

AEA BOD Meeting Minutes, Thursday, Oct 8, 2020

Call to Order – 6:15 pm (central)

Moment of Silence

Roll Call - Joylene Reavis, Dennis Anderson, Amy Hall, Jay Winslow, Daryl Connite and Brian Smith. Terry Turner – Presidents Assistant. Andy Martin - Absent (Andy indicated his forthcoming resignation)

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

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

OLD BUSINESS

Non-disclosure & Code of Ethics Forms –Volunteers must sign. Should ALL committees sign?

Also, all board members should review the Bylaws and the Policy & Procedures files. All forms are on DISCORD under AEA FILES.

Roberts Rules of Order – Board meetings are run according to Roberts Rules of Order. A simplified version has been sent by email and is on DISCORD in the # files.

Board Of Directors

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)

2020/2021 Board Meeting Dates - Day of the Week - **THURSDAY** Week # - 2nd 7:00 pm (eastern) ~ 6:00 pm (central) ~ 5:00 pm (mountain) ~ 4:00 pm (pacific)

AEA Committees - chair and members - Chairman is listed after the liaison and works with other committee members. Current 2019/2020 committee members are listed and some may need to be replaced. Think about members, who could be on these committees. Non-board committee members have been contacted. All but 3 have responded and will remain on their committees.

(Maria Minnaar, and Deitra McCleery have not responded to emails)

- Ag/Legislative – [Jay Winslow](#) / [Andy Martin X](#) / [Ngon Nguyen](#) /
- Awards – [Dennis Anderson](#) / [Andy Martin X](#) / [Amy Hall](#)
- Financial/Budget – [Brian Smith](#) / [Susan Wright](#) / [Ngon Nguyen](#) / [Trevor Peterson](#) / [Amy Hall](#)
- By-Laws/Parliamentarian – [Andy Martin X](#) / [Jay Winslow](#) / [Tony Cithyrn](#) / [Janeane Parker](#)
- Emu Oil Certification & Batch Numbers – [Amy Hall](#) / [Susan Wright](#) / [Cyril Klein](#) / [JoAnna Stinar](#) / [Andy Martin X](#)
- AEA Certified Emu Oil Program & Trade Rule Committee – [Amy Hall](#) / [Susan Wright](#) / [Carolyn Palo](#)

- Research & Grants – [Dennis Anderson](#) / [Cyril Klein](#) / [Caleb Binford](#) / [Maria Minnaar ?](#)
- Internet & Technology (I.T.) – [Jay Winslow](#) / [Susan Wright](#) / [JoAnna Stinar](#) / [Ngon Nguyen](#) / [Andy Martin X](#) / [Amy Hall](#) / [Janean Parker](#) / [Daryl Connite](#)
- Convention – [Joylene Reavis](#) / [Daryl Connite](#) / [Brian Smith](#) / [Amy Hall](#) / [Carolyn Palo](#) / [Susan Wright](#) / [Terry Turner](#)
- Meat – [Amy Hall](#) / [Ngon Nguyen](#) / [Tony Citrhy](#) / [Jay Winslow](#)
- Membership – [Brian Smith](#) / [Susan Wright](#) / [Amy Hall](#) / [Gary Smith](#) / [\(Jody Pierce – consultant\)](#)
- Newsletter – [Joylene Reavis](#) / [Amy Hall](#) / [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](#) / [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 so lengthy discussion is not needed.

Phone – Responded to question about viability of 20 year old emu oil.

Website – Newsletters (September 2019 - current) are now in the AEA MEMBERS AREA. Jay asked that the past NEWS & EVENTS be better organized. Board asked to divide them under headings: oil, meat, husbandry and research. Also, research from LB Processor website should be inserted.

Financial/Budget (for advertising and other) – Meeting set for next Thursday, October 15, at 6:00 pm (central).

Newsletter – * Amy motioned to create a SPECIAL post office mailing for members to announce the Annual AEA Members Meeting video, give minutes of the video and to find out, if members are receiving their newsletters. It will be sent by Emu Today & Tomorrow (ET&T) for a quoted cost of under \$100.00. Brian seconded. Motion carried The next newsletter after this will be Nov/Dec and will be emailed shortly before the end of October. BOD members are asked write a one paragraph introduction of themselves for a new board article. Articles are needed **BEFORE** October 18th.

Oil Committee – They recently met and are actively continuing with ongoing business.

Annual Meeting Video – Terry did a good job with the video and Amy’s editing and posting to the AEA YouTube site is much appreciated. It was suggested that short, 3-5 minute videos could be made and linked to the AEA website. Amy’s cooking emu videos would be a good start for this under recipes. Amy contact Jay about this.

Zoom Meeting – An informal ZOOM chat meeting was held this past Tuesday with 5 members in attendance. Will write an article for the newsletter.

RedOakFarm.com Emu Information – * Joy motioned to contact Myra Charleston to see if she would allow the AEA to post her RedOakFarm.com emu information on the AEA website with her cited as the contributor. Daryl seconded. Motion carried. She will be contacted and see what she has to say about this proposal. Possibly make Myra an honorary lifetime member for all she has done for the emu industry or maybe something more. Discuss at next meeting.

2021 Convention - Must decide in Jan 2021 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 they have over the years; no self-serve breakfasts; no large table banquets; no crowded bar areas; etc. Mingling is now discouraged. Masks are required in most areas. COVID-19 expert, Dr. Fauci, announced on September 12th that we may not get back to normal until late 2021 or even until 2022. Australia has just announced that it is discouraging citizen travel until 2022.

“Membership Application Brochure” – The “AEA website application”, The “AEA tri-fold membership brochure” and the “AEA membership application in ET&T”. The board needs to decide **what questions need to be included** on these applications because they all MUST match. Are they all necessary? Which should be included on all applications? These 3 applications are in the # brochures DISCORD file. Finalize next meeting.

“The EMU; An Evolving Agri-business Brochure” – This brochure is listed in the # 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? Discuss next meeting.

New Member Approval Procedure – * Joylene motioned that new member applicants be contacted by their region director. If the region director finds them to be a legitimate future member and there are no other objections, the region director will email approval to Susan Wright and carbon copy to the aeabod@yahoo.com email list. Amy seconded. Motion carried.

NEW BUSINESS

Plan & Budget for Research Study Media Releases - A member made a request for a plan and budget for media release of Research study results. *From a member: 9-27-2020*

If there is the opportunity to put questions to the board, I have the questions below.

- 1.) *Will we be getting updates and notification prior to publication?*
- 2.) *Do we have someone experienced in doing the press releases?*
- 3.) *Has the board talked about the amount they can budget to get the study promoted?*
- 4.) *Has the board talked about a temporary hire of a media expert to promote the publication?*

He will be contacted with the following answer. – **“No information will be given until the research has been released in a scientific journal. We must see how the research results will be presented before the AEA jumps completely into major promotion. At this time we are at least a year out from results.”**

BOD Replacement – With the resignation of the region 1&2 director from the AEA board, we must find a replacement. The person who ran for the at-large position last election is from region1&2 and will be contacted.

Other Items

ADJOURN 7:19 pm (central) * Joy motioned to adjourn. Brian seconded. Motion carried.