

If your state association is planning to host a booth, here are some suggested guidelines for booth volunteers.

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## **SUGGESTED GUIDELINES FOR BOOTH VOLUNTEERS**

**Thank you** for your participation in promoting the emu industry and your state association. The following guidelines are suggested to clarify questions about handling situations that you may experience as you represent your state association in this function.

**a.)** If asked about the price of birds, **avoid direct prices**. It is safer to discuss a range of prices and explain some of the variables that may affect those ranges (such as - location; ages of birds; history or breeding background documentation; superior egg production from parents; exceptionally large birds; level of service, support and training offered by sellers; guarantees; DNA sexing; fingerprinting; microchips; etc.)

**b.) Do NOT criticize other ratites.** We can most successfully promote our livestock and products by discussing their merits and features, not downgrading other types of birds. Differences, such as temperament, size of facilities required, etc., can be pointed out in a positive way.

**c.)** This one is obvious but, bears mentioning. **Do NOT criticize any other farm**, for any reason, whether an association member or not.

**d.)** If asked **where to buy birds or products**, offer a copy of your association breeder list or give them your association products and services list which should be printed in advance. Or, suggest they go to your state association website or to the AEA website, [www.aea-emu.org](http://www.aea-emu.org) .

**e.)** Although your purpose in this booth is to **promote the emu industry and your state association in general, answer if you are asked specific questions about your farm**. If asked for your business card, feel free to hand it out. Use discretion about promoting your individual farm. Encourage that party to contact you privately if they would like more information or a visit to your operation.

**f.)** Membership with involvement in the American Emu Association (AEA) and State Association benefits the members and the growth of the industry. **Encourage people to join the AEA / State Association** and get involved! Membership applications should always be available in the booth.

**These are not RULES, just suggestions.** As in all things, good judgment prevails in most situations.

The idea is to have fun and share information about our wonderful birds and products!

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