

# New Board - Annual Board Agenda September 10, 2020

**Call to Order** – 6:50 pm (central)

## **Moment of Silence**

**Roll Call** - Terry Turner, Joylene Reavis, Dennis Anderson, Andy Martin, Amy Hall, Jay Winslow, Brian Smith, Daryl Connite

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

**August Financial Report** – \* Brian motioned to accept the Financial Report as written. Joy seconded. Motion carried.

**Non-disclosure & Code of Ethics Forms** – These forms must be signed and returned.

Also, all board members should review the Bylaws and the Policy & Procedures files.

## **Board Of Directors**

**Regions 1 & 2** – Andy Martin

**Region 3** – Dennis Anderson

**Regions 4, 5 & 6** – Daryl Connite

**Directors-at-large** – Jay Winslow, Joylene Reavis, Amy Hall & Brian Smith

## **Elections of New Officers - 2020/2021**

**President** – Jay Winslow

**Vice-president** – Amy Hall

**Secretary** – Joylene Reavis

**Treasurer** – Brian Smith

**Parliamentarian** – Andy Martin

**At-large** – Dennis Anderson & Daryl Connite

## **2020/2021 Board Meeting Dates**

Day of the Week - **THURSDAY** Week # - **2<sup>nd</sup>**

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 may need to be replaced. Think about members, who could be on these committees. Joy will contact non-board committee members to see if they will remain on their committees.

- Ag/Legislative – [Jay Winslow](#) / [Andy Martin](#) / [Ngon Nguyen](#) ?
- Awards – [Dennis Anderson](#) / [Andy Martin](#) / [Amy Hall](#)
- Financial/Budget – [Brian Smith](#) / [Susan Wright](#) / [Ngon Nguyen](#) ? / [Trevor Peterson](#) ? / [Amy Hall](#)
- By-Laws/Parliamentarian – [Andy Martin](#) / [Jay Winslow](#) / [Tony Cithyrn](#) ? / [Janeane Parker](#)
- Emu Oil Certification & Batch Numbers – [Amy Hall](#) / [Susan Wright](#) / [Cyril Klein](#) / [JoAnna Stinar](#) / [Andy Martin](#)
- AEA Certified Emu Oil Program & Trade Rule Committee – [Amy Hall](#) / [Susan Wright](#) / [Carolyn Palo](#) ? / [Ngon Nguyen](#)?
- Research & Grants – [Dennis Anderson](#) / [Cyril Klein](#) / [Caleb Binford](#) / [Maria Minnaar](#) ?
- Internet & Technology (I.T.) – [Jay Winslow](#) / [Susan Wright](#) / [JoAnna Stinar](#) / [Ngon Nguyen](#)? / [Andy Martin](#) / [Amy Hall](#) / [Janeane Parker](#) / [Daryl Connite](#)

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

• Meat – [Amy Hall](#) / [Ngon Nguyen](#) ? / [Tony Citrhyn](#) ? / [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 – \_\_\_\_\_ --- \_\_\_\_\_ / \_\_\_\_\_

\* Board Assistant - \_\_\_\_\_ --- \_\_\_\_\_

**Annual Meeting Video** - Discussed the Members Meeting Agenda in a You-Tube video. A link to this video will be placed in the AEA website's MEMBERS SECTION. The date to have it on the AEA website in the **MEMBERS ONLY section is September 30**. The video will be uploaded onto an **AEA YouTube account**. A link will be placed on the AEA website. A summary will be sent to members in a short newsletter after video is posted.

Talked about all AEA **board members make a short video** (30-60 seconds) introducing themselves and add it to the Annual Membership Meeting video.

**Committee will meet by phone on Sunday, September 13<sup>th</sup>, at 10 am (central) to work on video.** They will look for articles on CBMs and Oil Program to include.

Special newsletter will contain – annual membership meeting agenda (add - any questions contact \_\_\_\_; annual financial report; CBM Program and Oil Program explained; minutes from last year's meeting; instructions on how to login to MEMBERS ONLY section.

**RedOakFarm.com Emu Information** –Myra Charleston will be contacted to see if she would allow the AEA to post her emu information on the AEA website with her and Allen cited as the contributor. Possibly offer an honorary lifetime member for all she has done for the emu industry. **Discuss at next meeting.**

**Meeting Recessed** – 7:51 pm (central) Meeting to continue September 17<sup>th</sup>

# **Annual Board Meeting MINUTES - September 17, 2020**

**Resume from 9-10-20** – 6:03 pm (central)

## **Moment of Silence**

**Roll Call** - Terry Turner, Joylene Reavis, Dennis Anderson, Amy Hall, Jay Winslow, Brian Smith, Daryl Connite  
Absent - Andy Martin

**REMINDER - Non-disclosure & Code of Ethics Forms** – These forms must be signed and returned by email or postal mail.

Also, board members should review the Bylaws and the Policy & Procedures files.

## **Board Of Directors**

**Regions 1 & 2** – Andy Martin

**Region 3** – Dennis Anderson

**Regions 4, 5 & 6** – Daryl Connite

**Directors-at-large** – Jay Winslow, Joylene Reavis, Amy Hall & Brian Smith

**Elect New Board President** – \* Brian motioned to elect Dennis Anderson as the 2020/2021 AEA Board president. Amy seconded. Motion Carried.

## **New Officers**

**President** - Dennis Anderson

**Vice-president** – Amy Hall

**Secretary** – Joylene Reavis

**Treasurer** – Brian Smith

**Parliamentarian** – Andy Martin

**At-large** – Jay Winslow & Daryl Connite

**Board Assistant Position** – Board agrees to an **UNPAID title of Board Assistant** to assist the new president in carrying out his duties. Besides helping the president set-up and assist at meetings, the Board Assistant will receive the [Info@aea.emu.org](mailto:Info@aea.emu.org) emails, sort them and forward those that need the president's attention.

**Executive Director (E.D.) History** – FYI... An Executive Director was originally a part of the early AEA and was done away with in the 1990s. A few years later AEA president, Margaret Pounder, was hired as the next Executive Director when she timed out as a board member. After a few years, when Margret Pounder left AEA member, Pat Sauer, took over. The E.D.s duties included all financial items including bill paying, answering all correspondence and inquiries, attending all meeting, taking minutes, discussing the financial report and minutes at the meeting and dealing with convention items. Basically, the executive secretary did everything except approve motions. The last years that the AEA had an Executive Director, she was paid a salary of \$12,000.00 (plus state and federal taxes & fees). Somewhere around 2005 the Executive Director position was removed and all duties were distributed among the directors. The reason for this is that the AEA treasury was almost depleted. At that time, we were told by the current AEA president, Gerald Edwards, that there would not be an American Emu Association within the next 3 years. That is when board member De McCleery became treasurer. She pinched every penny during her terms and got the AEA back on track to where we are today.

**2021 Convention Committee** – Revisit in January

**Annual Meeting Video** - The Members Meeting Agenda items will be discussed in a You-Tube video. **A link to this video will be placed in the AEA website's MEMBERS SECTION.** This information needs to be available to members by September 30th. The committee worked on the agenda last Sunday and completed it. The video will be uploaded to the AEA YouTube account, so the link can be posted in the AEA website's Members Area. The minutes will be sent to members in the Nov/Dec newsletter two weeks after the video is posted.

**DISCORD** –Board members are being brought up to speed on how to use DISCORD. A tutorial link was sent to the board.

**Discuss 2020 positives and negative** –

**Positives** – 1.) New **AEA website** is up and running. It looks great! 2.) **Human Emu Oil Study** has had a slight delay but, is continuing. 3.) **Zoom Gatherings** have been started and are a work in progress. 4.) “How to” **recipe videos** have been made. 5.) **Newsletters** are being sent on a regular schedule every 2 months.

**Negatives** – 1.) **COVID-19**. 2.) Cancelling **AEA Convention**. 3.) Problems with board members accessing **DISCORD**. 4.) No **processing plant video**.

**Discuss our duties, rules and methods with new board members** – 1.) It was explained why board members should **NOT use farm names, logos or business website addresses**, when replying to official AEA business (unfair advantage in advertising over members). 2.) BOD is encouraged to read their **board and officer duties** in both the AEA Bylaws and the Policy and Procedures manual. Both are listed on DISCORD under # files. 3.) Board members need to **follow-up** on any committees and any projects that they are responsible for each month. 4.) Board members need to **show up for meetings**. 5.) We need to rely more on committees. Committees are to gather information, discuss items and **make suggestions for the board** to consider. At board meetings the board members should only have to vote yes or no after receiving the information from the committee liaison.

**Discuss 2021 convention** – Revisit in January

**Discuss fund raising as no fund raising was done in 2020 due to cancelled convention** – We will continue to list an AEA logo item for sale in each newsletter. Looking into the cost of listing AEA logo items for sale on the website.

**Possible projects for 2021 including research** – Add a folder to DISCORD for **Research Projects & Ideas**. 1.) Temple Grandin on **emu behavior**. 2.) Do emus make **sounds** with other emus that are **inaudible to humans**?

**Finding AEA members to help on committees and with AEA projects** – Committee members from last year have been contacted. 12 have agreed to serve on committees. 7 have not yet replied (Will try to contact again next week). Confidentiality agreements will be sent to all members on “sensitive information” committees next week.

**Plan for advertising and marketing of AEA to find new emu farmers and members** - Will wait for budget committee recommendations and discuss in the future.

**Create an AEA Expense Budget** – Average income and expense in each category from the last 10 years will be looked at, so it can be determined what can be spent on future projects.

**AEA Membership Brochure Application Review and Update** - AEA Brochure & ET&T applications have been posted to DISCORD # Brochures. **Review and discuss at next meeting. Will try next meeting on DISCORD.**

**The Emu : An Evolving Agri-Business Brochure** – A copy has been posted on DISCORD #Brochures. Any changes, additions or deletions? **SUGGESTED - Page 3 - Commercial Emu Production Facts (Numbers need to be verified)**

**Average egg production - 30 (?)** (page 4 says 20-50 eggs)

**Feed Efficiency - 5.71 #s of feed per # of weight gain. (?)**

**Summary - are those figures accurate?**

Should we **eliminate Hectares** and just use Acres?

**Page 4 – ADD?: What To Know Before You Buy**

1.) Have you visited farms and researched information on raising emus?

2.) Have you created a Business Plan?

3.) Do you have adequate land, water, buildings and locally available nutritious feed, plus the personal health and energy to care for emus?

4.) Within 1 year that cute little chick will grow into a bird that will weigh over 75#s and will be able to stretch up and look over a 5 ft. fence. By 2 years it can weigh over 120#s and stretch to look over a 6 ft. fence. Do you have adequate fencing? Emus CANNOT be left to “free range” in your yard.

5.) Emus are attracted to shiny objects like, eye glasses, buttons, earrings, watches and such. Their serrated beaks can hurt when they pinch the skin, while pecking at these objects.

6.) When handling an emu, only work from behind. Emus have very powerful legs with sharp claws that can do a lot of damage to clothing and skin when they kick forward. **Review and discuss at next meeting. Next meeting will be on DISCORD.**

**Magazine Suggestions For AEA Ads** – After Budget and Marketing numbers are determined a decision can be made on advertising.

**Some National Ag Magazines** (some are for big farms others are for 5 acres and up. Joy raised emus on 10 acres and did very well) --- Successful Farming, Farm Journal, Farm & Ranch Living, The Business of Farming, Hobby Farm Magazine, Countryside Magazine (*AEA currently runs an ad here*), Backyard Poultry, Mother Earth News, The New Pioneer, Capper's Farmer Magazine, From Scratch Homesteading, Backwoods Home, etc., along with National and State Farm Bureau Federation (NFBF) magazines and newsletters. There are also the National Farmers Organization (NFO), National Farmers Union (NFU), etc. Amy will check on prices.

**New Member Voting Procedure** – The new policy will be – “**Region Director from the applicant’s state shall contact that person, gather information and make a recommendation to the board. If no objections are made by any board member within 7 days of posting, the applicant will automatically be approved**”.

**ADD to the website (if not already done)** –

- Links to Alphabet Zoup’s YouTube videos on emu oil and emu meat. (these links are posted to DISCORD)
- Under RESOURCES add a list of emu behavior traits (i.e., they kick forward karate style, they peck at shiny things, their beak can pinch really hard, etc.). Possibly a new brochure, including the following item. See article in Sep/Oct newsletter.
- Add a check list of things to consider before you purchase an emu. (See above)
- Updated brochure “the Emu - The Evolving Emu Business”.
- Updated AEA Membership Applications.
- Updated the Egg Brochure with new nutrient values.
- Summary of the Emu Industry
- Add past year’s newsletters. Joy will send them to Jay.
- Change president on the CONTACT US page and add new at-large director after Annual Membership Meeting video is posted.
- Links to videos can be added, i.e., the AEA Annual Meeting video on YouTube link will be posted

**AEA Newsletter** - A notice will go out 1 week before video is posted (by October 21) containing agenda and annual financial report. A meeting summary will be in the next regular newsletter scheduled to go out October 20<sup>th</sup>. Any articles due before October 15<sup>th</sup>.

**USDA Processing Video & Manual** - Trying to find copies of the AEA USDA Processing video and the Manual. No luck, so far. If we can get a manual, it will be transferred into PDF, so that it can be reviewed for accuracy.

**2019 Speaker Dr. Lehr** - We now have an industry summary. Any follow-up on his suggestions?

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