## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2015-07-01** | | **Description: clock** | 2:00 pm ET | | **Description: telephone** | Call Number: 1-619-326-2730  Meeting Code: 806603 | | **Description: monitor** |  | | | | | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ [knottingham@agvance.net](mailto:knottingham@agvance.net?subject=Communications%20Committee)  Committee Vice Chair ⦁  **Description: users1 Attendees**   |  |  | | --- | --- | | **[ ]** 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.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | |  | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | |  | | |
| 1. Approval of Prior Meeting Minutes from 06/10/15 | | Kristin Nottingham | | |  | | |
| 1. Review Action Items from last meeting | | Kristin Nottingham | | |  | | |
| 1. Newsletter Planning – August | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, July 14 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award | Andriana Majarian | | Annual Conference | Conference Committee | | SPADE Article | TBD | | eAgriculture Innovation Showcase Submissions – TBD | Susan Ruland | | | |
| 1. Newsletter Planning - September | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, August 18 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award | Andriana Majarian | | | |
| 1. Marketing Plan | | Susan Ruland | | |  | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | |  | | |
| 1. Social Media | | Jody Costa | | |  | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | |  | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Natasha Lilly, Effingham Equity | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, August 6 @ 2pm ET** | | |

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| **Active Action Items List as of 06/10/15** | | |
| **Accountable** | **Action** | **Status** |
| MYM Committee | Draft MYM recap article to include: 1. Thank sponsors, 2. Winfield Tour, 3. # of attendees (value of networking face-to-face with peers in industry) – July newsletter | *Also include a Save the Date. Complete.* |
| All members on Social Media | ‘Like’ AGW’s posts – *ongoing* | *Complete / Ongoing.* |
| Susan | Reach out to Mike Carabine about the Crop Nutrition Article |  |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website |  |
| Susan | When is a good time for a press release for the CART and WAVE initiatives |  |
| Andriana | Inquire about ADAPT for October eNews |  |
| Susan | Reach out and ask about an article for Seed Connectivity 2 |  |
| Susan | Send invite to Brandon to join the Social Media Task Force |  |
| Jody | Send Brandon credentials for Social Media Task Force |  |
| Susan | Talk to Brent about discussion groups in LinkedIn or Yammer – do we even want to get into Yammer? |  |
| Jody | Create schedule for Social Media Task Force |  |
| Kristin | Reach out to Membership Committee about what AgGateway is and how to spread the word to new and existing members about the different committees and councils. | *Complete.* |
| Kristin | Send description of different roles to the Committee. | *Complete.* |

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 | Dave |
| 06-Aug | Victoria |
| 03-Sep | Susan |
| 01-Oct | Sarah |
| 05-Nov | Natasha |
| 03-Dec | Kristin |