



wild bird
feeding
industry
annual
meeting



november
6-9

palm
springs, ca

2012



register on-line at www.wbfi.org

2012 wbfj annual meeting daily schedule:



Registration: \$195 for members, \$149 for spouses (same as 2011)

Registration opens on Thursday, September 13 and closes on Friday, October 5
Hotel room block and special WBFJ rate expire on Friday, October 5

SCHEDULE:

Monday, November 5:

8 am to 5 pm - Board of Directors meeting (Palm Canyon)

Tuesday, November 6:

8 am to Noon – Board of Directors meeting (Palm Canyon)

11:30 to 1 pm – Registration (Hotel Lobby)

1 to 4 pm – Wild Bird Feed Labeling Workshop (Horizon II) (No charge and WBFJ Annual Meeting Registration Required)

See page 7 for details. Presented by Ricky Schroeder, Office of the Texas State Chemist

4:00 to 6:30 pm – Registration (Hotel Lobby)

5 to 7 pm – Hospitality Suite (Room 164)

Wednesday, November 7:

7am to 2 pm – Golf at Tahquitz Creek Golf Resort (7 am depart Hilton, 8 am shotgun start) See page 8 for details

9:30 am to 3 pm – Palm Springs Aerial Tram (includes lunch at tram) See page 9 for details

9:30 am to 3 pm – Palm Springs Air Museum (lunch on your own) See page 10 for details

4:30 to 6:30 – Registration (Hotel Lobby)

6 to 8 pm – Opening Reception (Poolside)

Thursday, November 8:

All breaks and general sessions are in the Horizon Ballroom, 2nd Floor

7:30 am Continental Breakfast and registration

8:30 am Welcome and day's overview – Craig Brummell, Essex Topcrop, WBFJ President

8:45 am Size of our industry: Results from the Industry Statistics Research – Cleveland Research

9:30 am Ricky Schroeder, Office of the Texas State Chemist: Labels vs. Labeling, AAFCO/FDA update

10:00 am Break

10:15 am Wild Bird Populations: Are they really in decline? How will they impact our future? – John Robinson, On My Mountain

11:15 am My Birdz Consumer Education update: What My Birdz is doing for your business – WBFJ Research Foundation Trustees

Noon Lunch, Plaza Ballroom (First floor)

1:30 Commodities Market Outlook – Dr. T. Randall Fortenbery, Washington State University

2:30 WBFJ Election of Officers and Annual Member Meeting

3:00 Adjourn

5:00 to 8:00 pm INOC Luau Poolside

2012 wbf 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 WBF 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 these people individually through your own marketing.

If you are interested in being the sole sponsor of one of these WBF 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 meetings and events.)

PLATINUM SPONSORSHIP LEVEL \$1000

One free meeting registration, one page company profile in printed Onsite program, company material inserted into attendees' registration packets, company name on display at your sponsored event throughout the meeting and on the WBF 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: _____ Wild Bird Feed Labeling Workshop: _____

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 WBF 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 WBF website.

BRONZE SPONSORSHIP LEVEL \$300

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



PLATINUM SPONSORS:

All Star Trading
All Treat Farms Ltd.
Central Avian/Kaytee
Consumed Group - ETO Sterilization
D&D Commodities Ltd.
Essex Topcrop Sales Ltd.
Lebanon Seaboard Corp.
Northern Bag & Box Company
Red River Commodities
Scotts Miracle-Gro®
Warner Packaging

GOLD SPONSORS:

Central Life Sciences
Cereal By-Products Company
Hawkeye Commodities Co.
High Country Mercantile Inc.
SunOpta Grains and Foods Inc.
Wagner's LLC

SILVER SPONSORS:

Bridgewell Resources
The Industrial Fumigant Co. LLC
Nuts for Wildlife
Sunbird Inc.

BRONZE SPONSORS:

Alpine Ingredients LLC
Armstrong Milling Co. Ltd.
Birdola Products
Bridgeway Trading Corp.
CHS Sunflower
Hiatt Manufacturing, Inc.
Keystone Grain
Legumex Walker
North Star Packaging
North Central Companies
Specialty Commodities
Valley Bag



thank you
2011 wbfi
annual
meeting
sponsors

registration for 2012 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 email 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+)
_____ Palm Springs Tram Tour: \$85 (Includes transportation, tram ticket, and lunch)
_____ Palm Springs Air Museum Tour: \$55 (Includes transportation; lunch on own)

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+)
_____ Palm Springs Tram Tour: \$85 (Includes transportation, tram ticket, and lunch)
_____ Palm Springs Air Museum Tour: \$55 (Includes transportation; lunch on own)

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

I'D LIKE TO BE A SPONSOR OF THE ANNUAL MEETING: (See page 3 for sponsorship benefits)

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

Hilton Palm Springs Resort

Website: www.hilton.palmsprings.com
400 East Tahquitz Canyon Way
Palm Springs CA 92262
Phone: 760-320-6868

Reservations phone numbers:
USA: 800-522-6900
Canada: 800-527-8020

Deadline for reservations is October 5, 2012.

Room Rates \$139 per night single/double occupancy plus:

- 15.60% occupancy tax
- \$1.14 utility user's fee
- Resort fee in the amount of \$8.00 is included in our group rate
- The WBFI rate is good 3 days before and 3 days after our annual meeting dates.

Airport Transportation:

- Palm Springs Airport – 2 miles away, complimentary shuttle service or taxi (\$10.00)
- Ontario CA International Airport – 65 miles away, drive time is approximately 1 hour
- Los Angeles International Airport – 110 miles away, drive time is approximately 2.5 hours
- Check their website www.hilton.palmsprings.com Maps & Directions for more information

The following amenities are provided by the hotel to our WBFI group:

- Local calls up to 30 minutes
- 24-hour fitness center
- Self-parking
- Airport shuttle, both ways (to Palm Springs Airport)
- High speed T1 lines
- 2 for 1 dinner coupon on selected entrees in the Terrace Restaurant
- Faxes, 5 incoming pages
- Elements Spa 15% discount coupon





1:00 - 4:00 p.m. November 6:

Are wild bird food labeling issues keeping you awake at night? Then you need the WBF Wild Bird Food Labeling Workshop on November 6, 2012! You'll learn the answers to these questions and many others:

Who regulates labeling of wild bird food?

Do I need to register labels, or is just a feed license required?

What is labeling, anyway? Is my web site exempt from labeling requirements? What about brochures, point-of purchase information, etc.?

Is a label needed on pallets, bulk shipments or shipping papers?

What must absolutely, positively be on the label, and just how accurate does it need to be?

Can I get a little "creative" with my product name?

What non-required information can I add to the label, and is it regulated too?

Are human allergen statements required on wild bird food?

What about multi-packs, combo-packs and variety packs? Do they need separate labels?

Do revisions to an existing label make it into a new product?

Does the Food Safety Modernization Act contain new label requirements?

Is any regulatory agency going to analyze my product to see if the actual weight, ingredients and/or guaranteed analysis match my label?

(No wonder I can't sleep!)



Date of 2012 WBF Golf Tournament:

Wednesday, November 7

8 am shotgun start

Bus leaves Hilton Palm Springs at 7 am (Buffet breakfast at Tahquitz Creek Golf Resort)

Approximate return time is 2 pm (Buffet lunch at Tahquitz Creek Golf Resort)

2012 Tournament Location:

Tahquitz Creek Golf Resort (<http://www.tahquitzgolfresort.com/>) is one of the premier public golf courses in Palm Springs, CA. Located in the Coachella Valley, minutes from the Hilton Palm Springs, Tahquitz Creek Golf Resort offers two challenging championship golf courses. Golf Digest recently rated Tahquitz Creek Golf Resort as “One of the Best Places to Play”. We will be playing the Resort Course, a well known Ted Robinson desert links style design offering beautiful mountain views along with scenic waterscapes and undulated greens that are friendly, yet demanding.

Dress code:

Men: Shirt with a collar, no denim

Ladies: Shirt with a collar or sleeves, no denim

Rental Clubs:

Call Brian Stastny at 760.328.1005 ext. 224 to reserve your rental clubs

Cost is \$50.00 per set for Taylor Made rental and includes:

Taylor Made Burner Superfast Driver

Taylor Made Burner Superfast 3 Wood

Taylor Made Rescue 09 Hybrid

Taylor Made 2011 Burner 2.0 4-SW Irons

Taylor Made Rossa Classic Putter

A valid credit card, drivers license (or state issued ID) and signed rental agreement is required to rent clubs. Please contact Brian Stastny at 760.328.1005 ext. 224 to reserve your rental clubs.

\$125 per person includes:

- Transportation to and from Tahquitz Creek Golf Resort
- Buffet breakfast and lunch
- Half cart, green fee, and range balls
- Bottled water for each player
- 15% discount on golf shop merchandise (10% on sales items)
- Yardage card and tees
- 2 draft beers or fountain sodas

Each player also receives a coupon good for one free future round of golf (cart fee required, some restrictions apply – contact Tahquitz Creek Golf Resort for details).

palm springs aerial tram

www.pstramway.com/index.html

9:30 am departure from the hotel on the same bus as the air museum group

1:30 pm departure from the tram

2:00 pm arrive at the hotel



Aboard the Palm Springs Aerial Tramway, the world's largest rotating tramcar, you will experience a breathtaking journey up the sheer cliffs of Chino Canyon. Begin the 10 minute ride at the Valley Station – elevation 2,643 ft. and end at the Mountain Station – elevation 8,516 ft. No matter what the season, you will enjoy spectacular views on this one-of-a-kind experience.

Our WBFI group of 15 people minimum will take advantage of the Tram's Lunch 'n Dine. Your price for this day trip includes transportation to and from the Tram, round-trip Tram ride and lunch at the Pines Café, a cafeteria-style restaurant. The menu features a choice of two entrees daily and a small green salad, vegetables, roll & butter, non-alcoholic beverage. Dessert not included.

Our group of 15 or more WBFI members and spouses/ companions will have an advance reservation for this activity. You will board the bus at 9:30 am for a 10 am arrival at the tram. Your bus will depart the tram at 1:30 pm to bring you back to the Palm Springs Hilton by 2 pm.

\$85.00 per person includes your round trip transportation, your tram ticket, and your lunch in the Pines Café.

WBFI may cancel this day trip if too few people sign up. In the event of cancellation, refunds will be given.



palm springs air museum

www.palmspringsairmuseum.org



9:30 am departure from the hotel on the same bus as the tram group
1:00 pm departure from the air museum
1:15 pm arrive at the hotel

The Palm Springs Air Museum is dedicated to the preservation, presentation and interpretation of the air power of World War Two and Korea. Trip Advisor ranks the Air Museum #3 out of 67 things to do in Palm Springs. One comment from Trip Advisor reads: The collection of aircraft is very impressive and the volunteers are on hand to answer any questions you may have. Be sure to take the walk through the flying fortress.

The Buddy Rodgers Theater shows Daily Documentaries about aviation in the military with a special emphasis on World War Two. In addition to airplanes and many artifacts and other historical pieces, the museum contains a library with over 6200 volumes relating primarily to aviation and American military history.

There are extensive museum displays and documentary films. There are often exhibition flights. Visitors can participate in the sights and sounds that have made history.

\$55.00 per person and includes your round trip transportation. Lunch on your own (there is a café at the Air Museum).

WBFJ may cancel this day trip if too few people sign up. In the event of cancellation, refunds will be given.