

## Birdwatch America 2009 Honors Exhibitors

Friday, February 27, 2009, 11 p.m., EST

Tim von Gal, vice president of Urban Expositions, presents Steve Deines of Cast Paper Art with the award for best new product. (Courtesy of Birdwatch America)

Tim von Gal, vice president of Urban Expositions, presents Sandy and Vicki Wallace of Texas Butterflies with the award for best booth display. (Courtesy of Birdwatch America)

Tim von Gal, vice president of Urban Expositions, presented, from left to right, Kelly Rozick, Tye Gantz and Tom Lokitus of Woodstream with the award for best website. (Courtesy of Birdwatch America) Birdwatch America, a backyard-nature products trade show, was held Jan. 9 to 10 in Atlanta, Ga. The show recognized exhibiting companies that showed excellence in new product design, booth display and website design.

Attendees selected blooming favors by Cast Paper Art, of St. Louis, Mo., as the best new product for 2009. Blooming favors are ornaments made out of 100 recycled cotton, fresh flowers and wildflower seeds that bloom when planted.

Attendees also selected Texas Butterflies, makers of lawn and garden art, as having the best booth display. The Abilene, Texas-based company was recognized for its visually-stimulating and well-organized booth.

Industry professionals and show management selected Woodstream Corp., of Lititz, Pa., as the best website. Woodstream manufactures and markets rodent control products, caring control products for pets and wildlife, wildbird feeding products and garden décor. The company's website ([www.woodstream.com](http://www.woodstream.com)) received top marks for accessibility, visual appeal, navigation and all-around informative layout.

The 2009 show featured a new Friday to Saturday date to better align with buying schedules of retailers visiting the Atlanta marketplace in January. A new educational program format featured seminars running throughout Friday and Saturday, including an early morning "Birding Summit" panel discussion that touched on some of the industry's hottest topics.

Urban Expositions, of Kennesaw, Ga., which owns and manages Birdwatch America, did not release attendance numbers, citing company policy.