

AEA CONVENTION BOD Meeting – Wednesday AM – July 12, 2017

9 AM

OLD BOARD

Roll Call – Betty Lou Cauffman, JoAnna Stinar, Carolyn Palo, Terry Turner, Joylene Reavis, Jay Winslow, Brian Smith
Guest – Andy Martin

Minutes – * Carolyn motioned to accept the minutes as written. Terry seconded. Motion carried.

Financial Report – * Jay motioned to accept the minutes as written. JoAnna seconded. Motion carried.

AEA Phone Report – The AEA continues to receive calls about birds and oil.

Board Assistant - the possibility of using an assistant during convention board meetings was discussed.

Magazine Advertising Renewal – Hobby Farm & Grit “sister” publication. Betty Lou will call for details.

Oil Committee – Will discuss the discrepancy between the Bottler Application and the Refinery Application.

Retiring Board Member Email List 3 Month Retention –The board was in agreement that retiring board members should be kept on the board email list for 3 months to assist with the new member transitions. * Terry Motioned to keep retiring BOD members on the BOD YahooGroups email list for 3 months to assist with the new member transitions. Carolyn seconded. Motion carried.

2017 Convention – Announcements throughout the convention and who will make them was discussed.

2018 Convention – The hotel contract has been signed.

New Website – Website should be ready for the Friday morning session. It will NOT be ready to launch for a while. JoAnna will be the new webmaster.

Convention Reimbursement – AEA reimbursements to board members was discussed.

Proxy Votes – The proper handling of proxy votes was discussed.

Convention BOD Meetings – BOD meetings currently run from 9 AM Wednesday to 11 AM Monday. New board will set dates and times for future conventions.

AEA CONVENTION BOD Meeting - Wednesday PM – July 12, 2017

1 PM

NEW BOARD

Roll Call – Betty Lou Cauffman, JoAnna Stinar, Terry Turner, Joylene Reavis, Jay Winslow, Brian Smith, Andy Martin

Welcome to Incoming Member – Andy Martin, Region 1 & 2 Director.

Election of Officers – * Joy motioned to nominate Betty Lou Cauffman for president. Andy seconded. Motion carried. Elected by unanimous vote.

* Betty Lou motioned to nominate Brian Smithy for treasurer. JoAnna Stinar seconded. Motion carried. Elected by unanimous vote.

* Jay motioned to nominate Joylene Reavis for secretary. Terry seconded. Motion carried. Elected by unanimous vote.

* Terry motioned to nominate Jay Winslow for parliamentarian. Joy seconded. Motion carried. Elected by unanimous vote.

* Joy motioned to nominate Terry for vice-president. JoAnna seconded. Motion carried. Elected by unanimous vote.

Committees - The first person listed is a board member and the board liaison. The second person listed is the committee chair. As president, Betty Lou Cauffman is included in all committees. Members are needed for all of these committees.

2017/2018 AEA Committees and Officers

Elected Officers

- Betty Lou Cauffman - **President**
- Terry Turner - **Vice President**
- Joylene Reavis- **Secretary**
- * Brian Smith - **Treasurer**
- Jay Winslow – **Parliamentarian**
- * Joanna Stinar
- * Andy Martin

Directors

- **Regions 1 & 2 combined** – Andy Martin
- **Region 3** – Betty Lou Cauffman
- **Regions 4, 5 & 6 combined** – Terry Turner
- **At Large** – Joylene Reavis, Brian Smith, Jay Winslow, JoAnna Stinar

2017/2018 AEA Committees

Board agrees that as long as a spouse, family member, partner or significant other is a member, they can serve on a committee.

The person listed after the committee heading is a board member and the liaison for that committee. The liaison sets the agenda for the committee and reports to the board. Liaison should be an active member of the committee.

Chairman is listed after the liaison and works with other committee members.

- **Ag/Legislative** – Jay Winslow / *Andy Martin* / *Ngon Nguyen*
- **Awards** – Betty Lou Cauffman / *Andy Martin*
- **Financial/Budget** – Brian Smith / *Susan Wright* / *Ngon Nguyen*
- **By-Laws/Parliamentarian** – Jay Winslow / *Tony Citrhyn* / *Janean Citrhyn*
- **Emu Oil Certification & Batch Numbers** – Terry Turner / *Susan Wright* / *Cyril Klein* / *JoAnna Stinar*
- **AEA Certified Emu Oil Program & Trade Rule Committee** – *JoAnna Stinar* / *Terry Turner* / *Carolyn*

Palo / *Susan Wright* / *Ngon Nguyen*

- **Research & Grants** – Betty Lou Cauffman / *Cyril Klein* / *Carolyn Palo*
- **Internet & Technology (I.T.)** – Jay Winslow / *JoAnna Stinar* / *Ngon Nguyen* / *Andy Martin*
- **Convention** – Joylene Reavis / *Terry Turner* / *Brian Smith* / *Carolyn Palo*
- **Meat** – Jay Winslow / *Ngon Nguyen* / *Betty Lou Cauffman* / *Tony Citrhyn*
- **Membership** – Joylene Reavis / *Brian Smith* / *Susan Wright* / (*Jody Pierce* – consultant)
- **Newsletter** – *JoAnna Stinar* / *Betty Lou Cauffman* / *Brian Smith* / Jay Winslow's wife /
- **Nominations** – Terry Turner / *De McCleery* / *Carolyn Palo* / *Jim Glick*
- **Phone for AEA** – Terry Turner
- **Public Relations** – Joylene Reavis / *JoAnna Stinar* / *Carolyn Palo* / (*Sherri Schatz* – consultant)

Sub Committee -

National Emu Week (N.E.W.) – Joylene Reavis

- **Standards** – Jay Winslow / *Tony Citrhyn*
- * **Board Assistant** -

Committee Definitions

Ag/Legislative - Keeps members aware of old, new & developing ag or legislative information through the EMUpdate, e-mail list or personal contact.

Awards – Determines annual award winners and arranges for plaques. Also recommends to board potential honorary members.

Financial/Budget – Works with treasurer on financial and budget issues.

By-Law/Parliamentarian - Interprets By-Laws.

Emu Oil Certification & Batch Numbers – Handles validation of oil batches and maintains batch records.

AEA Certified Emu Oil Program & Trade Rule Committee – Approves all applications for labels, advertisements, and website use of the AEA trademarks. They review and screen Bottler and Refinery Applications and then submit them to the Board for approval. Monitor advertising, ebay, websites, and labels for the improper and illegal use of the trademarks owned by the AEA. Will follow up on any and all complaints or notifications of seal or trademark abuse. Oversees CBM Program. Liaison MUST NOT be a CBM member. Oversees the development, growth, and integrity of the emu oil industry.

Research & Grants - Recommends and oversees any emu industry research. Writes & procures grants.

Internet & Technology (I.T.) - Oversee and suggest updates and improvements for the AEA website.

Convention - Oversees, secures and maintains sites for the annual convention, which is mandated by the By-laws. Plans and organizes the annual convention.

Meat - Oversees the development and growth of the emu meat industry from farming, processing and delivery to consumer.

Membership - Builds membership. Treasurer oversees master membership list. Adds new members, updates renewals and oversees sending membership packets.

Newsletter – Oversees the writing and distribution of the newsletter (EMUpdate). An article for the AEA newsletter will be needed from each committee liaison four times per year (each newsletter). Reports - ag related - regional info - state info - local events- fairs & festivals - industry items. AEA newsletter article deadline dates: - January 31 - April 30 - July 31 - October 31.

Nominations - Secure qualified nominees from membership and BOD.

Phone for AEA – Check phone messages and respond to them or passes them to the appropriate person for response.

Public Relations - Writes and edits for approval by BOD all articles, news items and press releases.

Standards – Works to establish and maintain standards for emu industry

Board Assistant - Suggestion to add an assistant to type, print and distribute informational material at convention board meetings.

2018 AEA Convention Committees (Chairperson listed first). Members are needed for all of these committees.

- 1.) **Convention co-chairs** – Terry / Joy / Betty Lou / Jay
- 2.) **Hotel Liaison** – Joy / Jay
- 3.) **Registration** – Brian / JoAnna / Terry / Susan
- 4.) **Banquet & Welcome Night Coordinator (including Entertainment if needed)** - Terry / JoAnna / Jay
- 5.) **Speaker / Classes Coordinator** – Andy / Betty Lou / AEA BOD
- 6.) **Decorations / Speaker Gifts** - Terry / JoAnna
- 7.) **Awards** - Betty Lou /
- 8.) **Funding Coordinator** - JoAnna / Carolyn / Jay / Andy
- 9.) **Program Booklet** – Joy / Betty Lou / ET&T
- 10.) **Exhibit/Booth Coordinator** – JoAnna / Betty Lou / ET&T
- 11.) **Silent/Live Auction & Raffle** – Brian / Jay / JoAnna
- 12.) **Welcome Bags** – Terry /
- 13.) **Egg Art Contest** – N/A for 2017
- 14.) **Promotion & Advertising** – Andy / Joy / ET&T
- 15.) **Tourism** - Terry / Andy
- 16.) **T-Shirts** – N/A for 2017
- 17.) **Audio/Visual** – JoAnna

CONVENTION COMMITTEE DEFINITIONS

1.) Convention Co-chairs –

Contact Convention Bureau in the convention city. Negotiate arrangements with hotel for meeting rooms, booth areas, etc. Finds shuttle service, accommodations, airline info, & area attractions. Help with convention budget, delegate duties, check on progress of other workers & is Master of Ceremonies at the convention. Sends info at frequent intervals to: e-mail lists, AEA newsletter, state newsletters, Emu Today and Tomorrow & local media press releases.

2.) Hotel Liaison -

Makes sure meeting rooms are ready, Audio/Video equipment is there & working, etc.

3.) Registration -

Chair is usually the treasurer. Receives registration forms and collects fees. Confirms registration and creates master attendee file for convention use. Makes name tags for attendees. Mans registration table and needs to have a computer to use during registration. Handles collection of money due from all convention activities.

4.) Banquet & Welcome Night Coordinator (including Entertainment if needed) -

Selects menu. If emu meat is to be served they would work with the cook who prepares emu meat. Also would solicit donations of emu meat, arrange for delivery, etc. Solicit donations to cover cost (works with Funding Chair), comes up with menu, activities, or whatever is wanted for the welcome night.

5.) Speaker / Classes Coordinator –

Responsible for keeping track of the speaker's information and forwards info to ET&T and Handbook chair. Coordinator works with AEA-BOD to find speakers. Coordinator also contacts all speakers to see what they will need and help guide them as to what we want them to speak about. Coordinators confirm speaker a month before the convention and send thank you notes after the convention. Whoever works with speakers needs to be sure to make hotel reservations or coordinate this with AEA treasurer as to who needs rooms. Registers students, if needed, for any paid classes, and sends out further information when requested. Works closely with convention treasurer and lists class times, students registered and students who have paid.

Speaker possibilities include: Doctor/nurse to speak about Emu Oil results they have seen, Secretary of Ag, someone from the Department of Agriculture, Governor, Farm Bureau rep., university vet, livestock ID, area expert/teacher, university extension worker, AEA members, etc. Area Ag Extension Offices and the local Tourism Bureau are good places to find suggestions for local speakers.

Work with AEA-BOD to decide speakers/classes/panels & arrange for AEA members or local teachers for these, if necessary. Possible speakers/classes/panel might be: Hatching & Farm Management, Feed Formulating, Home Processing, Pricing for Profits, Egg Carving and/or Decorating, Marketing Strategies on the Cheap, Business Plan, Marketing Plan, Time Management, Advertising on a Budget, Talking to Reporters, Hints on Public Speaking, Record Keeping, Tax Hints, Writing Newsletters, Creating a Website, Grassroots Marketing, Farm Tours, Agri-Tourism, Classroom Hatching, Bio-Security, how to Arrange Booths to attract visitors, How to Make Money Emu Farming, Starting your Emu Farm, Containing Your Emu (fences and handling), From Egg to Processing to Retail - Hints for the Emu Grower, Social Media, etc.

6.) Decorations -

Make or purchase decorations for banquet room table centerpieces & see that they are in place. Obtain gifts for the speakers (see treasurer for reimbursement or payment info). Make arrangements for decorations and/or gifts to get to the convention.

7.) Awards -

Review the list of past award winners and make recommendations to the board for this years winners. Once winners are determined arrange for award plaques to be made (see treasurer for reimbursement or payment info). Make arrangements for awards to get to the convention.

8.) Funding Coordinator -

Updates and sends out letter seeking booklet advertisers, vendors, donations, welcome night sponsors, other sponsors, auction items and welcome bag item donations. Seek donations from; your (& neighboring) State Farm Bureaus, Farm Bureau affiliated insurance companies, feed companies, processing plants, product companies, etc. Oversees and manages fund raiser events at the convention.

9.) Program Booklet –

Works with funding coordinator to solicit booklet advertisers. Compiles information for the program booklet that is handed out to convention attendees. Provides this information to ET&T for printing of booklets. Info needed includes ads from advertisers, hotel info, convention agenda, speakers' bios & pictures, convention committee members, donors, sponsors, etc.

10.) Exhibit/Booth Coordinator –

Works with funding coordinator to solicit exhibitors. Handles all exhibitor booth details before and during the convention. Makes sure exhibition hall has public access and is manned appropriately. Possibly, make space available for absentee exhibitors (information only).

11.) Silent/Live Auction & Raffle –

Works with funding coordinator to solicit auction donations. Handles all auction/raffle details before and during the convention. Arranges the silent auction area, sets out bids papers, and monitors area during the convention. Compiles and tallies bid sheets and bags items at end of silent auction. Arranges the live auction area. Tracks bids during live auction and tallies bid sheets at end of live auction. Also takes care of the raffle tickets. Gets permits for raffles and other fund raisers, if needed.

12.) Welcome Bags –

Works with funding coordinator to solicit welcome bag item donations. Bags and contents are usually donated by emu associations, CBMs, area businesses, ag agencies, convention/tourism bureau, Farm Bureau, insurance companies, etc. Bags must be filled by Wednesday night and ready to hand to people as they register, starting early Friday morning.

13.) Egg Art Contest – N/A for 2017

Handles all contest details before and during the convention. Arranges the egg art auction area, sets out bids papers, and monitors area during the convention. Compiles and tallies bid sheets and announces egg winners at end of silent auction. Announces winning artists at the banquet. Contacts egg auction winners to arrange for pickup or shipping of eggs. Notifies winning artist and sends thank you notices. Arranges with treasurer to send prize money. Handles the printing and distribution of the applications and ad info.

14.) Promotion & Advertising –

Find area & nationwide venues for advertising convention to both AEA & non-AEA members. These could include AEA e-mail Lists & newsletter, Emu Today & Tomorrow, advertising (newspaper, TV (local cable) & radio, interviews (newspaper, magazines, TV & radio), press releases, website classifieds, posters, flyers, bulletin boards, etc. Tourism Bureau may help with posters.

15.) Tourism -

Find points of interest nearby convention and tell members about them prior to arrival via the yahoo members group or other venue.

16.) T-Shirts – N/A for 2017

Selects artwork, t-shirt colors & sizes, and quantities needed. Makes arrangements for printing and delivery to convention.

17.) Audio/Visual – Sets up and runs computer and projectors during convention.

Ag Grants – Discussed the possibility of aligning with another species in order to procure grants for members.

The Golden Leaf Foundation was discussed. They provide money for farming and new agri-business ventures.

DNA Testing For Emu Oil – Several different procedures for identifying the DNA of emu oil were discussed. To positively identify pure emu oil, a consistent marker must be found through further research.

Emu Oil Problems – The AEA needs a volunteer for the Oil Committee to research websites for misuse of AEA Certified Emu Oil trademark seal.

Consumers must be told:

Not all emu oil on the market today is pure emu oil.

Read labels.

Be aware of what you are buying.

Buy local and buy from someone you trust.

If it doesn't work like emu oil, it probably isn't.

Fish & Wildlife Export Regulations. JoAnna will create an article for the newsletter on exporting fees when exporting to Canada and other international countries.

Importation of Emu Oil & Emu Meat – Andy will look into this further and provide an article so that members can contact their US Senators and Representatives in Washington DC. Jay will help.

BOD Convention Dates – Some BOD members have asked to change the convention BOD meetings to eliminate the Mondays meetings. Tabled until later.

AEA CONVENTION BOD Meeting - Thursday AM - July 13, 2017

9 AM

Convention Announcement Instructions – Housekeeping, Welcome, Pledge of Allegiance, Speakers Announced, Annual Membership Meeting, By-Law Vote, MC the Friday Night Welcome Night, Awards, sell 50-50 tickets and announce the 2018 Convention.

Breeders List – Board agrees to continue the discounted price of \$25 per year. Regular price was \$50.00 per year.

Convention Changes – to skip a year having a convention, members would need to form a committee to change the By-Laws which states that an annual member meeting will be held each year at the convention. Any suggested changes to the By-Laws must be announced by the first of April.

IT Committee Members Needed – Help with the new website is needed. We would like to place videos on the website with a link where viewers can ask questions.

Refinery & Bottler Applications – Paul Binford explained his concerns to the board about the current Refinery Application, which has not been updated since it was first created, being less restrictive than the Bottler Application. All Applications will be reviewed and brought up to date.

Ballot Counters For By-Laws Vote – The board will ask 3 attendees from the general membership to count the ballots.

Information For Meetings – Copies of all handouts were copied and made ready for the upcoming meetings.

AEA CONVENTION BOD Meeting - Sunday - July 16, 2017

12:30 PM

Lapsed Memberships – The board will ask Carolyn Palo if she would call the members whose membership has lapsed as of June 30, 2017.

Convention Survey – The things that members attending would like to see at the next convention starting with the most popular items down to the least mentioned.

- Emu Husbandry
- Informal Sessions
- Marketing
- Convention the 2nd Week of September
- Health Related Issues With Emus
- Farm Processing
- Dr. Winston
- Interesting Speakers
- Spouse Program
- Nice Hotel
- Farm Tour
- More Value in Membership
- Formal Sessions
- FDA Regulations
- Need New Members
- Public Speaking
- Emu Farm Problems Discussed
- Bio Security
- Co-ops
- Emu Oil Profile

This survey information will be posted on the YahooGroups and Facebook Members Page as well as the newsletter.

G.R.A.S. – We need to move this forward. Several ideas were discussed but, tabled until all previous documents are received.

Monthly Board Meetings – Meetings will be held the second Thursday of each month at 5 pm eastern, 6 pm central and 7 pm mountain.

Director Nominees – AEA By-Laws 4.3 H. The board of directors shall have the discretion to determine criteria for a Member to be actively involved in the development of the Emu industry, for the purpose of the nominations and election of Directors, and the decision of the Board of Directors on this issue shall be conclusive on the matter.

Newsletter – All articles are due by July 28.

In order to get the newsletter out in a timely manner, a newsletter committee is needed. The newsletter uses MS Publisher. Jay's wife and Brian have agreed to help.

Refinery & Bottler Application – The oil committee will review the current applications and make suggestions for updating.

Final drafts will match basic requirements on Processor Application to Bottler Application.

Emu Industry Catch Phrase – Encourage AEA members to promote their products as “Grown and Processed in the USA”. This can be used on their labels, their website and in their advertising.

“The American emu farmer believes in Fair Trade and Sustainable Agriculture.” This catch-phrase should be used whenever possible.

2018 Convention Board Meeting Changes – July 10, 2018 – July 15, 2018. Board meetings will start at 9 AM Tuesday, July 10 and continue through 5 PM Sunday, July 15.

ADJOURNED - 3 PM
