

## Crop Protection Canada Connectivity Project Project Governing Body Agenda



**2011-08 Dec** (Thursday)



11:00 am ET/ 10:00 am CT/  
9:00 pm MT/8:00 am PT  
45 minute 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

Documents embedded:



1a - Competition Guidelines.pdf

**Competition Guidelines link**

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### 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
- Dave Gosnell, Engage
- Pam Steele, Nufarm

#### Non-Voting:

- Peter MacLeod, CropLife Canada

**NA=Notified that they would not be available**

**L=notified of being late**

#### Guests:

- Lisa Moskow, Bayer
- Ed Nimtz, Dow
- Richard Bramhill, Dow
- Stephanie Frazier, Dow
- Stan Audette, 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 |
|------|-------|--------------|-----------------|-------|
|------|-------|--------------|-----------------|-------|

|      |  |        |   |  |
|------|--|--------|---|--|
| 0:02 | 1. Meeting Minutes <ul style="list-style-type: none"> <li>• 12/8 - Mitch</li> <li>• 12/15 - Jason</li> <li>• 1/5 - Rick</li> </ul>   | Hunter | Minute-taker assigned – plan to assign so that all share the load     |  |
|      | 2. CLC Competition Guidelines  |        | Each team member has agreed to abide by it (see embedded file above)  | All agree  |
|      | 3. Approve minutes from prior call   | Hunter | Approval of minutes   | <p>MSA: (/) Approve minutes from 02 Nov, 2011 call</p> <p>MSA: (/) Approve minutes from 17 Nov, 2011 call</p> <p>MSA: (/) Approve minutes from 01 Dec, 2011 call</p> <p><b>Table</b> due to lack of quorum.</p> <p><b>Action: Marilyn to email out a vote to approve the minutes</b></p>   |
|      | 4. Discussion of Chair for Governing Body  | Hunter | Approve a new chair for the Governing Body                            | <ul style="list-style-type: none"> <li>• Todd would be willing to serve</li> </ul> <p><b>Action: Marilyn email Todd nomination out for the board approval.</b></p> <p><b>Action: Set up call with Todd for next meeting</b></p>  |
|      | 5. Changes to Board <ul style="list-style-type: none"> <li>• Dow</li> <li>• BASF?</li> <li>• Bayer?</li> <li>• Non-member</li> </ul> | Chair  | Discussion and appointment of additional people to the governing body | <ul style="list-style-type: none"> <li>• <b>Action: Dow to email Marilyn with name of their representation</b></li> <li>• <b>Action: Marilyn need to set up a call with Lisa regarding the board responsibilities</b></li> <li>• <b>Action: Marilyn to contact Tammy @ BASF regarding board positions</b></li> <li>• <b>Action: Todd to contact Jason along</b></li> <li>• <b>Action: Marilyn to contact those companies that are not members</b></li> </ul> |
|      | 6. Review Action Items   | Chair  | Status update on action items   | <ul style="list-style-type: none"> <li>• See table for updates</li> </ul>  |

|      |  |        |   |   |
|------|--|--------|---|---|
|      | 7. Webinar Discussion  | Hunter | Determine dates for "awareness" webinar                               | <ul style="list-style-type: none"> <li>DuPont is hosting a meeting – Chemistry Council – might be an opportunity to provide an awareness – January 19<sup>th</sup></li> <li>Webinar for providing the content, but to get the commitment should be one-on-one conversations by the companies</li> <li>Regionally contact and possibly set up a meeting – where possible (Calgary, Winnipeg, Regina, Ontario, etc)</li> <li></li> </ul> <p><b>Action: Heather to provide Marilyn with the meeting details of the Chemistry meeting in January.</b></p> |
|      | 8. If time allows: Brochure & Elevator Speech Update                                   | Ormann | Status update on brochure – any input from those not on the call 12/1 | <ul style="list-style-type: none"> <li>Most of the changes have been made and will be sent out.</li> <li>Will send out the elevator speech by Friday</li> <li></li> </ul>   |
|      | 9. Review Deliverables   | Chair  | Group understands the deliverables                                    | <ul style="list-style-type: none"> <li>See notes below Action Items table</li> </ul>  |
|      | 10. Other items <ul style="list-style-type: none"> <li>AgGateway membership</li> </ul> | Chair  | Bring up or discuss any new items                                     | <ul style="list-style-type: none"> <li>Those companies that are not AgGateway (AGW) members will need to become AGW members in order to join this project. Will it be a hurdle for some companies? Possibly. It will be important that we can communicate the value of the project and AGW</li> <li>May need to do some webinars and face-to-face meetings with companies.</li> <li></li> </ul>   |
| 0:05 | 11. Next meeting:  | Chair  | Understanding of next call  | <ul style="list-style-type: none"> <li>Thursday, Dec 15, 2011 @ 11 EST</li> <li></li> </ul>   |

**Active Action Items List as of 12/1/2011 (Items in bold are new items)**

| Accountable     | Action   | Status   |
|-----------------|--|--|
| Heather (10/13) | Discuss with Pricilla if she would be willing to be a sponsor of this project. | 10/27/11: Heather awaiting confirmation from Priscilla – She wants to discuss further with |



|                      |   |             |
|----------------------|---|-------------|
|                      |   | Peter.      |
| All (12/1)           | Consider who would be a good candidate to chair the governing body  | Complete    |
| Marilyn (12/1)       | Provide a high-level project plan   | In progress |
| Rod/Peter (12/1)     | Create a joint Press Release regarding the approval of the CPCC project charter.  | In progress |
| Todd (12/1)          | Provide who ACC is for Marilyn.   | In progress |
| 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   | Complete    |
| Heather/Pam (12/1)   | Create a draft commitment letter by 12/15.  | In progress |
| Marilyn (12/1)       | Provide Todd with Link for third section, fourth bullet point in Brochure.  | In progress |
| Todd (12/1)          | Provide next draft for the brochure December 15 <sup>th</sup> meeting   | In progress |
|                      |   |             |
|                      |   |             |

| Completed Items:   |  |          |
|--------------------|--|----------|
| Accountable        | Action   | Status   |
| 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 |

### Draft Governing Body Deliverables:

- Determine/appoint an interim chair for the board to lead calls for interim board
- Determine governance of the project board (review and commit to guidelines)
- Develop a communication plan- **in progress**
  - Determine project sponsors within board companies & all targeted companies
  - Determine targeted sponsors for project – **in progress**
  - Determine who will contact and how frequent
  - Develop tools for communication
    - Sell Sheet/brochure – **in progress**
    - Elevator speech



- Press Releases
- Validate scope
- Validate critical mass
- Validate timeline
- Determine funding – how and when the project will be funded
- Determine timeline for the commitment process
- Develop a commitment letter
- Determine dates for webinars
- Determine level and request project coordination – request for PC
- Determine when the project board will take over the responsibility of the project.