



NEWS RELEASE

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Contact: Margaret Collins

Media & PR Specialist

Phone: 888-302-2473 ext. 116

Wild Birds Unlimited Franchisees will Flock to the Northwest

CARMEL, INDIANA – Wild Birds Unlimited franchisees will converge on the Hyatt Regency Hotel and Meydenbauer Convention Center in Bellevue, Washington June 25 – 29 to participate in their Annual Meeting.

This year's Wild Birds Unlimited Annual Meeting, themed *A Business That Enhances Your Life*, will focus on streamlining and implementing processes that will help franchisees run an efficient business while improving their cash flow and bottom line.

"Owners have been asking for time management workshops at Annual Meeting," said Pat Perkinson, Vice President of Retail Sales. "This year we are excited to bring in E-Myth Worldwide, the leader in small business coaching, to work with our owners on identifying the three major perspectives that drive business decisions – entrepreneur, manager and technician. This will be a highly interactive session that will help our owners take their business to the next level," added Perkinson.

The E-Myth seminar is titled *Work On It, Not Just In It: Creating a Systems Dependent Business*. It expands on the business principles made popular in Michael Gerber's best selling book, *The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It*.

This is the 24th year Wild Birds Unlimited has hosted an Annual Meeting for franchise store owners. Wild Birds Unlimited Annual Meetings allow franchisees to come together and share ideas, receive training, get energized and hear from guest speakers whose expertise ranges from ornithology to retailing.

"This is a must-do event," said Jim Ullrich, owner of the Gig Harbor, WA Wild Birds Unlimited store. "I don't think owners can afford to miss the seminars, the Vendor Mart and most importantly the camaraderie of store owners from around the country sharing their successes and disappointments," added Ullrich.

Wild Birds Unlimited is the original and largest franchise system of backyard bird feeding and nature specialty stores with more than 275 locations throughout the United States and Canada. Wild Birds Unlimited specializes in bringing people and nature together with bird feeding and nature products, expert advice and educational events. Visit our Web site to learn about franchise opportunities and shop online at www.wbu.com.

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