

Crop Protection Canada Connectivity Project Project Governing Body Agenda/Minutes



2012-26 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 Moskowy, Bayer
- Ed Nimtz, Dow
- Richard Bramhill, Dow
- Stephanie Frazier, Dow (has Stan's proxy)
- John Rudnicki, Monsanto
- Chris Mahyle, Monsanto
- Len Dobbins, FMC
- Teri Steeple, Rural Community Insurance Service
- Dennis Findlay, CPS
- Bob McAuley, BASF

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"> 1/26 – Heather 2/9 - Bill 	Todd	Minute-taker assigned – plan to assign so that all share the load	Heather will take notes until 11:15 am CT. Mitch will cover what Marilyn can't.
	2. CLC Competition Guidelines		Each team member has agreed to abide by it (see embedded file above)	All are willing to abide
	3. Appointment to Governing Body <ul style="list-style-type: none"> Dennis Findlay – CPS Bob McAuley - BASF 	Todd	Appointment of new members	MSA: (Mitch/Pam) Approve the appointment of Dennis Findlay & Bob McAuley to the Governing Body. unanimous
	4. Approve minutes from prior call	Todd	Approval of minutes	MSA: (Pam/Stephanie) Approve the 1/19/2012 minutes as emailed. unanimous
	5. Review Action Items from prior meetings/calls	Todd	Status update on action items	<ul style="list-style-type: none"> See table below

	6. Update on Chemistry Committee	Heather	Update team	<ul style="list-style-type: none"> • They met last week – overall the presentation was well received – good questions. • Bill & Jason were there – to support • Discussion – around what will it cost • Feedback – project cost and individual company cost will need to work through • Need to focus on the benefits and return on the cost • Those there saw the value as an industry • Commitment to phase 1 – March 15 • Some thought they could do it individually – but greater gain for all as a collaborative group • Important to have all levels of the supply chain • Board meeting in another month • Met Pierre – who will take over for Peter • Message back to Todd – impressed enough that he wants on their commercial team meeting • Shed some light as to the “why” should we do this project • Hope to start some conversations – CPS added Dennis from this awareness • Action: Todd to email the final version of the presentation that Heather made at the meeting
	7. Discussion on Commitment Letter	Heather/ Pam	Review draft CL and provide feedback	<ul style="list-style-type: none"> • 1st phase Commitment Letter to be sent by end of Jan/12 • 2nd phase Commitment Letter to be sent by June/12 • Task team to ensure the contact spreadsheet has all e-mail info for the contacts. Marilyn can send a mass e-mail to those contacts. • Individual task team members will have responsibility to contact/send Commitment Letter to their contacts

	8. Presentation – Canadian Grant opportunity	Golding	Group to understand the parameters of the grant available	<ul style="list-style-type: none"> • Program applicable to companies that have 500 or less employees • Organizations can also qualify such as Croplife • Program does not cover capital cost (software or hardware). It does cover the labor component. • Bob – NRC to verify the size of the company that the program is appropriate for. • Pam Steele to be the main contact for Bob at this time.
	9. Presentation update for discussion with the recruitment	Stan	Update group on the presentation	<p>CPCP Presentation review discussion:</p> <ul style="list-style-type: none"> • Slide 1) Add Crop Life logo, drop "Recruitment Plan" • Slide 5) Bar coding scanning? Change to Bar code scanning • Slide 10) Add '2 people and \$2,000' to commitment needs. Change date to 'Phase 1 no later than March 15, 2012' and Phase 2 to September 1, 2012 • Slide 11) Change Commitment date to March 15, 2012 • Slide 12) Drop 'Blue Printing' call it 'Scope' Change Phase 2 Kickoff to October, 2012 and Design to October, 2012 • Slide 13) Change to 'Scope' • Slide 16) OK - Check website to see if trading partner is a member. <p>Need to get something going ASAP on grant to cover AgGateway costs for Phase 1</p> <ul style="list-style-type: none"> •
	10. Press Release Update	Todd	Update to group on release	<ul style="list-style-type: none"> •
	11. Confirmation on Timeline Changes	Todd	Determine new timeline in charter	<ul style="list-style-type: none"> • Not enough time to discuss
	12. Review Deliverables	Todd	Group understands the deliverables	<ul style="list-style-type: none"> • See listing below Action Items

	13. Other items	Chair	Bring up or discuss any new items	<ul style="list-style-type: none"> Todd's proposal: March 20-21 a proposed date for Kick-off meeting – won't work for Mitch; others need to consider. Time ran out to discuss – action item. <p>Action: All to make suggestion for dates and location of kick-off meeting.</p>
0:05	14. Next meeting:	Chair	Understanding of next call	<ul style="list-style-type: none"> Neither Todd nor Marilyn available 2/2/2012; Next call - Thursday, Feb 9, 2012 @ 11 EST

Active Action Items List as of 1/19/2011 (Items in bold are new items)

Accountable	Action	Status
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.
Pam/Heather (12/15)	Pam/Heather to flesh out what the Phase 1 would look like	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.	In progress
All (1/12)	Each meeting all will give updates on communications with individuals	On-going
Stan/Marilyn (1/12)	Create presentation for the individual contact/meetings communication – all on the same page	Draft complete – refining – will be discussed today's (1/26) agenda
Marilyn (1/19)	Obtain contacts from US B2B participants who can speak with Canada customers (provide information / testimonials as to how it is working for them).	In progress
Board (1/19)	Come back next week with suggestions for time and location of kick-off meeting. Todd to propose a date.	On agenda above (1/26).

Completed Items:		
Accountable	Action	Status
Marilyn (10/27)	Post calculator, updated charter, and case studies for	Complete

	Agrilience and Growmark	
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
Todd (12/1)	Provide who ACC is for Marilyn.	Complete
Marilyn (12/15)	Marilyn cancel the call on 1/5	Complete
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
Marilyn (12/8)	Action: Marilyn need to set up a call with Lisa regarding the board responsibilities	Completed
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.
Marilyn (12/15)	Marilyn to put the dates and info on GB calls, member info, on the website.	Complete

Todd (12/15)	Todd - Put the discussion for the on-boarding of the channel for this project on the next agenda.	Complete
Marilyn (12/1)	Provide Todd with Link for third section, fourth bullet point in Brochure.	Complete
Heather (10/13)	Discuss with Pricilla if she would be willing to be a sponsor of this project.	Complete
Marilyn (12/1)	Provide a high-level project plan	Complete
Heather (12/8)	To provide Marilyn with the meeting details of the Chemistry meeting in January 19 th .	Complete
Heather/Todd (1/12)	Work on a presentation for the 1/19 Chemistry meeting in Toronto	Complete
Jason (12/15)	To see if a project update could be added on the January meeting agenda	Complete – On the agenda at approximately 30 minute around 10:30 am ET
Todd (1/12)	Todd to send to Jason the communication presentation and discuss with him.	Completed
Marilyn (12/8)	Action: Marilyn to contact those companies that are not members	Completed initial contact – follow up with Jason
Marilyn/Rod/Peter (1/12)	To get the Press Release sent – via CLC and regular release	Complete
Marilyn (12/8)	Action: Marilyn to contact Tammy @ BASF regarding board positions	Complete – Bob McAuley is the BASF contact in Canada. Wendy Smith from AGW will make contact (she knows Bob)

Draft Governing Body Deliverables:

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



- Validate critical mass - **Complete**
- Validate timeline – **in progress**
- 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.

