## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2014-03-06** | | **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**   |  |  | | --- | --- | | **[ ]** Andriana Majarian\* (Agrian – Chair)  **[ ]** Nancy Appelquist \*(Entira)  **[ ]** Lorie Gasso\* (CSC/AgGateway)  **[ ]** Meri Kotlas (AgGateway)  **[ ]** Dawn Ellis\* (WinField – seed) | **[ ]** Victoria Peoples\*(Bayer – CPC)  **[ ]** Susan Ruland \*(AgGateway)  **[ ]** Dave Craft\*(SSI - AR)  **[ ]** Sarah Novak (AFIA)  **[ ]** Kristin Runde\* (Agvance)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** |  | |
| Topic | | Topic Leader | |  | *Notes* | |
| 1. Meeting Minutes | | Andriana Majarian | |  | | |
| 1. Antitrust Guidelines | | Andriana Majarian | |  | | |
| 1. Approval of Prior Meeting Minutes from 2/06/14 | | Andriana Majarian | |  | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | |  | | |
| 1. Newsletter Planning - April | | Lorie Gasso | | |  |  | | --- | --- | | **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 | Dennis Dagget | | Council/Committee Article |  | | Individual Project Update – Enabling Services Article | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | |  |  | | | |
| 1. Newsletter Planning - May | | Lorie Gasso | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday April 18 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Wendy Smith | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Cindy Camacci | | Council/Committee Article |  | | Individual Project Update – All Projects Recap | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | | LinkedIn Page AgGateway | Andriana | | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | |  | | |
| 1. LinkedIn Discussion | | Kristin Runde | | Kristin Runde, Editor  Dawn Ellis, Asst. Editor | | |
| 1. New Business | | Andriana  Majarian | | Mid-Year Meeting Attendance, June 9-12, 2014, in Prairie Meadows, Altoona, Iowa  Opportunity for the Committee to provide leadership in promoting the event? | | |
| 1. Upcoming Meetings | | Andriana Majarian | | **Next Meeting 4/4/14 @ 2pm EST** | | |

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| **Active Action Items List as of 03/06/14** | | |
| **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.* |
| 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. | *Ongoing* |
| 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 | *Ongoing* |
| Andriana | Continue to solicit individuals for the newsletter leadership profile | *Ongoing. Andriana to reach out to all council chairs to try to build up a reserve of articles. Two articles in reserve* |
| Andriana | Make up list to profile committee chairs for upcoming newsletters | *Ongoing. In progress – see list of councils and committees below. Once we have new names we can create a list for 2014* |
| Susan Ruland | Susan to identify where the Communications Committee can help with the plan. | *Susan identified areas for the committee to assist with:*  *1. Liaisons with Councils/Committees, 2. Newsletter,*  *3. Website, 4. AgGateway meetings, 5. Awards Program (Dawn Ellis)* |
| Susan Ruland | Susan to connect with Wendy Smith to discuss the Social Media (Linked In/Twitter/Facebook) | *Completed. Committee implementing the project.* | |
| Andriana | To recruit Vice Chair of Communications Committee | *Ongoing* |

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 | Joel Newman |
| 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 – Melinda Giesier

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