

AEA BOD Meeting Minutes, Thursday, Nov 12, 2020

Call to Order – 6:03 pm (central) - Introduced Kymara (Kym) Lonergan as new appointee for Region 1 & 2 Director.

Moment of Silence

Roll Call - Joylene Reavis, Dennis Anderson, Amy Hall, Jay Winslow, Daryl Connite, Kymara Lonergan and Brian Smith. Terry Turner – Presidents Assistant.

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

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

OLD BUSINESS

Vote for Parliamentarian - * Joy nominated Kym as Parliamentarian. Brian seconded. Motion carried.

Non-disclosure & Code of Ethics Forms – Two form still need to be sent in. Both said they would send immediately.

Committee Non-disclosure Agreements – By mistake, the Code of Conduct form was sent out instead of the Committees Non-disclosure Agreement form to all committee volunteers. This was found out when the forms being received were NOT the committee forms. Board agreed that only the following committees need to sign non-disclosure agreements – “Financial/Budget”; “Emu Oil Certification & Batch Numbers”; “AEA Certified Emu Oil Program & Trade Rules”; “Research & Grants”; “Nominations”. The correct forms will be sent to these committee members.

AEA Committees - chair and members –

Chairman is listed after the liaison and works with other committee members. 2019/2020 committee members are listed and may need to be replaced. Think about members, who could be on these committees. Non-board committee members have been contacted. All but 1 have responded and will remain on their committees.

(Maria Minnaar has not responded)

- Ag/Legislative – [Jay Winslow](#) / [Kymara Lonergan](#) / [Ngan Nguyen](#) /
- Awards – [Dennis Anderson](#) / [Amy Hall](#) / [Cyril Klein](#)
- Financial/Budget – [Brian Smith](#) / [Susan Wright](#) / [Ngan 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](#) / [Maria Minnaar ?](#)
- Internet & Technology (I.T.) – [Jay Winslow](#) / [Susan Wright](#) / [Daryl Connite](#) / [JoAnna Stinar](#) / [Ngan](#)

[Nguyen](#) / [Janeane Parker](#)

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

- Meat – [Amy Hall](#) / [Ngan 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 Loneragan](#) / [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 – Calls from a person looking for a bird in Wisconsin, an inquiry about being on the Breeders List and someone looking for a processor in Kansas.

Website – The NEWS & EVENTS pages need to 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. Also, will look into getting additional research links. Website manager indicated that he would be willing to continue working on the AEA website after he terms out next year.

Financial/Budget (for advertising and other) – They met last Thursday. A budget will be posted to DISCORD. They looked at planning convention costs without actually contracting for a convention at this time in order to see what is needed financially. Monthly meeting date is first Thursday of each month. Will look into costs for Facebook advertising.

Newsletter – Articles are needed **BEFORE** December 15th.

Oil Committee – Oil committee looked at oil brochure and was concerned about FDA looking at some of the word choices being used. They will be reviewed and rewritten for accuracy and update them at AEA expense. Once they are updated they will be reviewed by a lawyer for appropriate wording. * Brian motioned to pay the costs for Susan to rewrite the AEA oil brochures and a lawyer to review them. Daryl seconded. Motion carried.

Board Meeting Dates – THURSDAY 2nd Week of the Month

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

Zoom Meeting – Several people have attended the ZOOM meetings with interesting conversations. We will keep promoting these meetings. It was suggested that Zoom meetings be used to mentor those new to raising emus. Board will look into this. There is information they might use from a seminar that was held on raising emus for those new to the industry.

RedOakFarm.com Emu Information - Myra Charleston agreed to donate the information on her website and was happy to know that her information on raising emus would continue to be seen on the AEA

website. Myra will be given an honorary lifetime AEA membership for all she has done for the emu industry. The information from Red Oak Farm will be labeled as, “**Donated by Allen & Myra Charleston**”. This information will be available in the AEA Members Area for “Members Only”. A teaser can be placed in the public area along with the “What to Know Before you Buy An Emu” information.

AEA Membership Meeting Mailing – Susan has received no response from any members regarding email, address, phone or other changes.

2021 Convention – Table until Jan 2021. 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.

“Membership Application Brochure” – No progress. 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. Need to include 10% Veterans discount. Discuss next meeting.

“The EMU; An Evolving Agri-business Brochure” – No progress. This brochure is listed in the #brochures DISCORD file along with suggestions for changes. Numbers for feed, growth, etc., need to be verified for accuracy. Discuss next meeting.

NEW BUSINESS

Convention Survey – Letter received from Cyril Kline regarding previous questionnaire on conventions. It will be reviewed and suggestions made to the board.

YahooGroups Email lists End completely in December - * Amy motioned to pay Susan to change Members and BOD email lists over to GoogleGroups. Brian seconded. Motion carried.

Adobe CREATE Software – Cost for Adobe CREATE software is \$15.81 per month (total \$189.72 for 1 year contract) in order to change PDFs into editable copies that can be saved in WORD for future editing. It has already been used to make changes in the PDF form for the committee’s non-disclosure agreement and she has forwarded the form, now in WORD format, to the AEA office for filing, if needed for future changes.

It will be used to: 1.) transform old newsletters from pdf to WORD to access past articles, 2.) access other AEA files in pdf, so they can be updated and 3.) plans are to rewrite the AEA Oil Research introduction papers that are a hodge-podge of items and very unprofessional looking. Having these papers in WORD format will allow for additions of all continuing research to these papers. * Jay motioned to reimburse Joylene \$189.72 for the cost of Adobe CREATE software for the next year. Brian seconded. Motion carried.

“Emu Runner” Movie – World Wide Pictures is asking for support from the AEA for this movie, which briefly throughout the movie shows emus in the wilds of Australia. We must keep confidential until released in the U.S. There was concern about perception of the girl’s attachment to the emu. It was explained how hash tags of the movie could help to promote the AEA. * Amy motioned to allow World Wide Pictures to add “Supported by the American Emu Association (AEA)” to the Emu Runner movie’s credits. Daryl seconded. Jay abstained. Motion carried. World Wide Pictures will be contacted to give them our decision.

Free Conference Calling - Allows FREE use of their phone conferencing but, they do ask that those who can, donate so that others can continue to use it for free. Since April 2020, the AEA has used it a total of 995

minutes over 26 meetings. * Amy motioned to donate \$100.00 to Free Conference Calling. Brian seconded. Motion carried.

American Emu Association Facebook Page – We have an administrator for this page and can now answer its “inbox” inquiries. No one had been answering these questions for the past few months.

American Oil Chemist Society (AOCS) Membership Renewal – Due in December. * Joy motioned to pay \$1,020.00 to renew the annual membership in the American Oil Chemist Society (AOCS). Amy seconded. Motion carried.

New Membership Applicant – 1 new membership applicant.

ADJOURN 7:20 pm (central) * Brian motioned to adjourn. Joylene seconded. Motion carried.