## 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.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]** 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) | | |
| **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 | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | 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 | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | 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 | | | |
| 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 | | Andriana  Majarian | | 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 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 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 | |