

Crop Protection Canada Connectivity Project Project Governing Body Agenda



2011-01 Dec (Thursday)



11:00 am ET/ 10:00 am CT/
9:00 pm MT/8:00 am PT
1.5 hour duration



Phone #: 416-443-4588 or
1-866-518-0791



Conference ID: 317663

<https://na2.connectnow.acrobat.com/aggatewaycorp>

Acronyms

MSA Moved, Seconded, Approved
CPC Crop Protection Council
PC Project Coordinator
GB Governing Body

Documents embedded:



1a - Competition
Guidelines.pdf

Competition Guidelines link

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Marilyn Hunter (marilyn@aggateway.org) 916-429-0509



Attendees

Members:

Heather Byrne-Moumdjian, DuPont
 Mitch Long, FMC
 Ian McNeill, Federated Co-operatives
 Todd Ormann, Syngenta
 Jason Pickering, Viterra
 Rick Pierson, Univar
 Bill Sherk, Monsanto
 Don Surgeoner, Engage
 Dave Gosnell, Engage
 Pam Steele, Nufarm

Non-Voting:

Peter MacLeod, CropLife Canada
 Rod Conner, AgGateway

NA=Notified that they would not be available

L=notified of being late

Guests:

Ed Nimtz, Dow
 Richard Bramhill, Dow
 Stephanie Fraizer, Dow
 John Rudnicki, Monsanto
 Chris Mahyle, Monsanto
 Tammy Duquette, BASF
 Len Dobbins, FMC
 Teri Steeple, Rural Community Insurance Service

Project Coordinator:

Marilyn Hunter, AgGateway



Agenda

Time	Topic	Topic Leader	Desired Outcome	Notes
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0:02	1. Meeting Minutes <ul style="list-style-type: none"> • 	Hunter	Minute-taker assigned – need a volunteer for this one – plan to assign so that all share the load	Marilyn/Todd will capture
	2. CLC Competition Guidelines		Each team member has agreed to abide by it (see embedded file above)	All agree to abide.
	3. Approve minutes from prior call	Hunter	Approval of minutes	MSA: (/) Approve minutes from 02 Nov, 2011 call MSA: (/) Approve minutes from 17 Nov, 2011 call Tabled the minutes approval – didn't have a quorum – CLC annual meeting going on – some attending it.
	4. Changes to Board <ul style="list-style-type: none"> • Dow • BASF? • Bayer? 	Hunter	Discussion and appointment of additional people to the governing body	<ul style="list-style-type: none"> • Table until call – didn't have a quorum

	<p>5. Review Deliverables</p>	<p>Hunter</p>	<p>Group understands the deliverables</p>	<ul style="list-style-type: none"> • Reviewed the deliverables at the end of this document. Progress is being made on a number of the items, but our timeframe is fairly short and the holiday season is almost upon us. • One item that all should consider would be whether you would be willing to lead the governing body. Because this is now a governing body instead of a task force for AgGateway, we need to have a member chairing the governing body. This will take an additional 1-1.5 hours a week more than the regular calls – meet with Marilyn for an hour to discuss what needs to be accomplished. <p>Action: All need to consider who would be a good candidate to chair the governing body</p> <ul style="list-style-type: none"> • Pam indicated that she has had a discussion with someone from National Research Council (NRC) about an eBusiness Grant. NRC has a \$80M funds available over 3 years for small to medium size companies in Canada to promote implementation of eBusiness within Canada – no industry specific, they are encouraging digital technology. She will be getting more information as to whether this project (or companies within the project) might qualify for some of the grant \$\$\$. • Pam asked for a high level project plan to better understand what will be done within the project and timeframe. <p>Action: Marilyn to provide a high level project plan</p> <p>Action: Rod/Peter to create a joint Press Release regarding the approval of the CPCC project charter.</p>
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	6. Brochure Discussion	Ormann	Obtain input from board	<ul style="list-style-type: none"> • The primary method of using this document will be electronic. Thus we will want to use links were possible. • Copy alterations, <ul style="list-style-type: none"> ○ Through the document change "Canadian Crop Protection Connectivity project" to <i>Crop Protection Canada Connectivity project</i> . Thus the acronym should be CPCC. ○ In the first section, change "Sponsored by Crop Life..." to <i>Endorsed by Crop Life...</i> ○ In the second section, drop the fourth bullet point " Reduce overall manual effort...." ○ In the final section change "December 15, 2011" to <i>February 28th, 2012</i>" ○ In the first section, change CPP to Crop Protection ○ At the bottom of the page change Marilyn's title to "Enabling Services Director". • Additions, <ul style="list-style-type: none"> ○ Marilyn to provide Todd with Link for third section, fourth bullet point ○ In the final section after the first line. Add link and copy referencing the commitment letter. The commitment letter is a document that a company, who is willing to participate, signs to show that they agree to the principles and are committing time and resources into the project. <i>"If interested please go here to reference the CPCC commitment letter"</i> (I'll let our copy writer wordsmith thisJ) ○ In the final section have AgGateway name have it link to their website, www.aggateway.org • Todd to provide next draft for December 15th meeting
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	7. Discussion on targeted companies	Group	Discussion on what do we need to target for communication	<ul style="list-style-type: none"> • Marilyn had received a number of companies from a couple manufacturers • Group added the manufacturers and more eastern companies to target. • Pam thought that all of the CLC companies should be on the list. • From a communication/awareness emails we can use CLC to do blast email(s), but the targeted companies will be personally contacted in addition to the emails. <p>Action: Todd to provide who ACC is for Marilyn. Action: All companies need to look at and provide as much contact information on any of the companies that are blank on the targeted companies by 12/7.</p>
	8. Discussion on how to communicate with targeted companies	Group	Determine best method for communication	<ul style="list-style-type: none"> • Discussion on the companies that are identified as "targeted" will be the companies that the GB will contact personally.
	9. Commitment Letter	Hunter	Discussion and get a sub-group to start working on a CL	<ul style="list-style-type: none"> • Heather/Pam willing to look at drafting a letter by 12/15 • Targeted schedule: <ul style="list-style-type: none"> ○ Draft commitment letter by 12/15 ○ Input from GB on 12/15 ○ Modify or update by 1/5 call ○ Finalize on 1/12 call ○ Email to targeted companies by 1/16 ○ Deadline for commitment letter 2/29 <p>Action: Marilyn to send the AEC, CNC-II commitment letters for their review</p> <p>Action: Heather/Pam to create a draft commitment letter by 12/15.</p>

	10. Other items	Hunter	Bring up or discuss any new items	• None
0:05	11. Next meeting:	Hunter	Understanding of next call	• Thursday, Dec 8, 2011 @ 11 EST

Active Action Items List as of 12/1/2011 (Items in bold are new items)		
Accountable	Action	Status
Heather (10/13)	Discuss with Priscilla if she would be willing to be a sponsor of this project.	10/27/11: Heather awaiting confirmation from Priscilla
Marilyn (10/27)	Post calculator, updated charter, and case studies for Agrilience and Growmark	Complete
Mitch/Todd (11/17)	Draft a brochure for the project – target draft by 12/1, final by 12/15	Complete
All (12/1)	Consider who would be a good candidate to chair the governing body	
Marilyn (12/1)	Provide a high-level project plan	
Rod/Peter (12/1)	Create a joint Press Release regarding the approval of the CPCC project charter.	
Todd (12/1)	Provide who ACC is for Marilyn.	
All Companies (12/1)	Look at and provide as much contact information on any of the companies that are blank on the targeted companies by 12/7.	
Marilyn (12/1)	Send the AEC, CNC-II commitment letters to Heather & Pam for their review	
Heather/Pam (12/1)	Create a draft commitment letter by 12/15.	
Marilyn (12/1)	Provide Todd with Link for third section, fourth bullet point in Brochure.	
Todd (12/1)	Provide next draft for December 15th meeting	

Governing Body Deliverables:

- Determine/appoint an interim chair for the governing body to lead calls during this time
- Determine governance of the project board (review and commit to guidelines)
- Develop a communication plan- **in progress**
 - Determine project sponsors within governing body companies & all targeted companies – **in progress**
 - Determine targeted companies for project – **in progress (group)**
 - Determine who will contact and how frequent



- Develop tools for communication
 - Determine audience of communication tools
 - Sell Sheet/brochure – in progress (Todd/Mitch)
 - Elevator speech – in progress (Todd)
 - Press releases
- Validate/determine scope & out of scope
- Validate/determine critical mass
- Validate/determine timeline
- Determine funding – how and when the project will be funded
- Determine timeline for the commitment process – complete
- Develop a commitment letter - Heather/Pam working on
- Determine dates for “awareness of project” webinars
- Determine when the project board will take over the responsibility of the project
- Determine level and request project coordination – request for PC

