

Crop Protection Canada Connectivity Project Project Governing Body Agenda/Minutes



2012-08 Mar (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:

- Bob McAuley, BASF
- Lisa Moskow, Bayer
- Dennis Findlay, CPS
- Stan Audette, Dow (has Todd's proxy)
- Heather Byrne-Moumdjian, DuPont
- Mitch Long, FMC
- Todd Ormann, Syngenta (**Chair**)
- Jason Pickering, Viterra
- Bill Sherk, Monsanto
- 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:

- Ed Nimtz, Dow
- Richard Bramhill, Dow
- Stephanie Frazier, Dow (Stephanie has Stan's proxy)
- John Rudnicki, Monsanto
- Chris Mahyle, Monsanto
- 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"> • 3/8 – Pam • 3/15 – Dennis • 3/29 – Bob 	Marilyn	Minute-taker assigned – plan to assign so that all share the load	Pam 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. Approve minutes from prior call	Marilyn	Approval of minutes	MSA: (Bill/Heather) Approve the 2/23/2012 minutes as emailed. unanimous
	4. Review Action Items from prior meetings/calls	Marilyn	Status update on action items	<ul style="list-style-type: none"> • See table below
	5. Update on Recruitment & Commitment Letter	Marilyn/ All	Status update from everyone on the following	<p>Letters received as of 3/6:</p> <ul style="list-style-type: none"> • BASF • Bayer • Dow • Dupont • Monsanto <p>Others:</p> <ul style="list-style-type: none"> • Viterro – will have in by deadline • FMC – still discussing 90% • Nufarm – meeting with team tomorrow 50/50

	<p>6. Kick-off meeting location & date discussion</p>	<p>Marilyn</p>	<p>Determine date and location for kick-off meeting</p>	<ul style="list-style-type: none"> • Set the date of 4/2 – 4/3 in Calgary – Dow AgroSciences will host at their offices. • Marilyn emailed the hotel • Draft agenda – <ul style="list-style-type: none"> ○ Some of the same information we have already learned ○ Need companies outside the governing body ○ What will we do ○ Suggestion: testimonial person – 2 day – Channel – <p>Action: Stephanie to check on the phone capabilities.</p>
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	7. Update on DTAPP	Pierre	Status update	<ul style="list-style-type: none"> • Pierre had a call with the person who will be working with CLC • He thought it was a very nice fit. Allotment is \$25,000 per company • Building the case for the money will take some time • Salary hours – CLC staff – they would cover 80% of CLC or sub-contractors only cover 50% • If \$25K is the cap, not sure it's worth the effort <p>Discussion:</p> <ul style="list-style-type: none"> • Wasn't consistent with the original presentation • \$25,000 – for the industry • Each company could still apply for upgrading he didn't feel would be real successful • The gentleman that Pierre talked to had a different message from the one in Calgary <p>Demonstrate – productivity needs to be demonstrated.</p> <p>CLC will wait until after Pam has had a discussion with Bob.</p> <p>Action: Pam will follow up with Bob because the message was different</p>
	8. Targeted Companies			
	9. Other items	Marilyn	Bring up or discuss any new items	Next call we will need to decide if we should continue with the kick-off meeting on 4/2 – 4/3 if we don't get any additional companies than the ones already on the governing body.
0:05	10. Next meeting:	Marilyn	Understanding of next call	<ul style="list-style-type: none"> • Thursday, Mar 22, 2012 @ 11 EST - update on commitment letters and communication



Active Action Items List as of 2/23/2011 (Items in bold are new items)		
Accountable	Action	Status
All (1/12)	Each meeting all will give updates on communications with individuals	On-going
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).	Complete & on the website
Marilyn (2/16)	Create a reference page with US contacts for GB.	In progress
Jason/Lisa (2/16)	will contact Al Raine to touch base	No longer needed – Richardson has declined at this time – may be interest in the future.
Marilyn (2/16)	Draft agenda for kick-off meeting	Complete
Marilyn (2/23)	Send Stan & Stephanie the meeting requirements.	Complete
Marilyn (2/23)	Marilyn to send Dennis the cost estimates.	Complete
All (2/23)	Companies should verify the aspect of whether the inclusion of seed & CP with the same order processes would be beneficial– not including the OrderChange.	
Pam (3/8)	Pam will follow up with Bob because the message was different	
Stephanie (3/8)	Stephanie to check on the phone capabilities for kick-off meeting.	

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
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	Complete

	Chemistry meeting in January 19 th .	
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)
Pam/Heather (12/15)	Pam/Heather to flesh out what the Phase 1 would look like	Complete
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.	Complete
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 - Complete
Marilyn (2/16)	Send commitment letter email to Lisa, Pam, & Bob the email.	Complete
Marilyn (2/16)	Send out the link to the Growmark video	Complete
All (2/16)	Decide on where the meeting will be on 4/2-4/3 on next call.	Complete – Calgary @ Dow offices
Board (1/19)	Come back next week with suggestions for time and location of kick-off meeting. Todd to propose a date.	Complete
Marilyn (2/16)	Create a reference page with US contacts for GB.	In progress
Marilyn (2/16)	Draft agenda for kick-off meeting	Complete
Marilyn (2/23)	Send Stan & Stephanie the meeting requirements.	Complete
Marilyn (2/23)	Marilyn to send Dennis the cost estimates.	Complete
All (2/23)	Companies should verify the aspect of whether the inclusion of seed & CP with the same order processes	Complete

	would be beneficial- not including the OrderChange.	
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

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