



# AEA EMUUpdate

The Official Newsletter of the American Emu Association

Volume 29, MAILER – Oct 2020

## Mailer Message

### AEA Annual Membership Meeting Video

Because of the COVID-19 pandemic the 2020 Annual AEA Convention was cancelled. In place of the annual in-person membership meeting a video was made of the meeting agenda with a complete explanations of each item.

This **video is now available to view** in the "AEA Members Area" section of the **AEA website**, [www.aea-emu.org](http://www.aea-emu.org). A link to it has also been posted on the Facebook AEA Network page.

All members are encouraged to **submit any questions to [info@aea-emu.org](mailto:info@aea-emu.org)**, so answers can be included in the Nov-Dec newsletter along with the complete minutes of the video meeting.

The Nov-Dec newsletter will be ready around the end of October. You will find copies of all newsletters since Sep/Oct 2019 in the AEA Members Area.



### AEA Members Area Section ACCESS

To access the Members Only section, click on "AEA Members Area" link at the bottom of the Home Page in the **left hand column**. If you have already set-up an account fill-in your user name or email address along with your password.

If you have forgotten your password, click on "Forgot Password" and a key will be emailed to you. You can login with the key and change your password then.

If you have never logged in before, or have forgotten your information, you may need to set-up a new account or have an invitation sent to you.

### For More Information or To Request an "AEA Members Area" Invitation

contact:

**Jay Winslow**

[jwinslow07@outlook.com](mailto:jwinslow07@outlook.com)

or

**Susan Wright**

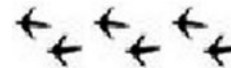
[susan.wright@aea-emu.org](mailto:susan.wright@aea-emu.org)

Once you are able to open the AEA Members Area, **I suggest visiting it often** to look over the information that is stored there for members only.

New information will be added on a regular basis, so login from time to time.

### HINT

When you get your password, I recommend that you alphabetically write down the website address along with the password, in an **address book** or a **rolodex** file for easy access when you need it again.



### AEA Newsletter

Since the beginning of 2020, the AEA **newsletters have been sent by email every 2 months**. Those members without email addresses have received their newsletter through the mail.

**If you have NOT received your newsletters**, please **let us know your current contact information**. Use the AEA office contact info below or contact one of the AEA Board members.

### The AEA Contact Information:

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## AEA Annual Membership Meeting Video Minutes – September 30, 2020

### Introduction of 2020-2021 Officers and Board Members

**President, Region 3 Director** - Dennis Anderson (Haverhill, Iowa)

**Vice President, Director-At-Large** – Amy Hall (Paris, AR)

**Secretary, Director-At-Large** – Joylene Reavis (Monroe, WI)

**Treasurer, Director-At-Large** – Brian Smith (Murfreesboro, TN)

**Parliamentarian, Region 1 & 2 Director** – Andrew Martin (Birmingham, AL)

**Region 4, 5 & 6 Director** – Daryl Connite (Mt. Vernon, WA)

**Director-At-Large** - Jay Winslow (Liberty NC)

**Minutes 9-13-19** – Available in newsletter and in AEA MEMBERS AREA [www.aea-emu.org](http://www.aea-emu.org)

**AEA Financial Report** - Available in Sep. SPECIAL newsletter and in AEA MEMBERS ONLY area [www.aea-emu.org](http://www.aea-emu.org)

**New Members** – The AEA welcomed 15 new members during the past year. (since 9-01-2019)

**Change in Convention Date** - Bylaw vote was passed to cancel an in-person convention, when there is an emergency. Last year we discussed the need for an annual convention and a show of hands preferred to continue with a convention every year, as our bylaws are written. Decision time is coming for next year and whether members want to travel across country and gather in small spaces. Speakers are now preferring online presentations rather than in person. Hotels are not prepared to feed people in the same way we have over the years; no self-serve breakfasts; large table banquets; etc. Mingling is discouraged. COVID-19 expert, Dr. Frauci, announced on September 12<sup>th</sup> that we may not get back to normal until late 2021 or even until 2022.

**Certified Oil Paperwork Requirements** - Emphasized that all paperwork must be done in order to use the AEA Certified Oil logo. This insures that only quality oil is available by those using the certified seal.

The AEA Certified Oil Program was developed in 2001 and revamped in 2012. This program was established to set up control measures to ensure the quality of pure emu oil that legitimately displays the AEA Certified Fully Refined® seal and corresponding wording. At the time it was created, individuals and companies were selling products claiming to be pure emu oil, but were not. This was drastically hurting the Emu Oil industry. People were thinking they were buying pure emu oil, but that was not the case. When these knock off oils didn't do what we all know emu oil can do, people would not only stop buying the product, but speak badly of emu oil in general. Both the wording "AEA Certified Fully Refined®" and the corresponding seal are registered trademarks of the AEA and can only be used by AEA members by applying for and receiving board approval.

There are three bases within the program, "**Seal and Verbiage Usage Program**", "**Bottler Program**" and "**Refinery Program**". All require being a member of the AEA (\$100 dues per year). There are no additional charges for qualifying for the "Seal and Verbiage Usage". Specification and information on all aspects of the AEA Certified Oil Program can be found at: <http://aea-emu.org/aea-certified-emu-oil-program/>

The AEA Oil Committee meets once a month and is vigorously enforcing the standards of the AEA Certified Oil Program.

**CBM Program** - Encouraged more members to join for the marketing advantage. Program not available mid-year. Annual enrollment only available during the month of April.

The goal of the Certified Business Member (CBM) program is to help both your company and our industry grow. Partial use of program fees has in the past included the development of the Mt. Emu infomercial, website expenses, press releases and their distribution, as well as, production of oil and meat brochures. Plans for the coming year are just as exciting with additional advertising and educational efforts being planned. When a consumer contacts the AEA requesting more information about emus or their products it is very important that we are able to provide them with a source to shop. Thanks to all the current CBM members for their support and input this past year.

Participation in this program is an investment in your business. It is not a donation to the cause. Now more than ever, consumers are seeking reliable suppliers of AEA Certified Emu Oil and quality emu oil products. Many are turning to the AEA for this information. As a CBM your business will be among those listed on the Internet and in all AEA responses to consumer inquiries. Participation in this program will also boost the credibility of your business and provide a valuable source of online traffic. If you are unable to respond quickly to potential leads, or are only interested in leads from a specific area of the country, this program may not be suitable for your company.

**Website** - This has been our largest focus for the 2019-2020 Board of Directors. We were unsatisfied with the progress of the previous website developer, so we reset and started over. We hope you are pleased with the new features and we will continue to add valuable information for both the public and our members. This will be the public face of the emu industry and we want to impress our visitors. Input from you is important, so please contribute. AEA members are encouraged to visit the AEA MEMBERS AREA section of the AEA website.

**Nominations for next year** - The AEA needs people to run for the board of directors. Elections are every year for approximately 1/2 of the board. Please remember we are only strong, if we have members that are willing to serve. For the elections next year Region 1 & 2 along with Region 3 will be up for election and there will be an open at-large director seat.

**Committee Volunteers** – We welcome you to volunteer to assist on a committee. Consider what you are interested in and what you have a passion for. For more information or to join a committee contact one of the AEA board members or send an email to [info@aea-emu.org](mailto:info@aea-emu.org). All committee volunteers will be asked to sign a Confidentiality Agreement.

**Thank you to volunteers from last year** – A thank you goes out to all the volunteers, but especially to the following who went way beyond their requirements. Carolyn Palo & Kathy Goldstone, Paul Binford, Trevor Peterson, Cyril Klein and JoAnna Stinar.

**AEA Committees:** Think about where you could help.

- **Aq/Legislative** –
- **Awards** –
- **Financial/Budget** –
- **By-Laws/Parliamentarian** –
- **Emu Oil Certification & Batch Numbers** –
- **AEA Certified Emu Oil Program & Trade Rule Committee** –
- **Research & Grants** –
- **Internet & Technology (I.T.)** –
- **Convention** –
- **Meat** –
- **Membership** –
- **Newsletter** –
- **Nominations** –
- **Phone for AEA** –
- **Public Relations** –  
Sub Committee -
- **National Emu Week (N.E.W.)** –
- **Promotions & Advertising** -
- **Standards** –
- \* **Board Assistant** –

**Annual Meeting** – With the cancelling of this year’s convention, an in person Annual Membership Meeting was impossible. Not all members in rural area have the ability to attend an interactive ZOOM meeting, so this YouTube video meeting summary was decided upon. Let us know your opinion of this way of staying in contact with our members.

**Newsletter** – Terry gave a thank you to Joylene Reavis, who is putting together the AEA newsletters and making sure they are sent out on time. The AEA newsletters are being delivered by email whenever possible with only a few being mailed. “Meet An AEA Member” articles will soon be added to the newsletter.

**Facebook AEA Members Network & YahooGroups Email List** – These are closed lists specifically for AEA members to ask and answer questions. Members are urged to join in order to receive any announcements as they become available. Contact [info@aea-emu.org](mailto:info@aea-emu.org) to join.

**NEW! AEA Member Zoom Meetings** – These informal chats are being held several times each month by invitation only (times and dates will vary). It is a fun get-together for emu people. To request invitations to future meetings contact [info@aea-emu.org](mailto:info@aea-emu.org).

**Meat Processing Instruction DVD for Processors** - Brian is working on this project but, he needs volunteers to work with him.. A big problem has been that USDA plants are unwilling to have videos filmed in their facilities.

**Emu Egg Nutrition Label Information** – *Research was completed. We have had difficulty getting on the USDA nutritional database, FoodData Central <https://fdc.nal.usda.gov/> (still not listed as of 9-13-2020), which only updates annually. Nothing done this year due to COVID-19. We are still pursuing it.*

**New Projects** - Members are encouraged to let the AEA Directors know if there are any projects they need that the board could help with. Egg Nutritional Data and Processing Video projects were suggestions from members.

**AEA Office** - Susan Wright at, 510 W Madison St., Ottawa, IL 61350, [susan-wright@aea-emu.org](mailto:susan-wright@aea-emu.org), is maintaining our office needs and bookkeeping with oversight from our BOD Treasurer, Brian Smith, and Financial/Budget Committee Member, Trevor Peterson.

**COVID -19** - Craft and Agricultural events have been minimized or cancelled. Web and phone sales are up for some. Oil being used for chapped skin due to face mask use. Additional use of hand sanitizer is harsh on hands but, emu oil can help. This is creating a niche market. Also, interest in emus has increased both with raising emus as a business and with people looking to raise a few birds to fill their freezers with meat.

Members need to share their thoughts and frustrations with us. This can be done via Zoom Meetings, the AEA Facebook Members Network and the YahooGroups email list or just contact a board member. Keep in touch with both the board and other AEA members. We all need each other during these stressful times.

## RESEARCH

**A Human Oil Study trial is in process** - The COVID-19 outbreak caused a breakdown in the timeline of this ongoing study. Research was halted due to limited in-person doctor visits and access to the hospital. Because of this, data could not be properly evaluated. The program is continuing and it will restart, as soon as possible, with some prior data being used, but much must be repeated.

**G. R.A.S. (Generally Recognized As Safe)** - We have made inroads to achieve G.R.A.S. approval. We are talking with a major University Graduate Student to complete the paperwork and get the project through the appropriate government channels. We are waiting for the university to reopen and a department approval for this project.

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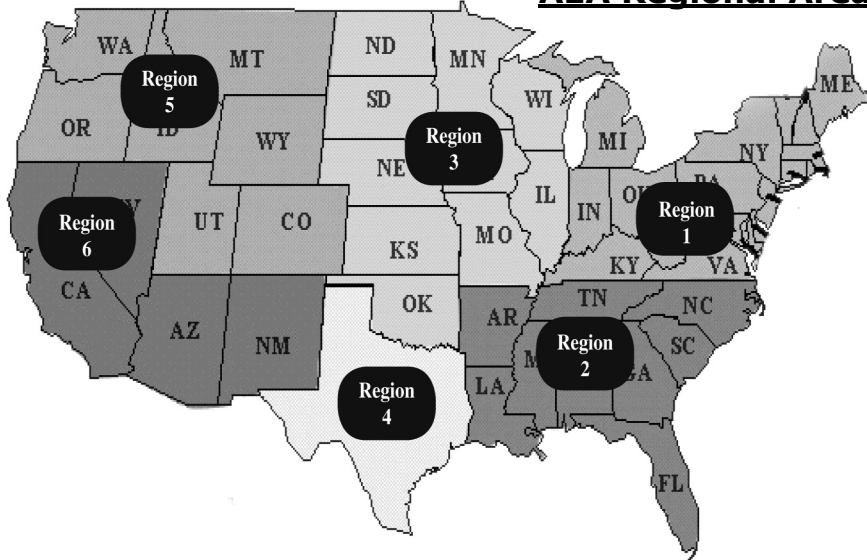
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# AEA Board of Directors Contact Information

## AEA Regional Areas



Dennis Anderson  
 President



Amy Hall  
 Vice-president



Brian Smith  
 Treasurer



Joylene Reavis  
 Secretary

**Region 3 Director**



Andy Martin  
 Parliamentarian  
 Region 1 & 2 Director



Daryl Connite  
 Region 4, 5 & 6 Director



Jay Winslow  
 At-Large Director



## Communication & Networking



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