##  Description: AG_logo.gif Communications Committee Meeting Minutes

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| **Description: calendar** | **2014-04-03** |
| **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.comCommittee Vice Chair ⦁ Open**Description: users1 Attendees**

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| **[X]** Andriana Majarian\* (Agrian – Chair)**[X]** Nancy Appelquist \*(Entira)**[X]** Lorie Gasso\* (CSC/AgGateway) **[ ]** Meri Kotlas (AgGateway)**[X]** Dawn Ellis\* (WinField – seed)**[X]** Natasha Lilly (Effingham Equity) | **[ ]** Victoria Peoples\*(Bayer – CPC)**[X]** Susan Ruland \*(AgGateway)**[X]** Dave Craft\*(SSI - AR)**[ ]** Sarah Novak (AFIA)**[X]** Kristin Runde\* (Agvance)(\*Voting companies/\*\* alternates) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Andriana Majarian | Dawn is the note taker |
| 1. Antitrust Guidelines
 | Andriana Majarian  | All agreed |
| 1. Approval of Prior Meeting Minutes from 3/06/14
 | Andriana Majarian  | Dave motioned and Nancy seconded |
| 1. Review Action Items from last meeting
 | Andriana Majarian  | See below |
| 1. Newsletter Planning - May
 | Lorie Gasso |

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday April 18 |  |
| Title/Subject | Author |
|  |  |
| eConnectivity Matters  | Wendy Smith |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Cindy Camacci |
| Council/Committee Article |  Allied Providers\* |
| Individual Project Update – All Projects Recap | Staff\*\* |
| Mid-Year Meeting | Dawn Ellis |
| Gateway to Ag Careers | Kristen Runde |
| Getting Trading Partners Involved in AgGateway | Susan Ruland (Marsha Rhodus wrote it) |

* Lorie updated us that Mary has asked us to submit a spreadsheet with the articles listed in order, including subject, bi-line, photo, 2 people read through and confirm that links have been checked.
* Possible 2 new committees (Architecture and Data Privacy & Security) will become official committees. We should wait until it is finalized and then include them.
* Jim Wilson is the “go-to” for Data Privacy & Security
* Dennis Sagat (spelling?) is the “go-to” for Architecture

\*\*Nancy will be on standby for the Project recap if nothing else comes up |
| 1. Newsletter Planning - June
 | Lorie Gasso |

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday May 16 |  |
| Title/Subject | Author |
|  |  |
| eConnectivity Matters | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Pam Gaines |
| Council/Committee Article | Precision Ag |
| Individual Project Update – All Projects Recap | Not included in June |
| Mid-Year Meeting  | Dawn Ellis |
| AFIA/AgGateway Technology Award (?) | Andriana Majarian |
| Ron Storms TBD | Dawn Ellis/Susan Ruland |

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| 1. Marketing and Communications – calendar update – 30/60/90 report
 | Susan Ruland |  |
| 1. LinkedIn Update
 | Kristin Runde | Page active, Need to recruit followers |
| 1. New Business
 | AndrianaMajarian | Open |
| 1. Upcoming Meetings
 | Andriana Majarian | **Next Meeting 5/8/14 @ 2pm EST; CHANGE FROM 5/1/14** |

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| **Active Action Items List as of 03/06/14** |
| **Accountable** | **Action**  | **Status**  |
| 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 – have had 2 new members in the last two months. Thanks everyone, keep up the good work. Welcome Natasha and Melinda!* |
| All | Each committee member to reach out to one company to recruit a new member for our committeeReach 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 and council articles | *Ongoing* |
| 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)* |
| Andriana | To recruit Vice Chair of Communications Committee | *Ongoing* |
| Andriana | Andriana to find out if there is any timely information for the Precision Ag Governing Board and if so, they will go in this month’s article. |  |
| Andriana | To look into AFIA/AgGateway Technology Award (?) to find out when the award will be announced. |  |
| Dawn/Susan Ruland | To discuss when to begin talking about the Ron Storms award |  |
| Susan Ruland | Post the Communications Plan to the website |  |
| All | Recruit folks to follow AgGateway Corporation on LinkedIn |  |
| All | Send any AgGateway articles, project updates, information that you would like added to LinkedIn to Kristin Runde or Dawn Ellis |  |

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

**Newsletter Article** **Due Date** | **Leadership Article** |
| ~~17-Jan~~ | ~~Jeff Kaiser~~ |
| ~~14-Feb~~ | ~~Hylon Kaufmann~~ |
| ~~14-Mar~~ | ~~Dennis Daggett~~ |
| 18-Apr | Cindy Camacci  |
| 16-May | Pam Gaines |
| 20-Jun | Joel Newman |
| 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 |

**Councils**

Ag Retail – Dave Craft, Natasha Lilly

Allied Providers – Nancy Applequist

Crop Nutrition – Melinda Giesier

Crop Protection – Victoria Peoples

Feed -

Grain -

Precision Ag -

Seed – Dawn Ellis, Natasha Lilly

**Council Articles**

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| **Councils** |  |  |
| Ag Retail | August |
| Allied Providers | May |  |
| Crop Nutrition | April |  |
| Crop Protection | July |  |
| Feed Council | September |  |
| Grain Council | October |  |
| Ornamental Horticulture | November |  |
| Precision Ag | June |  |
| Seed Council | Have not meet in 2014, December |