## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2014-05-08** | | **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)  **[ ]** Natasha Lilly (Effingham Equity) | **[ ]** Victoria Peoples\*(Bayer – CPC)  **[x]** Susan Ruland \*(AgGateway)  **[x]** Dave Craft\*(SSI - AR)  **[ ]** Sarah Novak (AFIA)  **[x]** Kristin Runde\* (Agvance)  **[x]** Melinda Giesler (Fertilizer Institute)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy  Appelquist | | |  | | |
| 1. Antitrust Guidelines | | Andriana Majarian | | | All agreed | | |
| 1. Approval of Prior Meeting Minutes from 4/03/14 | | Andriana Majarian | | | Nancy motioned second from Dave. No comments | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | | |  | | |
| 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 | Phil Jones | | Council/Committee Article | Precision Ag Governing Board | | Individual Project Update – All Projects Recap | Staff | | Mid-Year Meeting | Dawn Ellis | | Ron Storms Award | Dawn Ellis/Susan Ruland | |  |  |   All articles are in for previous newsletter.  Lorie is moving on and will not continue on our committee so we now need an editor for our June newsletter. Andriana can help train anyone who will be willing. Not really much editing involved – mostly a matter of collecting everything so it’s more of a publisher type role.  Susan has some press releases she can include on the new committees (architecture and data privacy and security) and the PAIL project for the June newsletter. | | |
| 1. Newsletter Planning – July | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday June 17 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Nancy Appelquist | | AGIIS | Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Pam Gaines | | Council/Committee Article | Crop Protection | | Save the Date Annual Meeting | Dawn Ellis | | Gateway to Ag Careers | Kristin Runde | | Ron Storms Award | Dawn Ellis/Susan Ruland | | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | AgGateway 2014 Communications Plan  3-Month Activities/Goals was reviewed by Susan and will be posted on the web site. | | |
| 1. LinkedIn Update | | Kristin Runde | | | Page active, Need to recruit followers  Should we include another request for followers in the next newsletter? Yes! Kristin will submit a blurb to Lorie & Andriana.  Anyone that has anything to be posted please send to Kristin. | | |
| 1. New Business | | Andriana  Majarian | | | Compliments to staff on ease of use for web site | | |
| 1. Upcoming Meetings | | Andriana Majarian | | | **Next Meeting 6/5/14 @ 2pm EST** | | |

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| **Active Action Items List as of 04/03/14** | | |
| **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 did reach out. Dennis got right back* |
| Andriana | To look into AFIA/AgGateway Technology Award (?) to find out when the award will be announced. | *Andriana emailed & it will still be happening but timing has changed. Sarah will let Andriana know on timing.* |
| Dawn/Susan Ruland | To discuss when to begin talking about the Ron Storms award |  |
| 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 | *Our portion of the web site is current* |
| Susan | Follow up in staff meeting on who will continue with project updates for the newsletter |  |
| Andriana | Help Dawn with an article on the mid-year meeting for the next newsletter |  |
| Dawn | Organize a call with Susan/Andriana Brainstorming session on the Ron Storms award prior to our next team call |  |
| Kristin | Post newsletter on LinkedIn page |  |
| Kristin | Will pull press releases for posting on LinkedIn |  |
| Susan | Look into adding linked in bug on Constant Contact communications to members |  |
| Lorie | Send Word document and email version of the newsletter to Kristin to see which works better on LinkedIn |  |

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 | Phil Jones |
| 20-Jun | Pam Gaines |
| 18-Jul | Joel Newman |
| 15-Aug | Philip Kubesh |
| 19-Sep | Patrick Sanders |
| 17-Oct | Ann Vande Lune |
| 14-Nov | Mary Tangen |
| 16-Jan | January/ Feb |

**Councils**

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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 | |

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**