

# AEA BOD MINUTES, Thursday, Jan 14, 2021

**Call to Order** – 6:05 pm (central)

## **Moment of Silence**

**Roll Call** - Joylene Reavis, Dennis Anderson, Amy Hall, Daryl Connite, Brian Smith, Kymara Lonergan, Jay Winslow

President Assistant – Terry Turner

**Minutes** - \* Brian motioned to accept the minutes as written. Amy seconded. Motion carried.

**Financial Report** - \* Joylene Motioned to accept the financial report as written. Brian seconded. Motion carried.

## **OLD BUSINESS**

**Committee Non-disclosure Agreements** –Non-Disclosure Committee Agreements have been sent to the following committee members – “Financial/Budget”; “Emu Oil Certification & Batch Numbers”; “AEA Certified Emu Oil Program & Trade Rules”; “Research & Grants”; “Nominations”.

## **AEA Committees - chair and members –**

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

- Ag/Legislative – [Jay Winslow](#) / [Kymara Lonergan](#) / [Ngon Nguyen](#) /
- Awards – [Dennis Anderson](#) / [Amy Hall](#) / [Cyril Klein](#)
- Financial/Budget – [Brian Smith](#) / [Susan Wright](#) / [Ngon Nguyen](#) / [Trevor Peterson](#) / [Amy Hall](#) / [Terry Turner](#)

*Terry Turner*

- By-Laws/Parliamentarian – [Kymara Lonergan](#) / [Jay Winslow](#) / [Tony Cithryn](#) / [Janeane Parker](#)
- Emu Oil Certification & Batch Numbers – [Amy Hall](#) / [Susan Wright](#) / [Cyril Klein](#) / [JoAnna Stinar](#) /
- AEA Certified Emu Oil Program & Trade Rule Committee – [Amy Hall](#) / [Susan Wright](#) / [Carolyn Palo](#) /

*Terry Turner / Kymara Lonergan / Paul Binford*

- Research & Grants – [Dennis Anderson](#) / [Cyril Klein](#) / [Caleb Binford](#) / [Amy Hall](#) /
- Internet & Technology (I.T.) – [Jay Winslow](#) / [Susan Wright](#) / [Daryl Connite](#) / [JoAnna Stinar](#) / [Ngon Nguyen](#) / [Janean Parker](#)

*Ngon Nguyen / Janean Parker*

- Convention – [Joylene Reavis](#) / [Daryl Connite](#) / [Brian Smith](#) / [Amy Hall](#) / [Carolyn Palo](#) / [Susan Wright](#) / [Terry Turner](#)

*Susan Wright / Terry Turner*

- Meat – [Amy Hall](#) / [Ngon Nguyen](#) / [Tony Cithryn](#) / [Jay Winslow](#)
- Membership – [Brian Smith](#) / [Susan Wright](#) / [Amy Hall](#) / [Gary Smith](#) / [\(Jody Pierce – consultant\)](#)
- Newsletter – [Joylene Reavis](#) / [Amy Hall](#) / [Candace Smith](#) / [JoAnna Stinar](#) / [Brian Smith](#) /

*Carolyn Palo & Kathy Goldstone*

- Nominations – [Amy Hall](#) / [Jim Glick](#) / [Carolyn Palo](#) / [Deitra McCleery](#)
- Phone for AEA – [Amy Hall](#)

• Public Relations – [Joylene Reavis](#) / [Kymara Lonergan](#) / [Clover Quinn](#) / [Carolyn Palo](#) / [\(Sheree Lewis – consultant\)](#)

Sub Committees -

Promotions & Advertising Committee - [Joylene Reavis](#) / [Paul Pluss](#) / [JoAnna Stinar](#) / [Ron Reagan](#) / [Jay Winslow](#)

NOTE - The Promotions & Advertising committee will be used for a press release and promotion campaign, "if", favorable results are found with the human research that is now being done.

It was suggested that we start submitting generic press releases (recycled and updated old press releases) about emus and the emu industry on a regular basis, leading up to the published results of the human research. This will have the press familiar with the emu industry and ready to view the research results as big news.

National Emu Week (N.E.W.) – \_\_\_\_\_ (Joy will add information to newsletter)

- Standards – \_\_\_\_\_ / \_\_\_\_\_
- \* President Assistant – [Terry Turner](#)

**COMMITTEE REPORTS** – Committee liaison should post future committee reports on DISCORD prior to meeting so lengthy discussion is not needed.

**Phone** – No Report

**Website** – Jay asked that the NEWS & EVENTS page be organized. Board asked to divide them under headings: Oil, Meat, Husbandry, Research, etc. Decide what should be in the Members Only Area and what should be Public.

- \* Red Oak Farm website information being added to website. Research links are being copied.
- \* The website is working slow. Pages are opening very slowly. New server would cost \$9.00 per month for 100 gigs. \* Joylene motions to move the AEA website to a new server. Brian seconds. Motion carried.

**Financial/Budget (for advertising and other)** – Monthly meeting date is first Thursday of each month. Will discuss methods and costs for advertising.

**Meat** – Looking at finding an emu meat logo with a catchy line.

- \* Noted that processing is a problem, especially this year with long waits to get appointments.
- \* Ngon has stated that Facebook fact checkers are censoring his emu meat ads because they say emu and it is against Facebook policy to sell live animals.

**Newsletter** – Mar/Apr newsletter articles needed before February 15<sup>th</sup>. CBM Program and Nominations will be highlighted.

**Oil Committee** – Oil Brochures will be reviewed and updated. Then they will be **reviewed by a lawyer** for appropriate wording. No meeting due to holidays.

**Board Meeting Dates** – THURSDAY - 2<sup>nd</sup> Week of the Month

7:00 pm (eastern) ~ 6:00 pm (central) ~ 5:00 pm (mountain) ~ 4:00 pm (pacific)

**Zoom Meeting** – Tuesday, January 12<sup>th</sup> meeting was not held.

**Red Oak Farm Emu Information** – Information will be placed in Members Area.

**2021 Convention** – Tabled until Feb 2021. Discussed if members will be willing to travel in September, which is less than 9 months away. Discussed using members as speakers, since they are the experts in the emu industry. Keep a good portion of the convention focused on new members and those new to the industry.

**“The EMU; An Evolving Agri-business Brochure”** – This brochure is listed in the #aea-brochures DISCORD file along with my suggestions. Numbers need to be verified for accuracy. Jay, could you look over these numbers for feed, growth, etc., and see what you think? A committee will work on this brochure.

**Convention Survey** – 2 responses so far. One would not travel but, would attend a ZOOM meeting. The other is unhappy with the AEA and would not attend a convention.

**FreeConferenceCall.com Donation** - \$100.00 donation has been made per November motion.

**@aea-emu.org Email List** – Confirmed that all board members are receiving emails through this Google list.

**NEW BUSINESS**

**New Membership Applicant** –

3 new member applicaations

**Temple Grandin Webinar** – \* Joy motions that 3 board members attend this webinar on January, 21, to report back to the board and members and that the AEA pay each individual board member’s registration fee of \$39.95 to attend. Daryl seconded. Motion carried.

**Website Video** – it was suggested that 2 minute videos on YouTube to be posted on the AEA website. It was pointed out that we have the professional video links from Alphabet Zoup that we could link to. Links are posted on DISCORD.

**Mt. Emu Video** – Add “Mt. Emu” 1 minute video to website? We need to see if there is any problem with what is said about emu oil. Oil committee will review.

**Radio Promo** – Upper New York has a local radio station that will do public service promo. Working to create a promo for board approval.

**ADJOURN** – 6:54 pm - \* Amy motioned to adjourn. Brain seconded. Motion carried.