

Crop Protection Canada Connectivity Project Project Governing Body Agenda/Minutes



2012-21 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:

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

Non-Voting:

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

NA=Notified that they would not be available

L=notified of being late

Guests:

[] Ed Nimtz, Dow
[] Richard Bramhill, Dow
[X] Stephanie Frazier, Dow
[] John Rudnicki, Monsanto
[] Chris Mahyle, Monsanto
[] Len Dobbins, FMC

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"> • 3/22 – Dennis • 3/29 - Bob 	Todd	Minute-taker assigned – plan to assign so that all share the load	Marilyn 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	Todd	Approval of minutes	MSA: (Heather/Stan) Approve the 3/8/2012 minutes as emailed. approved
	4. Board Changes <ul style="list-style-type: none"> • Dennis Findlay • Pam Steele 	Todd		MSA: (Bill/Stan) Approve to accept the resignation of Pam Steele (Nufarm) and Dennis Findlay (CPS) from the Project Governing Body. approved
	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 Recruitment & Commitment Letter	Todd	Status update from everyone on the following	<p>Letters received as of 3/20:</p> <ul style="list-style-type: none"> • BASF • Bayer • Dow • Dupont • Monsanto • Syngenta <p>No channel partners yet</p>

	<p>7. Discussion on the channel situation – Viterra acquisition by GlenCore</p>	<p>Todd</p>	<p>Decision on whether to go/ no go/ delay project</p>	<ul style="list-style-type: none"> • CPS has chosen not to participate at this time • GROWMARK is interested but not • Viterra's acquisition • Go/No Go or Delay <p>Discussion:</p> <ul style="list-style-type: none"> • Delay 6 months • May have more interest from Richardson • Viterra would be difficult for them to sign the commitment • Tremendous value, but need to wait for the channel to settle the turmoil • Unfortunately, the landscape is what it is, and we need partners • We can wait until the 30th to see if anyone does signs up • Stan meeting with UFA tomorrow – they seem very interested – could we start with UFA & GROWMARK with a pilot; UFA has a robust system – SAP • Option 1 – put things on hold for a period of time • Option 2 – UFA & GROWMARK and do a pilot with either or both of them or anyone who signs prior to the end of the month– prove out and market that to the industry <p>Todd talked to Jason yesterday – they would not be able to sign at this time.</p> <p>Stan will know more tomorrow about UFA.</p> <p>Need to get the industry in a collaborative environment. If we move forward we would move with all manufacturers in the project.</p>
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				<p>Do we take the time to add seed to the scope? DuPont has concern about expanding the scope if we are having difficulty getting the channel involved.</p> <p>Could there be some support for those that would be willing to pilot?</p> <p>MSA: (Bill/Heather) Approve that if we have more than 2 channel partners by March 30 we will move to a pilot with a new kick-off meeting. If we don't have more than 2 channel partners we put it on hold for at least 6 months and revisit at this time. approved</p> <p>Action: Marilyn to track and report to the board on the progress.</p> <p>Manufacturing will continue to promote during the time even if we delay.</p> <p>The channel</p> <p>Decision: Agreed to cancel the 4/2-4/3 and meet via phone on 4/5.</p>
	8. Update on DTAPP	Todd	Status update	<ul style="list-style-type: none"> Pam has offered to continue to help with the contacts <p>Action: Marilyn to keep Pam in the loop on the project.</p>
	9. Other items	Todd	Bring up or discuss any new items	

0:05	10. Next meeting:	Todd	Understanding of next call	<ul style="list-style-type: none"> Thursday, Apr 5, 2012 @ 11 EST - update on commitment letters and communication
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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 – no progress at this time
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.
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 DTAPP	Marilyn will keep Pam updated
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 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
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	Complete - On the agenda at approximately 30

	January meeting agenda	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
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 (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
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)	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

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