## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2014-2-06** | | **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)  **[X]** Meri Kotlas (AgGateway)  **[X]** Dawn Ellis\* (WinField – seed) | **[ ]** Victoria Peoples\*(Bayer – CPC)  **[X]** Susan Ruland \*(AgGateway)  **[-]** Dave Craft\*(SSI - AR)  **[ ]** Sarah Novak (AFIA)  **[X]** Kristin Runde\* (Agvance)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** |  | |
| Topic | | Topic Leader | |  | *Notes* | |
| 1. Meeting Minutes | | Andriana Majarian | | Lorie will take notes | | |
| 1. Antitrust Guidelines | | Andriana Majarian | | All agreed to abide | | |
| 1. Approval of Prior Meeting Minutes from 1/09/14 | | Andriana Majarian | | MSA Nancy/Lorie | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | |  | | |
| 1. LinkedIn Discussion | | Susan Ruland | |  | | |
| 1. Newsletter Planning - next | | Andriana Majarian | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday Feb 14 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member List | Lorie \*\*Send Mari list for Jan/Feb | | New Member Highlight | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile **Hylon Kaufmann** | Andriana/Susan Ruland | | Council/Committee Article | Andriana reached out to AR – no response yet. She’ll reach out to another, doing 2 at a time. Susan will look at her notes from BOD to see if she has info about activity and provide info to Andriana | | 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 | |  |  | | eConnectivity Matters | Rod Conner | | New Member List | Lorie | | New Member Highlight | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile - (Dennis Daggett) | Susan Ruland | | Council/Committee Article | Andriana | | 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 | | Discuss communications plan. Susan wanted to thank Dave for comments about internal/external awareness survey. Member names were removed from external list, meaning that those new member companies wouldn’t be included. We won’t be doing internal surveys and member companies will not be removed from external list. This will likely improve the % of outside awareness.  Susan will pull out specific areas of the plan to focus on for our group so we don’t have to review the entire document every meeting.  1. Liaisons, 2. Newsletter, 3. Website, 4. AgGateway meetings, 5. Awards Program  Dawn will help with the Ron Storms Award | | |
| 1. New Business | | Andriana  Majarian | |  | | |
| 1. Upcoming Meetings | | Andriana Majarian | | **Next Meeting 3/6/14 @ 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. Wendy made an appeal to the board for representation. Susan feels that his item has been complete.* |
| 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.  *Andreana wants everyone to keep this in mind when meeting with other AGW members* |
| Andriana | Continue to solicit individuals for the newsletter leadership profile | *Andriana to reach out to all council chairs to try to build up a reserve of articles. We have received 3 articles so far, Hylan and Dennis* |
| Andriana | Update the tables below for the 2014 year. | *Done* |
| Andriana | Make up list to profile committee chairs for upcoming newsletters | *In progress – see list of councils and committees below. Once we have new names we can create a list for 2014*   * **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 |
| Susan Ruland | Susan to identify where the Communications Committee can help with the plan. | *Susan to provide a list to the committee next meeting. Done* |
| 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.*  *Kristen has volunteered to spearhead the LinkedIn page. Andriana*  *And Kristen will meet tomorrow and anyone else on the committee*  *Is invited to participate, just let Kristen or Andriana know.*  *Executive Staff said Matt would be using LinkedIn for AGIIS*  *communication so that and other Member Services could be*  *included.*  *Moving meeting between Kristen & Andriana to Thursday so that*  *Susan can attend.* | |
| Andriana | To recruit Vice Chair of Communications Committee | *Ongoing will continue to recruit* |

Note Taker Schedule:

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| 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 |
| 16-Jan | January/ Feb |

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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** | **Leadership Article** |
| 17-Jan | Jeff Kaiser |
| 14-Feb | Hylon Kaufmann |
| 14-Mar | Dennis Daggett |
| 18-Apr | Janet Franklin |
| 16-May | Greg Erler |
| 20-Jun | Cindy Camacci |
| 18-Jul | Phil Jones |
| 15-Aug | Philip Kubesh |
| 19-Sep | Patrick Sanders |
| 17-Oct | Ann Vande Lune |
| 14-Nov | Mary Tangen |
| 16-Jan | January/ Feb |

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| **Newsletter Article**  **Newsletter Due Date** | **Newsletter Published** |

**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