

National Emu Week (N.E.W.) (9 day event that starts the 1st Saturday in May)

AEA Members Email List Announcement Schedule

January

2nd Week (week of January 15th)

Chair organizes for N.E.W. Announcements

N.E.W. Chair Announced

- 1.) N.E.W. Begins
- 1a.) National Emu Week
- 2.) List Announcement Schedule
- 3.) Press Release Timeline
- 4.) N.E.W. Planning Guide - current year
- 5.) National Emu Week (N.E.W. Needs You)

3rd Week (week of January 15th)

- 6.) N.E.W. Event Ideas
- 33.) School Hatch Project Preview (set eggs 60 days before N.E.W.)

- 34.) School Hatch Project - #1
- 35.) School Hatch Project - #2
- 36.) School Hatch Project - #3
- 37.) Starting a Farm or Business
- 38.) Emu Pens and Fencing
- 40.) Business Plan Info

4th Week

- 41.) Business Plan example #1 (Sugar Maple Emus)
- 42.) Emu Ranch Business Plan Example #2
- 43.) THOUGHTS ON PROMOTION
- 44.) Financial Statement Form
- 39.) IRS Facts - Is It A Hobby or Business?
- 45.) AgPlan Financial Spreadsheet
- 29.) Setting & Reaching Goals
- 7.) N.E.W. Needs You to Participate
- 46.) Feasibility Study
- 47.) Feasibility Study Form
- 50.) Before You Hatch

5th Week

- 48.) Pricing Your Products
- 51.) Marketing Plan info
- 52.) Marketing Basics
- 53.) Marketing Guide & Template
- 54.) Market Your Company
- 50.) Before you Hatch
- 55.) Marketing #1
- 56.) Marketing #2

February

1st Week

- 4.) Planning Guide
- 57.) Marketing #3
- 58.) Marketing #4
- 59.) Guerrilla Marketing
- 60.) 100 Guerilla Marketing Ideas
- 61.) Making Your Marketing Effective
- 62.) Promote Your Business
- 6.) N.E.W. Event Ideas
- 11.) N.E.W. Logo
- 11a.) N,E,W, Address Label

2nd Week

- 108.) Egg Decorating Contest "fill-in-the-blanks"
- 90.) What's An Emu? – CD
- 91.) What's An Emu? Brochure
- 8.) N.E.W. Reminder
- 26.) How to get a N.E.W. Proclamation
- 27.) Proclamation template - current year
- 28.) Requesting a Proclamation
- 28a.) SAMPLE Proclamation Press Release
- 68.) Agri Tourism Article - Honeysuckle Farm
- 69.) Animal Welfare Act – Bird Rules
- 72.) How to Organize an Emu Farm Tour
- 71.) Turn Ag into Tourism
- 71a.) Agritourism RESOURCES
- 70.) How To Start an Ag Tourism Business (Mother Earth News)

- 70a.) Ag Tourism Tips

3rd Week

- 81.) Ag Tourism Health & Safety Guidelines for Children
- 81a.) Ag Tourism Animal Safety Checklist
- 94.) Tourism Legal Issues
- 95.) Legal Issues
- 93.) On-Farm Event Legal Considerations
- 92.) Liability Concerns
- 96.) Ag Tourism Tips
- 97.) Ag Tourism Benefits and Risks
- 98.) Ag Tourism Concerns
- 82.) Biosecurity Checklist
- 83.) Visitors During Bird Flu
- 83a.) Biosecurity Tips for Visitors
- 84.) Celebration Poster Example

February

4th Week

- 85.) Farm Tour Poster
- 86.) Farm Tour Handout
- 87.) Soil Sisters Poster Example
- 89.) WATA Harvest Trail Poster
- 9.) Participate in N.E.W
- 31.) Speaking & Presentation Tips
- 32.) Roadside Farm Signs
- 63.) Increasing Sales

AEA press release – Announcing N.E.W.

- 64.) Marketing Tips for Customer Satisfaction

March

- 4.) March Planning Guide
- 16.) Thoughts on Promotion
- 11.) Emu Logo Picture
- 120.) Video Taping Your Farm or Ranch
- 122.) Taking Pictures of Your Products
- 123.) Photo Backdrops and Light Box "Foldio"
- 121.) Photo Suggestions to Have On Hand

1st Week

- 65.) How To Approach Restaurants

- 66.) How To Approach Retail Stores
- 49.) Credit Card Identification
- 78.) How To Secure Your Farm or Ranch
- 79.) Animal Activist Warnings
- 80.) Animal Activists – Secure Your Farm
- 124.) How To Media Relations 101
- 28.) Seeking Proclamation letter (time to arrange for the state proclamation)
- 103.) Public Relations Basics - Craft Your Story
- 125.) Cheat Sheet for Reporters

2nd Week

- 105.) Texas Size Easter Basket **Press Release**
- 126.) Media Contacts
- 99.) How to Write a Press Release
- 101.) Get Your Headline Noticed
- 100.) Submitting Press Releases
- 128.) Media & Public Relations Tool Kit
- 128.) Media & Public Relations Tool Kit
- 128a.) Full Farm Tool Kit
- 129.) Create a Press Kit in 9 Steps

3rd Week

AEA press release - N.E.W. Announcement

- 107.) N.E.W. Chair Announced Fill-in-the-Blanks
- 108.) Egg Decorating Contest Fill-in-the-Blanks
- 109.) Requesting a Proclamation Fill-in-the-Blanks
- 110.) Proclamation Received Fill-in-the-Blanks

- 111.) Open House – Farm Tour Fill-in-the-Blanks
- 112.) N.E.W. Celebration Fill-in-the-Blanks
- 113.) Students Visit Fill-in-the-Blanks
- 114.) School Hatching Fill-in-the-Blanks
- 115.) State N.E.W. Events Fill-in-the-Blanks
- 116.) Emu Farmers Ready for N.E.W. Fill-in-the-Blanks
- 117.) Membership Meeting Fill-in-the-Blanks
- 118.) State Election Results Fill-in-the-Blanks
- 119.) An Event Fill-in-the-Blanks
- 119a.) Presentations and Displays Fill-in-the-Blanks

AEA press release - Farmers Ready for National Emu Week

- 132.) Presentations and Displays
- 132a.) Library Presentations
- 133.) Booth Display and Show Tips
- 134.) Booth Volunteer Guidelines
- 135.) Home and Travel First Aid Kit
- 136.) Farmers Market Tips
- 102.) Writing Effective Marketing
- 102.) Tell Your Story

4th Week

April

1st Week

- 4.) April Planning Guide
- 17.) Activity Sheets Information
- 17a.) Emu Chicks
- 18.) Color the Emu
- 19.) Count the Emus
- 20.) What is the Difference
- 21.) Color by Number – Easter Surprise
- 22.) Finish the Emu
- 23.) Find the Way Home
- 24.) Pappa Emu and Chick
- 25.) Super Emu

2nd Week

- 67.) Unsatisfied Customers - Problem or Opportunity
- 10.) Promote National Emu Week
- 12.) Don't give up

AEA press release - What's Happening?

- 13.) Why It's called a "Week"

3rd Week

- 73.) Sharing Your Farm
- 74.) Farm Event - How They Did It
- 75.) Charging For Farm Tours
- 30.) The Power of Positive Thinking (What Henry Ford Said)
- 110.) IProclamation Received
- 76.) Guest Book
- 77.) Guest Book Pages

4th Week

- 4.) Planning Guide
- 130.) Note Taking Tips
- 131.) Tips for Bloggers
- 15.) Last Minute Reminders
- 127.) Last minute talk radio call-in and/or local shows

AEA press release - National Emu Week

May

Pre "N.E.W" Week

Post Events, Articles & Press Releases Published

- 29.) Reaching Goals Thru the Power of 3
- 137.) YouTube Videos To Use During Your Tours or At Your Booth

AEA press release – Raise Emus

AEA press release – AEA Convention
