##  Description: AG_logo.gif Communications Committee Meeting Minutes

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| **Description: calendar** | **2014-06-05** |
| **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**

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

 |
| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Andriana Majarian | Kristin Nottingham approved, Nancy Applequist seconded |
| 1. Antitrust Guidelines
 | Andriana Majarian  | Approved |
| 1. Approval of Prior Meeting Minutes from 5/08/14
 | Andriana Majarian  |  |
| 1. Review Action Items from last meeting
 | Andriana Majarian  |  |
| 1. Newsletter Planning – July
 |  |

|  |  |
| --- | --- |
| **AgGateway Newsletter Articles** |  |
|  |  |
| Due Date: Friday, June 20  |  |
| Title/Subject | Author |
|  |  |
| eConnectivity Matters | Rod Connor |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Pam Gaines |
| Council/Committee Article | Precision Ag Governing Board |
| Save the Date Annual Meeting | Dawn Ellis |
| Gateway to Ag Careers | Kristin Nottingham |
| Ag Retailers Assoc. ARA Innovation Awared | Susan Ruland |
| SPADE Standards Release  | Susan Ruland |
|  |  |

 |
| 1. Newsletter Planning – August
 |  |

|  |  |
| --- | --- |
| **AgGateway Newsletter Articles** |  |
|  |  |
| Due Date: Thursday July 17 |  |
| Title/Subject | Author |
|  |  |
| eConnectivity Matters | Wendy Smith |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Joel Newman |
| Council/Committee Article – CCPC Next Steps | Susan Ruland |
| Annual Meeting | Dawn Ellis |
| Gateway to Ag Careers | Kristin Nottingham |
| Ron Storms Award | Dawn Ellis/Susan Ruland |
| Data Privacy White Paper | Susan Ruland |
| Glossary Project | Susan Ruland |

 |
| 1. Marketing and Communications – calendar update – 30/60/90 report
 | Susan Ruland | Susan provided |
| 1. LinkedIn Update
 | Kristin Nottingham | Continue efforts |
| 1. New Business
 | AndrianaMajarian | Twitter was discussed by Susan. |
| 1. Upcoming Meetings
 | Andriana Majarian | **Next Meeting 7/10/14 @ 2pm EST** |

|  |
| --- |
| **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 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 did reach out. Dennis got right back* |
| Susan | 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. Susan and Sarah speaking. Susan will report back next meeting.*** |
| Susan Ruland | To discuss when to begin talking about the Ron Storms award | ***Dawn Ellis & Susan revamping the awards process*** |
| All | Recruit folks to follow AgGateway Corporation on LinkedIn | ***Ongoing*** |
| All | Send any AgGateway articles, project updates, information that you would like added to LinkedIn to Kristin Runde or Dawn Ellis | ***Ongoing*** |
| **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 |  |
| **Susan** | **Look into adding linked in bug on Constant Contact communications to members** |  |
| **Andriana** | **Send Word document and email version of the newsletter to Kristin to see which works better on LinkedIn** |  |
| **Susan** | **Susan to look into Twitter provide feedback** |  |

Note Taker Schedule:

|  |  |
| --- | --- |
| **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 |

|  |  |  |  |
| --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| **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 |

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

|  |  |  |
| --- | --- | --- |
| **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 |