##  Description: AG_logo.gif Communications Committee Meeting Agenda

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| **Description: calendar** | **2015-12-03** |
| **Description: clock** | 1:00 am CT  |
| **Description: telephone** | Call Number: 1-712-832-8320Meeting Code: 806603 |
| **Description: monitor** |  |

 | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ knottingham@agvance.netCommittee Vice Chair ⦁ Natasha Lilly**Description: users1 Attendees**

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| **[ ]** Kristin Nottingham\* (SSI - Chair)**[ ]** Andriana Majarian\* (Agrian)**[ ]** Natasha Lilly\* (Effingham Equity)=**[ ]** Dave Craft\*(SSI - AR)**[ ]** Melinda Sposari\* (Fertilizer Institute) | **[ ]** Victoria Peoples\* (Bayer – CPC)**[ ]** Susan Ruland\* (AgGateway)**[ ]** Brandon Olstad\* (Claas)=**[ ]** Jody Costa (Barcoding, Inc.)**[ ]** Shane Snyder (Barcoding, Inc.)**[ ]** James Nolfo(BASF)(\*Voting companies/\*\* alternates) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 |  Kristin Nottingham |  |
| 1. Antitrust Guidelines
 | Kristin Nottingham |  |
| 1. Approval of Prior Meeting Minutes from 11/11/15
 | Kristin Nottingham |  |
| 1. Review Action Items
 | Kristin Nottingham |  |
| 1. Newsletter Planning – January/February
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| **AgGateway Newsletter Articles** |  |
|  |  |
| Due Date: Tuesday, January 12 |  |
| Title/Subject | Author |
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| eConnectivity Matters | Wendy Smith |
| AgGateway Global Network | Rod Conner |
| New Member Articles  | Natasha Lilly |
| AGIIS | Chris Crutchfield / Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Brandon Olstad |
| AIDC Working Group | Jody Costa |
| Board of Directors | Susan Ruland |
| Emerging Technologies | TBD |

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| 1. Newsletter Planning – March
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, February 16 |  |
| Title/Subject | Author |
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| New Member Articles  | Natasha Lilly |
| AGIIS | Chris Crutchfield / Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Brandon Olstad |
| AIDC Working Group | Jody Costa |
| Capabilities Matrix | TBD |

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| 1. Marketing Plan
 | Susan Ruland |  |
| 1. Committee Plan
 | Kristin Nottingham |  |
| 1. Social Media Google Analytics
 | Jody Costa  |  |
| 1. New BusinessCommittee Assignments
 | Kristin Nottingham | Committee Positions – Welcome James (Jay) Nolfo, newest member of the Communications Committee! Newsletter Manager – Kristin NottinghamVice Chair – Council Members – Do we have members from each council? |
| 1. Other Discussion Items
 | Kristin Nottingham |  |
| 1. Council Reporting Points
 | Kristin Nottingham |  |
| 1. Upcoming Meetings
 |  | **Next Meeting – Thursday, January 7 @ 2pm ET**  |

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| **Active Action Items List as of 11/11/15** |
| **Accountable** | **Action**  | **Status**  |
| Susan  | Reach out to Mike Carabine about the Crop Nutrition Article | *Crop Nutrition was going to try to get an article for August, but haven’t seen anything yet. Susan is going to follow up. Waiting on their ‘newsletter’. Susan is going to ask about this on her staff call on Monday, Oct. 5.* |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website | *Susan has given some thought to this as well as a few new programs coming out. Nothing set in stone yet. In process. Has progressed.*  |
| Andriana | Inquire about ADAPT for October eNews | *In process. Kristin is going to ask Andriana about this because she was unable to attend the meeting.* |
| Kristin | Finalize Committee Plan and send to committee. |  |
| Jody | Look into trendy tweets for social media – what are people tweeting about? |  |
| Susan | Events Calendar. |  |
| Kristin | Reach out to new attendees. |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| ~~08-Jan~~ | ~~Kristin~~ |
| ~~05-Feb~~ | ~~Andriana~~ |
| ~~12-Mar~~ | ~~Kristin~~ |
| ~~09-Apr~~ | ~~Brandon~~ |
| ~~07-May~~ | ~~Melinda~~ |
| ~~04-Jun~~ | ~~Kristin~~ |
| ~~02-Jul~~ | ~~Kristin~~ |
| ~~10-Aug~~ | ~~Victoria~~ |
| ~~03-Sep~~ | ~~Susan~~ |
| ~~01-Oct~~ | ~~Kristin~~ |
| ~~11-Nov~~ | ~~Natasha~~ |
| 03-Dec | Kristin |

Social Media Calendar:

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| --- | --- |
| Week | Poster |
| 11/23 | Natasha |
| 11/30 | Kristin |
| 12/07 | Jody |
| 12/14 | Andriana |
| 12/21 | Susan |
| 12/28 | Brandon |
| 1/4 | Natasha |
| 1/11 | Kristin |
| 1/18 | Jody |
| 1/25 | Andriana |
| 2/1 | Susan |
| 2/8 | Brandon |