

Crop Protection Canada Connectivity Project Project Governing Body Agenda



2011-15 Dec (Thursday)



11:00 am ET/ 10:00 am CT/
9:00 pm MT/8:00 am PT
90 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

Contacts: Peter MacLeod (macleodp@croplife.ca) 416-622-9771 X2227
Marilyn Hunter (marilyn@aggateway.org) 916-429-0509



Attendees

Members:

- Stan Audette, Dow
- Heather Byrne-Moumdjian, DuPont
- Mitch Long, FMC
- Todd Ormann, Syngenta **(Chair)**
- Jason Pickering, Viterra
- Bill Sherk, Monsanto
- Dave Gosnell, Engage
- Pam Steele, Nufarm

Non-Voting:

- Peter MacLeod, CropLife Canada
- Colleen Hogan, CropLife Canada
- Rod Conner, AgGateway

NA=Notified that they would not be available

L=notified of being late

Guests:

- Lisa Moskowy, Bayer
- Ed Nimtz, Dow
- Richard Bramhill, Dow
- Stephanie Frazier, 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"> • 12/15 – Jason • 1/5 - 	Marilyn	Minute-taker assigned – plan to assign so that all share the load	Marilyn & Todd will capture notes
	2. CLC Competition Guidelines		Each team member has agreed to abide by it (see embedded file above)	All willing abide.
	3. Approve minutes from prior call	Marilyn	Approval of minutes	MSA: (Mitch/Heather) Approve the 12/8/11 minutes as email. Unanimous
	4. Update on the email approvals of: <ul style="list-style-type: none"> • Todd’s appointment as chair • Add Stan Audette as Dow’s representative • Resignation of Ian McNeill • Resignation of Rick Pierson 	Marilyn	Update group on the email approvals	<p>Marilyn updated the group that she did receive email approval for the following resolutions that was sent out on 12/9/2011:</p> <p>Approved Resolutions:</p> <ol style="list-style-type: none"> 1. Accept Ian McNeill’s resignation from the CPCC Governing Body. 2. Accept Rick Pierson’s resignation from the CPCC Governing Body. 3. Approve the appointment of Todd Ormann as the CPCC Governing Body chair. 4. Appoint Stan Audette of Dow AgroSciences to the CPCC Governing Body <p>As well as the approval of the minutes from 10/27, 11/2, 11/8, 11/7, and 12/1.</p>
	5. Discussion and approval of the Governing Board Guidelines	Marilyn	Group understands and is willing to adhere to the Governing Board Guidelines	<ul style="list-style-type: none"> • Concerned that with Ian and Rick stepping down, there is only one channel partner – need to get more balance. • MSA: (Todd/Jason) Approve the Project Governing Board Guidelines. unanimous
	6. Review Action Items from prior meetings/calls	Marilyn	Status update on action items	<ul style="list-style-type: none"> • See table for updates

	7. Brochure & Elevator Speech Update	Todd	Group to review – finalize	<ul style="list-style-type: none"> • Made some modifications see changes in document.
	8. Review Commitment Letter	Heather/ Pam	Review draft CL and provide feedback	<ul style="list-style-type: none"> • 2 phases – first part to find out what the project is before committing funds to educate and determine their benefits and to find out if they can participate. Second would be the actual project. • Commitment letter to engage to understanding and participate to find out what is the project, benefits of the project and costs. • Phase 1 – believe in the vision and commitment the people and resources to identify the cost and infrastructure to do the project. • Action: Todd to draft a strawman for the 1/12 discussion how to get the channel “on-board” • Action: Pam/Heather to flesh out what the Phase 1 would look like • Action: Marilyn cancel the call on 1/5 • Action: Marilyn to put the dates and info on GB calls, member info, on the website.
	9. Review Deliverables	Marilyn	Group understands the deliverables	<ul style="list-style-type: none"> • See listing below Action Items

	10. Communication Discussion	Chair	Discussion on how to get the channel "on-board"	<ul style="list-style-type: none"> Rod would like to include the marketing of AGW in Canada – informing the Canadian ag industry about eBusiness. Has Cargill & ??? have they been contacted about this project? How many people? The CLC membership. We need a couple champions to pick up the phone and have discussion Syngenta - Need to prep the channel for the engagement; has sent out the draft brochures so that their account managers are aware and want to be communicated Get the brochure out via CLC Need to have a consistent message – <p>Action: Contact plan as to who is going to contact which company/contact; what is the content of the discussion so that there is a consistent message.</p> <p>Action: Todd - Put the discussion for the on-boarding of the channel for this project on the next agenda.</p>
	11. Other items	Chair	Bring up or discuss any new items	<ul style="list-style-type: none"> None
0:05	12. Next meeting:	Chair	Understanding of next call	<ul style="list-style-type: none"> Thursday, Jan 12, 2012 @ 11 EST Marilyn to cancel the 1/5/2012 call scheduled

Active Action Items List as of 12/15/2011 (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.	12/15/11: Heather awaiting confirmation from Priscilla – She wants to discuss further with Peter.
Marilyn (12/1)	Provide a high-level project plan	In progress – no later by mid-January
Rod/Peter (12/1)	Create a joint Press Release regarding the approval of the CPCC project charter.	In progress – Would like to have Peter draft and Rod to edit. Target to prior to going out to



		discuss with the channel partners. Using the CLC email blast. Timing in the New Year. Rod – will create the press release utilizing the content from the brochure that Todd & Mitch created. Send out to for review GB and CLC will disseminate. Need media outlets from CLC or GB.
Todd (12/1)	Provide who ACC is for Marilyn.	In progress – AgMark?
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.	Still not complete yet.
Heather/Pam (12/1)	Create a draft commitment letter by 12/15.	Complete
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 th meeting	Complete
Marilyn (12/8)	Email out a vote to approve the minutes.	Complete
Marilyn (12/8)	Email Todd nomination's out for board approval.	Complete
Marilyn (12/8)	Set up call with Todd for next meeting	Complete
Richard (12/8)	Dow to email Marilyn with name of their representation	Complete
Marilyn (12/8)	Action: Marilyn need to set up a call with Lisa regarding the board responsibilities	In progress
Marilyn (12/8)	Action: Marilyn to contact Tammy @ BASF regarding board positions	Emailed – but have not received response yet
Todd (12/8)	Contact Jason about his participation in the project and if someone else from Viterra can participate if he can't	Complete
Marilyn (12/8)	Action: Marilyn to contact those companies that are not members	
Heather (12/8)	To provide Marilyn with the meeting details of the Chemistry meeting in January 19 th .	In progress
Jason (12/15)	To see if a project update could be added on the January meeting agenda	
Todd (12/15)	Todd to draft a strawman for the 1/12 discussion how to get the channel "on-board"	

Pam/Heather (12/15)	<p>Pam/Heather to flesh out what the Phase 1 would look like</p> <ul style="list-style-type: none"> Action: Marilyn cancel the call on 1/5 <p>Action: Marilyn to put the dates and info on GB calls, member info, on the website.</p>	
Marilyn (12/15)	Marilyn cancel the call on 1/5	
Marilyn (12/15)	Marilyn to put the dates and info on GB calls, member info, on the website.	
All (12/15)	Need to flesh out the contact plan as to who is going to contact which company/contact; what is the content of the discussion so that there is a consistent message.	
Todd (12/15)	Todd - Put the discussion for the on-boarding of the channel for this project on the next agenda.	

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
All (12/1)	Consider who would be a good candidate to chair the governing body	Complete
Marilyn (12/1)	Send the AEC, CNC-II commitment letters to Heather & Pam for their review	Complete

Draft Governing Body Deliverables:

- Determine/appoint an interim chair for the board to lead calls for interim board - **Todd is willing to serve – need quorum for approval**
- 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 - **in progress**
 - Determine targeted companies for project – **in progress**



- Determine who will contact and how frequent
- Develop tools for communication
 - Sell Sheet/brochure – in progress
 - Elevator speech – in progress
 - Press Releases – in progress
- 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 – in progress
- 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.

