## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2014-1-09** | | **Description: clock** | 2:00 pm ET  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-619-326-2730**  **Meeting ID: 806603** | | **Description: monitor** | |  |  | | --- | --- | |  |  | | | | | | **Contact**: Committee Chair ⦁ Andriana Majarian ⦁ 559 492 5510 ⦁ [andriana@agrian.com](mailto:Nappelquist@entira.net)  Committee Vice Chair ⦁ Open  **Description: users1 Attendees**   |  |  | | --- | --- | | **[X]** Andriana Majarian\* (Agrian – Chair)  **[X]** Nancy Appelquist \*(Entira)  **[ X]** Lorie Gasso\* (CSC/AgGateway)  **[ ]** Meri Kotlas (AgGateway)  **[ X]** Dawn Ellis\* (WinField – seed) | **[ ]** Victoria Peoples\*(Bayer – CPC)  **[X ]** Susan Ruland \*(AgGateway)  **[X ]** Dave Craft\*(SSI - AR)  **[ X]** Sarah Novak (AFIA)  **[ X]** Kristin Runde\* (Agvance)  **[ ]** Angelique\*  (\*Voting companies/\*\* alternates) | | |
| **Description: note** |  | |
| Topic | | Topic Leader | |  | *Notes* | |
| 1. Meeting Minutes | | Andriana Majarian | | Andriana Majarian | | |
| 1. Antitrust Guidelines | | Andriana Majarian | | Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 12/6 | | Andriana Majarian | | The minutes were approved by Dave Craft and seconded Nancy Appelquist. | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | |  | | |
| 1. LinkedIn Discussion | | Andriana Majarian | | Sara Novak provided some helpful information regarding her experiences with AFIA’s LinkedIn page. She suggested that AgGateway consider the approval process; how frequently the page is monitored; and a banning policy. She mentioned they have had great success in using the page for promotion (e.g. press releases, newsletter articles).  Susan to speak with Wendy to use LinkedIn initially to promote meetings. | | |
| 1. Newsletter Planning – current | | Andriana Majarian | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday Jan 17 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Andriana/Susan Ruland | | Council/Committee Article |  | | Individual Project Update - Connections | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | | Crop Protection Canada Project | Susan Ruland | | Proposed Platform(?) | Wendy Smith | | | |
| 1. Newsletter Planning - next | | Andriana Majarian | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday Feb 14 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Andriana/Susan Ruland | | Council/Committee Article |  | | Individual Project Update - CPCC | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | |  |  | | | |
| 1. Newsletter Planning - April | |  | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday March 14 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Andriana/Susan Ruland | | Council/Committee Article |  | | Individual Project Update - eConnectivity Doumentation | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | | LinkedIn Page AgGateway | Andriana | | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | |  | | |
| 1. New Business | | Andriana  Majarian | | 2014 Meetings – Set, Calendar Notice Sent to All Committee Members | | |
| 1. Review of the 2014 Communications Plan | | Susan Ruland | | Susan reviewed the draft communication plan. | | |
| 1. Upcoming Meetings | | Andriana Majarian | | **Next Meeting 2/6/14 @ 2pm EST** | | |

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| **Active Action Items List as of 12/6/2013** | | |
| **Accountable** | **Action** | **Status** |
| Andriana | Send council chairs responsible for article an email each month with bullet points: 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway | *Ongoing: This will continue to happen each month.*  **Received new chair list** |
| Andriana | To discuss with Wendy the need for other councils to have representatives on the communication committee to ensure the committee is representing the needs of the councils appropriately. | *Nancy sent message to Wendy. Waiting for response. Andriana to follow-up, if necessary.* |
| All | Each committee member to reach out to one company to recruit a new member for our committee  Reach out to any company contacts that you have to see if they or someone from their organization would be interested in joining the Communications Committee | Andriana to pass along to Kristin a short description of the communications committee for recruitment. |
| Andriana | Continue to solicit individuals for the newsletter leadership profile | *Andriana to reach out to all try to build up a reserve of articles.* |
| Andriana | Update the tables below for the 2014 year. | *Andriana to update by next meeting.* |
| Susan | Awareness Survey | *Susan to discuss with Vance Publishing the statistical analysis of the awareness survey.* |
| Andriana | *List of current Council Chai*   * **Keith Milburn,** *Growmark,* Ag Retail Council Chair * **Charlie Nuzzolo,** *Global Range,*Allied Providers Council Chair * **Phil Jones,***Agrium,* Crop Nutrition Council Vice-Chair * **Michael Carrabine,** *I.R.M.,* Crop Nutrition Council Vice-Chair * **Cindy Camacci,***E. I. du Pont de Nemours,* Crop Protection Council Chair * **Karen Thomas,** *Southern States Cooperative,* Feed Council Chair * **Randy Sunderman,***Heartland Coop,* Grain Council Chair * **Dennis Daggett,** *ProAg Management,* Precision Ag Council Chair * **Ann Vande Lune,** *Key Cooperative,*Seed Council Chair | Reach out to solicit a short recap from each committee. |
| Susan Ruland | Susan to identify where the Communications Committee can help with the plan. | *Susan to provide a list to the committee next meeting.* |
| Susan Ruland | Susan to connect with Wendy Smith to discuss the Social Media (Linked In/Twitter/Facebook) | *Susan to discuss with Wendy to initially use LinkedIn as*  *meeting/conference promotion.* | |
| Susan Ruland | Conference Speakers Materials Listed on website | *Add to the marketing plan to this as part of the promotion of efforts after the conference has concluded.* |
| Andriana | To recruit Vice Chair of Communications Committee | *Ongoing* |

Note Taker Schedule:

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| --- | --- |
| **Meeting Date** | **Note Taker** |
| 9-Jan | Agrian |
| 6-Feb | Lorie |
| 6-Mar | Kristin |
| 3-Apr | Dawn |
| 8-May | Nancy |
| 5-Jun | Andriana |
| 10-Jul | Sara |
| 7-Aug | Susan |
| 6-Sep | Kristin |
| 2-Oct | Andriana |
| TBD | Lorie |
| 11-Dec | Dawn |

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| **Newsletter Article**  **Due Date** | **Newsletter Published** |
| 17-Jan | January/ Feb |
| 14-Feb | March |
| 14-Mar | April |
| 18-Apr | May |
| 16-May | June |
| 20-Jun | July |
| 18-Jul | August |
| 15-Aug | September |
| 19-Sep | October |
| 17-Oct | November |
| 14-Nov. | December |

**Councils**

Ag Retail – Dave Craft

Allied Providers – Nancy Appelquist

Crop Nutrition

Crop Protection – Victoria Peoples

Feed

Grain

Precision Ag

Seed – Dawn Ellis

**Committees**

Communications

Conference

Directory Oversight

Education

Emerging Technologies

Future Directions

Membership

Standards and Guidelines