to our industry's survival and your business' growth?
– Dr. Ira Kaufman, Entwine Digital

12:00 pm

1:30 pm

2:30 pm

3:00 pm

10 am – 6 pm

5 pm – 10 pm

Lunch (Immokalee Room)

Commodities Market Outlook: Impacts of Price Volatility – Dr. T. Randall Fortenbery, Washington State University

WBFJ Election of Officers & Annual Member Meeting

Adjourn

Spa open (WBFJ discount may be used)

INOC Beach Party BBQ with Sand Volleyball (Food & Beverage @ Chickee Hut, Sand Volleyball @ Penthouse Beach)

Sunday, November 13 and Monday, November 14:

10 am – 5 pm

Spa open (WBFJ discount may be used)





2011 wbfj 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 WBFJ 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 WBFJ 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 WBFJ 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 \$120, 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 WBFJ 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 WBFJ website.

BRONZE SPONSORSHIP LEVEL \$300

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



thank you 2010 wbfj annual meeting sponsors

PLATINUM SPONSORS:

All Star Trading
D&D Commodities Ltd.
Essex TopCrop Sales Ltd.
ETO Sterilization
Central Avian/Kaytee
Lebanon Seaboard
Northern Bag & Box
Red River Commodities

GOLD SPONSORS:

Anderson Seed Company
Cereal By-Products Company
ISI of Baltimore
Roy Legumex, Inc.
SunOpta Sunflower
Wagner's, LLC

SILVER SPONSORS:

Central Life Sciences
Crest Flavor Co.
Hawkeye Commodities
High Country Mercantile
Industrial Fumigant
Pine Tree Farms

BRONZE SPONSORS:

All Treat Farms Ltd.
Armstrong Milling Co. Ltd.
Central/Valley Bag & Supply
CHS Inc.
Duncraft, Inc.
Emerson Milling Inc.
Essex Hybrid Seed Co. Ltd.
F.M. Brown's Sons, Inc.
Keystone Grain Ltd.
North Star Packaging
Safflower Technologies Intl.
Sea Tac Packaging
SKE Midwestern, Inc.
Specialty Commodities, Inc.
Uncommon Carrier
Watkins Grain LLC



registration for 2011 annual meeting

Register in Members only now! Save time and register online at www.wbfi.org. If paying by credit card, go to "Members Only" on the website or fax this form to WBFI. Checks for Annual Meeting Registrations should be made payable to WBFI. No refunds will be given. Please send a copy of this form with your check.

Company: _____ **Name:** _____

Email: _____ **Phone:** _____ **Cell:** _____

PLEASE REGISTER ME FOR (check all that apply):

_____ Annual Meeting: \$195
_____ Golf: \$125 (Typical Golf Score: Under 90 90-110 110+)
_____ Fishing: \$185
_____ Corkscrew Swamp Sanctuary Tour: \$50
_____ Everglades Excursion and Airboat Ride: \$165
_____ Swamp Walk: \$150

Companion/Spouse: Name: _____

Email: _____ **Phone:** _____ **Cell:** _____

PLEASE REGISTER ME FOR (check all that apply):

_____ Annual Meeting: \$149
_____ Golf: \$125 (Typical Golf Score: Under 90 90-110 110+)
_____ Fishing: \$185
_____ Corkscrew Swamp Sanctuary Tour: \$50
_____ Everglades Excursion and Airboat Ride: \$165
_____ Swamp Walk: \$150

(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 \$300

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: _____

hotel information

NAPLES BEACH HOTEL & GOLF CLUB

Website: www.naplesbeachhotel.com
851 Gulf Shore Boulevard N.
Naples FL 34102
Phone: 800-866-1945 or 239-261-2222

Reservations phone: 800-237-7600
Deadline for reservations is Monday, October 10

Room rate \$155.00 per night plus

- Resort fee of \$15.00 + 6% sales tax per room, per night
- Sales tax of 10%
- The WBFJ rate is good for three days before and three days after our meeting

Airport Transportation

- Taxi - \$50 each way
- Town Car – Call Naples Tour & Travel 239-262-7300

The following amenities are provided by the Hotel to the WBFJ group:

- Wireless internet in the sleeping room
- Local/800 calls
- Fitness center
- Incoming faxes
- Recreational service charge
- Self/Valet parking
- Daily newspaper delivery
- Daily in-room coffee & tea

Hotel location for airline reservations

Naples is located approximately 100 miles west of Miami and Ft. Lauderdale, 150 miles south of Tampa and is easily reached by automobile. Most major domestic carriers and several international airlines provide frequent service into Southwest Florida International Airport, just 35 minutes from the resort. For driving instructions, you can visit the hotel website www.naplesbeachhotel.com.

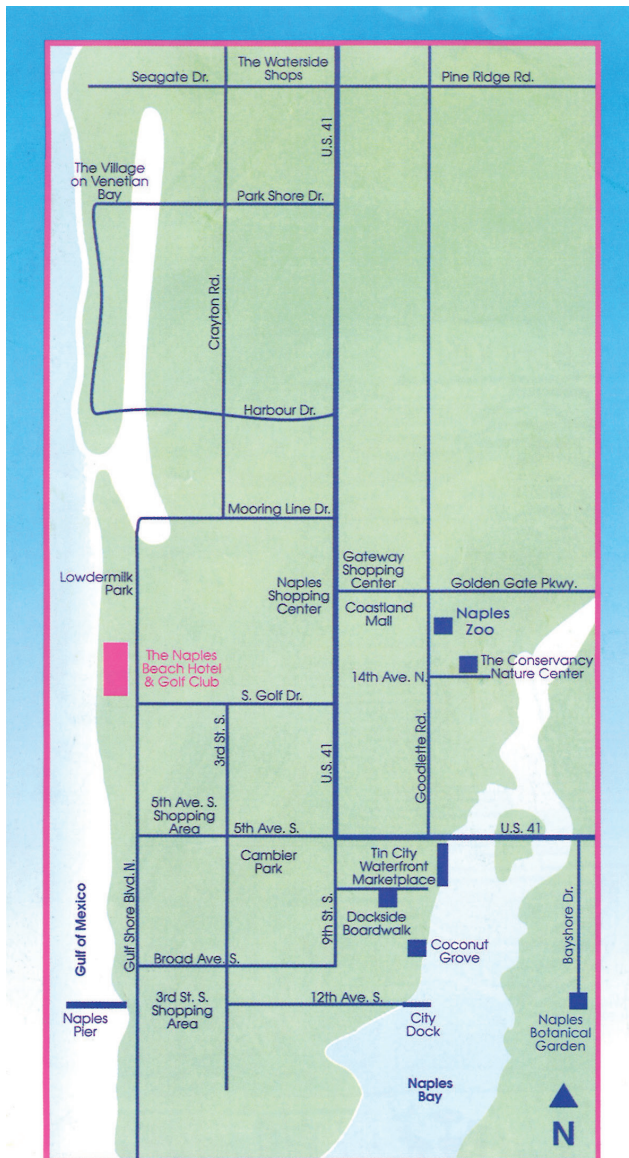
Link to on-line reservation system

Members Only has a link to the Naples Beach Hotel on-line reservation system. You will find the link on the Members Only home page and on the 2011 Annual Meeting information page in Members Only.



The Naples Beach Hotel
& Golf Club

on-site dining options



HB's On the Gulf

Naples' only beachfront restaurant, featuring fresh regional seafood and delicious steaks. Open daily from 11:30 am for lunch and dinner.

THE SEMINOLE STORE

Fun, casual spot for fresh gourmet coffee, fresh bakeries, sandwiches, pizza, ice cream and assorted packaged items. Open daily from 6:30 am.

THE EVERGLADES

Dining with Gulf views. Daily breakfast buffet plus our glorious Sunday brunch served seasonally. Located just off the lobby. Open daily from 7:00 am.

Sunset Beach Bar

AT THE NAPLES BEACH HOTEL & GOLF CLUB

Featuring great tropical drinks, nightly entertainment along with beautiful sunsets. Open daily from 11:00 am.

BROADWELL'S RESTAURANT

Located at the north end of the Clubhouse by the driving range, Broadwell's is open seasonally for lunch from 11:30 till 3:00 pm, with Totch Browns Bar inside Broadwell's open till 5:00 pm.

LOBBY BAR

Join us for a drink at the Lobby Bar, where you'll find a casually chic atmosphere and one more place to relax and enjoy an amazing sunset. Piano entertainment provided on select evenings.



golf

WBFJ Tournament Coordinator
Pam Connally
High Country Mercantile
307-587-0537
pam@highcountrymercantile.com

Date of 2011 WBFJ Golf Tournament:
Friday, November 11:

Measuring 6,488 yards, this championship par 72 (the course record is 63, nine under par, a record set in 1963 by head golf professional Paul Bell while playing with Gene Sarazen, Henry B. Watkins Sr. and Patty Berg) Florida golf resort was built in the late 1920's and is the oldest course in the Naples, Florida community. The course was redesigned in 1948 by Mark Mahanna. Further design enhancements were made in 1980, 1993 and 1998 by well-known golf architect Ron Garl. Since June 1, 2011, the fairways have been refurbished and the course re-opened on September 2. Walk across the street from the hotel to the golf course for this year's tournament.

\$125 per person includes:

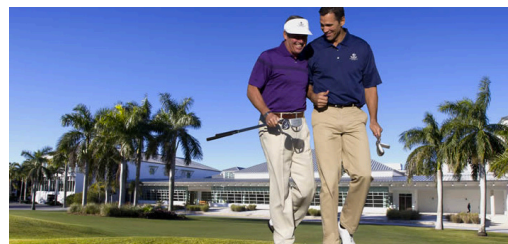
- ½ cart and tournament fee and bucket of range balls
- Box lunch in your cart at your tee time
- Tee times of 9:56, 10:04, 10:12, 10:20, 10:28, 10:36, 10:44, 10:52, and 11:00 am
- Only 40 golfers possible due to other bookings at the course so sign up early
- Mulligans will be available from Pam Connally prior to teeing off

Rental Clubs:

- \$45 - \$55 per set per round
- Right- and left-handed clubs
- Contact the Pro Shop at 239-435-2475 to reserve clubs in advance.

Prize Awards for 2011:

Starting this year, the golf prize money will be awarded based on a drawing instead of the lowest score. All golf teams are eligible to win because all golf teams will be entered for the drawing. Be sure to attend the Opening Reception to see who wins.





The Naples Beach Hotel & Golf Club

Owned and operated by the Watkins family since 1946, the resort features Naples' oldest golf course. This 6488 yard, par 72 course was built in the late 1920's and redesigned in 1948 by Mark Mahanna. Further design enhancements were made in 1980, 1993 and 1998 by well known golf architect Ron Garl. We are host to the Florida State PGA Senior Men's Open Championship and many other state and national association events. Our resort has also been voted one of "The Top 50 Women Friendly Golf Courses" in the U.S. by Golf For Women Magazine.

851 Gulf Shore Blvd. North
Naples FL 34102
(239) 261-2222
www.naplesbeachhotel.com



USGA Rules Govern All Play Except as Noted Below

Out of Bounds: Holes #1, 2, 3, 4, 9, 14, 15, 16, 17 and 18 are designated by White Stakes

Lateral Water Hazards: Holes #2, 3, 5, 6, 7, 8, 10, 13, 14, 15, 16 and 18 are designated by Red Stakes or Red Lines.

Cross Roads and Cart Paths: Ball may be lifted and dropped within one club length of nearest point of relief, but no nearer the hole with no penalty.

Embedded Ball Through the Green Except Loose Sand: Ball may be lifted and dropped as near as possible but not nearer the hole with no penalty.

Flower Beds: Ball shall be lifted and dropped within one club length of nearest point of relief but not nearer the hole with no penalty.

Cross Wires: If a ball is deflected by cross wires the stroke shall be cancelled and replayed with no penalty.

**Sprinkler Head Yardages to Center of Green Red Disk -100,
Black/White Pole - 150, Blue Disk - 200
Rest Rooms - Holes #6, #7 and #14.**



George Willard
PGA Professional



Dick Naccarato
Course Superintendent



deep sea, back bay, or near offshore fishing

Time:

7 am (approximately) to 2 pm
(3/4 day fishing excursion)

Price:

\$185/person includes:

- ¾ day fishing excursion
- Beverages and snacks on your boat
- Transportation to and from the pier

It's been a couple of years since we had the chance for fishing, so we're going to take full advantage of this opportunity to fish the Florida coast. Next year, we'll be in Palm Springs, California.



Rob Mann, All Star Trading, is coordinating the fishing for us this year. When you select the "fishing" activity from the on-line registration area, Headquarters will contact you to ask which fishing option you prefer.

WBFI reserves the right to cancel this activity if we do not get the number of people we need for a boat. In the event this activity is cancelled due to weather or not enough people, your money will be refunded or you may switch to another day trip activity at no additional cost.



corkscrew swamp sanctuary tour

Time:

8:00 am to 12:00 pm

www.corkscrewsanctuary.org

Price:

\$50/person (no lunch included) Includes:

- Transportation to/from Corkscrew Swamp Sanctuary
- Guided short-loop walking tour

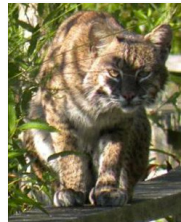
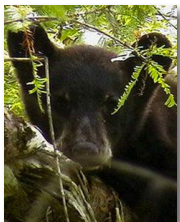
Approximate travel time to drive to Corkscrew in November:

Depending on traffic, it should take about 45 minutes to 1 hour from the Naples Beach Hotel

Sanctuary naturalists lead an interpretive 2-hour short loop walk along the boardwalk through Pine Flatwoods, Wet Prairies, Bald Cypress swamp, marshes and also two lake areas and past two feeder areas. You never know what wildlife you will see, but generally there are lots of birds (the Sanctuary is host to 200 species of birds throughout the year), and sometimes mammals, reptiles and others. The old growth forest itself is amazing to see. By November, a lot of the migrating birds will be back and there should be good Painted Bunting activity at our feeders. The water level will be high at that time of the year, so you will get a good appreciation of the swamp environment. For more information you can visit the Sanctuary's website at www.corkscrewsanctuary.org.

People visit from all over the world, drawn to the Sanctuary by the old growth forest and the chance for wildlife sightings. Corkscrew Swamp Sanctuary was established in 1954 by the National Audubon Society to protect the largest remaining stand of old growth cypress forest in North America. Some of the cypress trees in the Sanctuary are close to 700 years old. Today Corkscrew Swamp Sanctuary protects 13,000 acres of native Florida habitat.

The minimum number of people needed to book this walk is 14 people. In the event we do not get enough people signed up for the walk, WBF1 will refund your money or switch you to another day trip activity at no additional charge.



everglades excursion and airboat ride

Time:

8:00 am to 1:30 pm

Price:

\$165/person includes:

- Interactive Eco-Tour Guide
- 45-minute Airboat Rides
- "Taste of the Everglades" lunch at The Oyster House
- Sunscreen and insect repellent
- Complimentary bottled water
- Comfortable, casual clothing and hat is recommended



This AAA-approved Eco-Tour allows you to experience the fascination and mystique of one of the most beautifully diverse areas in the world – the Everglades. The adventure begins as you depart the Naples Beach Hotel in luxury mini coaches driven and escorted by experienced tour guides. The guides provide full narration of the Everglades, including facts on the distinct eco-systems and precious wildlife that thrive in this area. You will be educated on everything from the history of the Seminole trading business to the strong conservation efforts to save endangered wildlife. Here are your stops along the tour:

- Airboat Adventures: Enjoy a 45-minute authentic airboat ride. Who better to know and appreciate the Everglades than a true native Seminole? The experienced airboat guides will take you deep into the preserve to see exotic animal and plant life, rare species of birds and, oh yes, alligators. You will glide effortlessly through both waterways and marshlands, down paths and around ponds, where you get the chance to observe a slice of nature that most people only see in pictures or on TV.
- Fakahatchee Strand State Preserve State Park: Enjoy some of the Fakahatchee's pristine environment on the Big Cypress Bend boardwalk which provides easy hiking access along a 0.8-mile boardwalk. Here you can walk past trees draped with orchids and other air plants while ancient cypress trees tower above you. This boardwalk is the first major roadside stop along the Tamiami Trail after leaving Naples. There is a small Seminole Indian Village at the entrance of the boardwalk. The boardwalk is great for bird watching and spotting alligators, otters, and other wildlife.
- Ochopee Post Office: The smallest post office in the country is located just south of State Road 29 on the Tamiami Trail. Post cards and stamps are on sale and there is no charge for postmarking of your own pre-stamped mail.
- The World Famous Oyster House Restaurant: One of Southwest Florida's most impressive selections of seafood, fresh from the fishermen's nets to your table, is your lunch destination. The unique location offers picturesque vistas overlooking the 10,000 Islands. The Oyster House's Old Florida charm is matched only by the beautiful waterfront views and their incredibly fresh and succulent seafood.

The minimum number of people needed to book this Everglades Excursion is 10 people. In the event we do not get enough people signed up for the Everglades Excursion, WBFi will refund your money or switch you to another day trip activity at no additional charge.



swamp walk

Time:

8:30 am – 12:30 pm

Price:

\$150/person includes:

- Structured 4-hour tour
- “Taste of the Everglades” luncheon at The Oyster House
- Bottled water



Scared of the swamp? Intrigued by the swamp? Then explore the swamp. It will forever change you. It has been said that only by getting wet can one get into the heart of the Everglades. Step off the “beaten path” and into this watery wilderness for a truly unique experience share by few. Take a walk on the wild side with an experienced naturalist guide on an educational adventure deep into the Everglades.

Note: You may be up to waist deep in water in some areas. Walking sticks are provided. Wear long pants and closed-toed shoes. Bring a hat and a change of clothes/shoes.

The World Famous Oyster House Restaurant: One of Southwest Florida’s most impressive selections of seafood, fresh from the fishermen’s nets to your table, is your lunch destination. The unique location offers picturesque vistas overlooking the 10,000 Islands. The Oyster House’s Old Florida charm is matched only by the beautiful waterfront views and their incredibly fresh and succulent seafood.

The minimum number of people needed to book this Walk is 2 people. In the event we do not get enough people signed up for the Walk, WBF will refund your money or switch you to another day trip activity at no additional charge.



spa

Hours of operation:

10:00 am – 5:00 pm (6 pm on Saturday)

The WBFI has arranged for you to receive the following specials when you book a spa treatment Thursday, November 10 through Monday, November 14:

- \$20 off any massage, body treatment or facial of \$100 or more. This offer cannot be used in conjunction with other offers.
- A manicure and pedicure \$75, when booked together. These treatments are normally \$95.
- Also check the hotel website www.naplesbeachhotel.com for more discounted specials on spa services during our Annual Meeting

The Spa located at the Naples Beach Hotel and Golf Club luxury resort has been created to provide you with exceptional treatments that have been cultivated for the purpose of heightening relaxation and beauty. The luxury spa is just one of the many amenities offered by this Naples, Florida resort to make your stay with us an unforgettable one.

For questions and to book your spa treatment Thursday, November 10 through Monday, November 14, please call the spa at 239-659-4304 and ask for the Wild Bird Feeding Industry special pricing.

