## Description: AG_logo.gif Communications Committee Meeting Minutes

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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**   |  |  | | --- | --- | | **[X]** Andriana Majarian\* (Agrian – Chair)  **[X]** Nancy Appelquist \*(Entira)  **[X]** Lorie Gasso\* (CSC/AgGateway)  **[ ]** Meri Kotlas (AgGateway)  **[X]** Dawn Ellis\* (WinField – seed) | **[X]** Victoria Peoples\*(Bayer – CPC)  **[X]** Susan Ruland \*(AgGateway)  **[X]** Dave Craft\*(SSI - AR)  **[ ]** Sarah Novak (AFIA)  **[X]** Kristin Runde\* (Agvance)  **[X]** Melinda Giesler (The Fertilizer Institute)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** |  | |
| Topic | | Topic Leader | |  | *Notes* | |
| 1. Meeting Minutes | | Andriana Majarian | | Kristin is taking notes. | | |
| 1. Antitrust Guidelines | | Andriana Majarian | | All Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 2/06/14 | | Andriana Majarian | | MSA Dave/Lori | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | | Andriana reviewed. | | |
| 1. Newsletter Planning - April | | Lorie Gasso | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday March 14 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Majarian - Not this month | | Leadership Profile | Dennis Dagget | | Council/Committee Article | Not This month | | Individual Project Update – Enabling Services Article | Marilyn Hunter | | Mid-Year Meeting | Dawn Ellis | | LinkedIn Page AgGateway | Kristin will write a small article - run it by Andriana. | | Crop Nutrition | Melinda |   Adrianna - to make a list of liasons in different councils that may have articles to add to the newsletter.  Melinda - 2 possible articles - Crop Nutrition Council working with AGIIS to create a product code for diesel exhaust fluid; Marketing communication to get new Crop Nutrition members - Lori will add this. | | |
| 1. Newsletter Planning - May | | Lorie Gasso | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday April 18 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | 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 | | Crop Nutrition |  | | New Committees | Susan - 2 new committees being formed. | | PAIL Project | Susan will contact Dan Burn | | Another New Committee | Susan looking into. | | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | Susan to take Communications plan and sort out by month what it is to get done. Does not have plan laid out by month. Should have report by next meeting.  Next big Calendar To-Do: Mid-Year Meeting Announcement.  Just sent out a Press Release for the Canada Crop Protection on 3/05/14.  Trying to get Press Release of Committees being formed. And PAIL Project. | | |
| 1. LinkedIn Discussion | | Kristin Runde | | Kristin Runde, Editor  Dawn Ellis, Asst. Editor  Susan is reviewing and tweaking the LinkedIn description.  Kristin is waiting to update with an article.  Everyone should go to LinkedIn and Like AgGateway. | | |
| 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?  Andriana and Susan will be attending. Melinda and Dave are hoping to attend, but may have scheduling conflict.  Andriana will let the group know when the meeting will be held.  Everyone should email Andriana if you plan to attend.  Susan - Does someone want to take charge of helping Susan with letting know through eBlasts or newsletters of Mid-Year and Annual meetings.  The information is there, if someone would like to ‘own’ either one of these.  Everyone to consider helping Susan with Mid-Year Meeting information. | | |
| 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*  *New Member - Melinda Geyser - Crop Nutrition* |
| 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