## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **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.com](mailto:Nappelquist@entira.net)  Committee 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 | | Andriana  Majarian | | | Twitter was discussed by Susan. | | |
| 1. Upcoming Meetings | | Andriana Majarian | | | **Next Meeting 7/10/14 @ 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* |
| 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:

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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 |

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

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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 | |