##  Description: AG_logo.gif Communications Committee Meeting Agenda

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| **Description: calendar** | **2016-01-07** |
| **Description: clock** | 1:00 am CT  |
| **Description: telephone** | Call Number: 1-712-832-8320Meeting Code: 806603 |
| **Description: monitor** |  |

 | **Contact**: Committee Chair ⦁ Natasha Lilly ⦁ 217 342 3123 ex. 114 ⦁ natasha.lilly@theequity.com Committee Vice Chair ⦁ James Nolfo**Description: users1 Attendees**

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

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 |  Natasha Lilly |  |
| 1. Antitrust Guidelines
 | Natasha Lilly |  |
| 1. Approval of Prior Meeting Minutes from 12/03/15
 | Natasha Lilly |  |
| 1. Review Action Items
 | Natasha Lilly |  |
| 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 (Allied Providers) | Jody Costa |

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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
 | Natasha Lilly | Council Members – Do we have members from each council?* Kristin Nottingham – No council
* Andriana Majarian - ?
* Natasha Lilly – Seed Council, Ag Retail Council
* Dave Craft – Ag Retail Council
* Melinda Sposari - ?
* Victoria Peoples – Specialty Chemical Council, Crop Protection Council
* Susan Ruland – No council
* Brandon Olstad – Precision Ag Council, SPADE Group, SPADE Communications Task Force
* Jody Costa – Allied Providers Council
* Shane Snyder – Allied Providers Council
* J Nolfo – Specialty Chemical Council

Still need involvement from the Crop Nutrition Council and the Grain & Feed Council |
| 1. Other Discussion Items
 | Natasha Lilly |   |
| 1. Council Reporting Points
 | Natasha Lilly |  |
| 1. Upcoming Meetings
 |  | **Next Meeting – Thursday, February 4 @ 2pm ET**  |

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| **Active Action Items List as of 12/03/15** |
| **Accountable** | **Action**  | **Status**  |
| 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. Susan is cleaning up the website.* |
| Jody | Look into trendy tweets for social media – what are people tweeting about? | *Still in progress.*  |
| Susan | Events Calendar. | *Including as part of Susan’s 2016 Plan.*  |
| Kristin | Reach out to new attendees. | *Courtney McNeese is supposed to send the contact list.*  |
| Kristin | Send email to Natasha and J about Chair and Vice Chair change.  |  |
| Kristin | Send email to Member Services to add J and Natasha to the website and as the Chair and Vice Chair | *Sent email on 12/03.*  |
| Kristin | Check with Member Services about call in number.  | *Sent email on 12/03.*  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
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Social Media Calendar:

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| Week | Poster |
| 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 |
| 2/15 | Natasha |
| 2/22 | Kristin |