

## Crop Protection Canada Connectivity Project Project Governing Body Agenda/Minutes



**2012-16 Feb** (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:

- [X] Bob McAuley, BASF
- [NA] Dennis Findlay, CPS
- [X] Stan Audette, Dow
- [X] Heather Byrne-Moumdjian, DuPont
- [NA] Mitch Long, FMC
- [X] Todd Ormann, Syngenta **(Chair)** (has Mitch's proxy)
- [X] Jason Pickering, Viterra
- [X] Bill Sherk, Monsanto
- [X] Pam Steele, Nufarm

#### Non-Voting:

- [ ] Pierre Petelle, CropLife Canada
- [ ] Colleen Hogan, CropLife Canada
- [ ] Rod Conner, AgGateway

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

**L=notified of being late**

#### Guests:

- [X] Lisa Moskow, Bayer
- [ ] Ed Nimtz, Dow
- [ ] Richard Bramhill, Dow
- [X] Stephanie Frazier, Dow
- [ ] John Rudnicki, Monsanto
- [ ] Chris Mahyle, Monsanto
- [ ] Len Dobbins, FMC
- [ ] Teri Steeple, Rural Community Insurance Service

#### Project Coordinator:

- [X] 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"> <li>2/16 – Bill</li> <li>2/23 - Pam</li> </ul>	Todd	Minute-taker assigned – plan to assign so that all share the load	Bill is willing to take notes.
	2. CLC Competition Guidelines		Each team member has agreed to abide by it (see embedded file above)	All are willing to abide.
	3. Change in Board	Todd	Appoint new board member	<b>MSA: (Jason/Pam) Approve the appointment of Lisa Moskowy of Bayer to the CPCC Governing Board.</b> unanimous
	4. Approve minutes from prior call	Todd	Approval of minutes	<b>MSA: (Bill/Pam) Approve the 1/26/2012 minutes as emailed.</b> unanimous
	5. Review Action Items from prior meetings/calls	Todd	Status update on action items	<ul style="list-style-type: none"> <li>See table below</li> </ul>
	6. Update on Recruitment & Commitment Letter	Marilyn/ All	Status update from everyone on the following	<ul style="list-style-type: none"> <li>Al Raine had called Marilyn</li> <li>Monte brought up the discussion at the Chem Council meeting with Al Raine</li> <li>Stan had a session yesterday and DAS is ready to sign the CL</li> <li>Lisa, Pam, Bob, Dennis, need the email sent to them.</li> <li>DuPont will email the CL from Pricilia and will email/contact those contacts they are interested in connecting with in this project.</li> <li>Verbally BASF, Bayer, Monsanto &amp; Syngenta has reviewed and are willing to sign as soon as they can get the authority to sign.</li> <li></li> </ul> <p><b>Action: Jason/Lisa will contact Al Raine to touch base</b></p> <p><b>Action: Marilyn to send Lisa, Pam, &amp; Bob the email.</b></p>

	7. Kick-off meeting location & date discussion	Todd	Determine date and location for kick-off meeting	<ul style="list-style-type: none"> <li>Set the date of 4/2 – 4/3;</li> <li>Would encourage them to attend</li> <li>Need to determine either Calgary – DAS or Toronto – would need to get a hotel/meeting room</li> </ul> <p><b>Action: Marilyn to send out the link to the Growmark video</b></p> <p><b>Action: Marilyn to draft agenda for meeting</b></p> <p><b>Action: Decide on where the meeting will be on 4/2-4/3 on next call.</b></p>
	8. Update on DTAPP	Marilyn	Status update	<ul style="list-style-type: none"> <li>Basically hope that CLC will be able to get the funds to help cover the Phase 1</li> <li>Apply any credit to the next phase</li> <li></li> </ul>
	9. Awareness of AgGateway costs	Todd	Suggestions of how to manage the costs	<ul style="list-style-type: none"> <li>Strawman on the funding with a view of how the DTAPP funding might be able to be utilized</li> </ul> <p><b>Action: Todd would draft a strawman proposal on the funding for next meeting.</b></p> <p><b>Action: Marilyn to send out the financial estimates</b></p>
	10. Review Deliverables	Todd	Group understands the deliverables	<ul style="list-style-type: none"> <li>See listing below Action Items</li> </ul>
	11. Other items	Chair	Bring up or discuss any new items	<ul style="list-style-type: none"> <li>Bio-Science – would BioScience (Seed) could be included in the project.</li> <li>Syngenta is engaged in a project in the US – this system would also have to support seed. Bayer's feels that they would need to also include seed to make it worthwhile</li> </ul>
0:05	12. Next meeting:	Chair	Understanding of next call	<ul style="list-style-type: none"> <li>Thursday, Feb 23, 2012 @ 11 EST</li> </ul>



<b>Active Action Items List as of 1/19/2011 (Items in bold are new items)</b>		
<b>Accountable</b>	<b>Action</b>	<b>Status</b>
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	<b>Complete</b>
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.	<b>Complete</b>
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 - <b>Complete</b>
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 – Tim Piper Growmark; Seth Petersen Wilbur-Ellis;
Board (1/19)	Come back next week with suggestions for time and location of kick-off meeting. Todd to propose a date.	Addressed in agenda
Marilyn (2/16)	Create a reference page with US contacts for GB.	

<b>Completed Items:</b>		
<b>Accountable</b>	<b>Action</b>	<b>Status</b>
Marilyn ( 10/27)	Post calculator, updated charter, and case studies for Agrilience and Growmark	<b>Complete</b>
Mitch/Todd (11/17)	Draft a brochure for the project – target draft by 12/1, final by 12/15	<b>Complete</b>
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 <sup>th</sup> 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. <b>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.</b>
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 <sup>th</sup> .	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- **complete**
  - Determine project sponsors within board companies & all targeted companies - **in progress**
  - Determine targeted companies for project – **complete**
  - Determine who will contact and how frequent – **complete**
  - Develop tools for communication
    - Sell Sheet/brochure – **complete**
    - Elevator speech – **Complete**
    - Press Releases – **complete**
    - Communication presentation – **complete**
- Validate scope - **Complete**
- Validate critical mass - **Complete**
- Validate timeline – **complete**
- Determine funding – how and when the project will be funded -
- Determine timeline for the commitment process
- Develop a commitment letter – **complete**
- Determine dates & location for kick-off meeting – **in progress**
- Determine level and request project coordination – request for PC