

Crop Protection Canada Connectivity Project Project Governing Body Agenda



2012-12 Jan (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

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Attendees

Members:

- Stan Audette, Dow
- Heather Byrne-Moumdjian, DuPont
- Mitch Long, FMC
- Todd Ormann, Syngenta **(Chair)**
- Jason Pickering, Viterra
- Bill Sherk, Monsanto
- 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 Moskow, 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
0:02	1. Meeting Minutes <ul style="list-style-type: none"> • 1/12 - 	Todd	Minute-taker assigned – plan to assign so that all share the load	Stan willing to notes

	2. CLC Competition Guidelines		Each team member has agreed to abide by it (see embedded file above)	Willing to abide.
	3. Approve minutes from prior call	Todd	Approval of minutes	MSA: (/) Approve the 12/15/11 minutes as email.
	4. Board Changes <ul style="list-style-type: none"> Accept Dave Gosnell's resignation (email 12/15) 	Todd	Formally accept Dave's resignation	<ul style="list-style-type: none"> Board agreed to accept Dave Gosnell's resignation.
	5. Review Action Items from prior meetings/calls	Todd	Status update on action items	<ul style="list-style-type: none"> See table below
	6. Communication Discussion	Todd	Discussion on how to get the channel "on-board"	<ul style="list-style-type: none"> See presentation – changes were made on presentation <p>Action: Todd to send to Jason the presentation and discuss with him.</p> <p>Action: Each meeting all will give updates on communications with individuals</p>
	7. Press Release	Todd	Group to review – finalize	<ul style="list-style-type: none"> MSA: (Heather/Pam) Resolved to approve the modifications to the press release as discuss on this call. unanimous
	8. Discussion on Commitment Letter	Heather/Pam	Review draft CL and provide feedback	Table to next meeting so Pam & Heather can flesh out a bit prior to the call.
	9. Review Deliverables	Todd	Group understands the deliverables	<ul style="list-style-type: none"> See listing below Action Items
	10. Other items	Chair	Bring up or discuss any new items	<ul style="list-style-type: none"> Meeting January 19 – Marilyn will not be available. <ul style="list-style-type: none"> Commitment Letter Update from CLC meeting from Heather Presentation update
0:05	11. Next meeting:	Chair	Understanding of next call	<ul style="list-style-type: none"> Thursday, Jan 19, 2012 @ 11 EST



Active Action Items List as of 1/12/2011 (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. 1/12 – no update
Marilyn (12/1)	Provide a high-level project plan	In progress – no later by mid-January – need some clarification – key milestones – identify the risk/challenges – end of the week. 3 Phases – Awareness, Design/Review, and Implementation
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. Completed will review today – CLC will distributed in their next monthly newsletter.
Todd (12/1)	Provide who ACC is for Marilyn.	Complete
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.
Marilyn (12/1)	Provide Todd with Link for third section, fourth bullet point in Brochure.	In progress -
Marilyn (12/8)	Action: Marilyn need to set up a call with Lisa regarding the board responsibilities	Completed
Marilyn (12/8)	Action: Marilyn to contact Tammy @ BASF regarding board positions	Emailed – but have not received response yet; Marilyn will attempt to contact this week (1/12)
Marilyn (12/8)	Action: Marilyn to contact those companies that are not members	Completed initial contact – follow up with Jason
Heather (12/8)	To provide Marilyn with the meeting details of the Chemistry meeting in January 19 th .	In progress – it is at a hotel at the airport in Toronto – open to provide an update at the meeting – Are on the agenda – 10:30 am ET –

		can phone in or send in a piece to Peter – it would be better if Heather attended to give the update
Jason (12/15)	To see if a project update could be added on the January meeting agenda	On the agenda at approximately 30 minute around 10:30 am ET
Todd (12/15)	Todd to draft a strawman for the 1/12 discussion how to get the channel “on-board”	Complete – will discuss in today’s agenda
Pam/Heather (12/15)	Pam/Heather to flesh out what the Phase 1 would look like	In progress
Marilyn (12/15)	Marilyn cancel the call on 1/5	Complete
Marilyn (12/15)	Marilyn to put the dates and info on GB calls, member info, on the website.	Marilyn will check on this action item – in progress
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.	Agenda item above
Todd (12/15)	Todd - Put the discussion for the on-boarding of the channel for this project on the next agenda.	Agenda item above
Heather/Todd (1/12)	Work on a presentation for the 1/19 Chemistry meeting in Toronto	
Todd (1/12)	Todd to send to Jason the communication presentation and discuss with him.	
All (1/12)	Each meeting all will give updates on communications with individuals	
Marilyn/Rod/Peter (1/12)	To get the Press Release sent – via CLC and regular	
Stan/Marilyn (1/12)	Create presentation for the individual contact/meetings communication – all on the same page	

Completed Items:		
Accountable	Action	Status
Marilyn (10/27)	Post calculator, updated charter, and case studies for Agriliance 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
Heather/Pam (12/1)	Create a draft commitment letter by 12/15.	Complete
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
Todd (12/8)	Contact Jason about his participation in the project and if someone else from Viterra can participate if he can't	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.