

EMMA Pilot Project — Spring-Summer 1986

(Emergency Membership and Marketing Action)

by Linda Sun
Riverside, California

What does "EMMA" stand for?... Emergency Membership and Marketing Action. What is its purpose?... to gain new members for AFA...to enable us to market AFA more effectively...to increase revenues.

Linda Sun has been a very valuable member of the "EMMA" task force. She has an interesting and provocative perspective on the project. We'll be sharing these insights and more about "EMMA" in coming issues with the hope that AFA delegates and members across the country will start their own "EMMA" effort soon. Because...IT WORKS! It builds team play and friendship, it adds members and revenues and is personally exciting and rewarding.

Equally important, now that the prototype program has been completed in southern California, the kinks are

worked out and we have a well thought out performance-tested plan for you to follow.

Part of the "EMMA" plan includes seminars for bird lovers outside of the AFA and helps market ourselves more efficiently. The seminars we have presented have been extremely well received.

I want to personally say a very big THANK YOU to all the fine southern California "EMMA" delegates and member volunteers. They have been wonderful and have proven that there are more than a few devoted folks who are eager to do their part for the AFA.

I believe each of you will too!

*Nancy Winters
Executive Director*

This is a brief birth announcement. In the next issue of the *Watchbird* we will

peek into the egg of the EMMA project, so that the germ of life inside can be inspected. EMMA is a welcome addition to our AFA family and will soon be flying cross-country all over the nation. The story of EMMA's conception, fertilization, incubation, hatch and fledging may give many of us a new insight into what AFA is all about. Everyone who offered to assist at the birth was welcomed with open arms and EMMA became everybody's baby.

News of a successful nesting tends to spread and enterprising AFA people across the land are already on pin feathers and needles, anxious to see the pipping of their own EMMAS — not necessarily exact clones of the original plan, but with the same hereditary lines and family traits. With additional ideas and different approaches in the states, we will refine and improve the breed. Statistics are not yet complete, but as of the end of August, EMMA has produced just over \$10,000.00 for AFA's dwindling reserves. Additionally, EMMA, which by its very nature is a concern for the welfare and health of AFA, has continued to spark new ideas and ongoing projects. Now that we know there is a big need for our help and that we *can* hand-feed AFA into a strong, thriving flock, imaginative AFA people want to get started. The spirit is willing, and the flush (of accomplishment) is sweet. ●

Raffle Winners at the 1986 Convention

Prize	Donor	Winner
Hyundai car	A. F.A.	Jeri Wright
Atari home computer	Cash	Wes Bryan
Round trip, Honolulu	Hawaiian Airlines	Trudi Dam
Umbrella cockatoo, male	Critter's Corner (Jim Jimenez)	Jimmy Berch
Moluccan cockatoo	Pet Center, Inc., L.A., CA	Carol Travis
Cockatoo	Pet Farm Inc., Miami, FL (Dr. Bernie Levine)	Paul Schroeder
Yellow fronted Amazon	Critter's Corner (Jim Jimenez)	A.J. Sralla
Aviary 3 ft. x 6 ft. x 6 ft.	Erect Easy Wire Co., Inc. (Don Williams)	Jeff Maranville
Large cage, 27 in. x 3 ft. x 3 ft.	Feed & Seed Center, FL (Bill Albrecht)	C.A.A.S.
Australian crimson winged parakeet	Lona Schmalz	Sue Rose
Blue fronted Amazon	Gators of Miami, FL (Buzz Pare)	Don Goodrich
Blue fronted Amazon	Magnolia Bird Farm, CA (Frank Miser)	Lynn Deuschle
Lady Gouldians, white	Ole Borresen	E.L. Michaelsen
Lady Gouldians, normal	Herschel Frey	S. Kirchhoff
Framed E. Peake print	Eric Peake	Larry Shaver

The above is only a partial listing. Anyone wishing a complete list of prizes, donors and winners may contact the office: American Federation of Aviculture, P.O. Box 1568, Redondo Beach, CA 90278. Phone (213) 372-2988.

Raffle chairman Dick Dickinson, along with A.F.A., wishes to thank all the many people that made this 1986 raffle so successful by donating these fantastic prizes. A special thanks to:

Kaytee Products Inc., Kellog Inc., Nekton U.S.A., Topper Bird Ranch and Tom Roudybush.

All the many cash donations went toward the purchase of the Atari home computer and Hyundai car.

As an additional prize to each raffle winner, Kaytee Products, Inc. has given a complimentary ticket to the "Great American Bird Show" in Chicago, Illinois, October 2-4, 1986. ●

AFA Winter Meeting and IFCB Symposium Scheduled for February 11-15, 1987

If you will be attending the Jean Delacour IFCB Symposium in Hollywood from February 11 through 15, 1987 (which is also the AFA mid-year mini-convention), we have free color maps of the area to help you get around. These maps are provided courtesy of Mark Lacey, manager of Enterprise Rent-A-Car and include all of Los Angeles, Orange and Ventura counties, plus San Diego and Palm Springs and parts of Riverside and San Bernardino counties. Just write to the AFA home office and ask for the Enterprise Rent-A-Car map, but please send a self-addressed stamped envelope. These will also be available at the mini-convention. Many thanks, Mark!

(The AFA board meeting is scheduled for February 11th. When registering for the symposium, please do not forget to write "AFA member" on your check and on the registration form.) ●