## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2014-08-07** | | **Description: clock** | 2:00 pm ET  ⦁ 1 hour | | **Description: telephone** | **Dial In #:**  **Join the call: https://www.uberconference.com/andriana**  **Dial in number: 877-301-8554**  **No PIN needed.** | | **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)  **[ ]** Nancy Appelquist \*(Entira)=  **[ x]** Dawn Ellis\* (WinField – seed)=  **[ ]** Natasha Lilly\* (Effingham Equity)=  **[ ]** Brandon Olstad\* (Claas)= | **[ ]** Victoria Peoples\*(Bayer – CPC)  **[x ]** Susan Ruland \*(AgGateway)  **[ ]** Dave Craft\*(SSI - AR)  **[ ]** Sarah Novak (AFIA)=  **[ x]** Kristin Nottingham\* (SSI - AR)  **[ ]** Melinda Giesler\* (Fertilizer Institute)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Andriana  Majarian | | | Kristin moved to approve, Susan seconded. Minutes approved. | | |
| 1. Antitrust Guidelines | | Andriana Majarian | | | All agreed to abide. | | |
| 1. Approval of Prior Meeting Minutes from 6/08/14 | | Andriana Majarian | | |  | | |
| 1. Review Action Items from last meeting | | Andriana Majarian | | |  | | |
| 1. Newsletter Planning – September | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, August 19th |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Nancy Appelquist | | AGIIS | Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Ann Vandelune | | Council/Committee Article | TBD | | Annual Conference | Dawn Ellis | | Annual Conference Sponsorships | Dawn Ellis | | Ron Storms Award | Dawn Ellis/Susan Ruland | | Good works from companies | Andriana | | | |
| 1. Newsletter Planning – October | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Thursday, Sept. 18th |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Mary Tangen | | Council/Committee Article | TBD | | Annual Conference | Dawn Ellis | | Project Update – Crop Protection Canada | Susan | | Ron Storms Award | Dawn Ellis/Susan Ruland | | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report   Plus the Ron Storms Award | | Susan Ruland | | | Susan reported on recent press releases including SPADE, the glossary and PAIL, and activities for SPADE surrounding the InfoAg conference. She also updated the group on the Awareness Research which will be fielded at the end of August/beginning of September, with results due in mid-October.  The group then discussed the Ron Storms Award – changes this year to stimulate nominations. | | |
| 1. New Business   Committee Assignments | | Andriana  Majarian | | | Open positions –  Vice Chair position - 2015  Newsletter Editor – currently open  New Member Articles – 2015  Leadership Profiles & News from Committees/Councils - 2015 | | |
| 1. Upcoming Meetings | | nh | | | **Next Meeting 9/04/14 @ 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 | To look into AFIA/AgGateway Technology Award (?) to find out when the award will be announced. | *Completed – AFIA sent out call for nominations in July* |
| Dawn/Susan Ruland | To discuss when to begin talking about the Ron Storms award | *Completed* |
| 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 | *Our portion of the web site is current* |
| Susan | Follow up in staff meeting on who will continue with project updates for the newsletter | *Completed – Susan will coordinate this with AgGateway staff.* |
| Andriana | Help Dawn with an article on the mid-year meeting for the next newsletter | *Completed.* |
| Dawn | Organize a call with Susan/Andriana Brainstorming session on the Ron Storms award prior to our next team call | *Completed.* |
| Kristin | Post newsletter on LinkedIn page | *Completed for August issue.* |
| Kristin | Will pull press releases for posting on LinkedIn |  |
| Susan | Look into adding linked in bug on Constant Contact communications to members | *Andriana agreed to take this on.* |
| Lorie | Send Word document and email version of the newsletter to Kristin to see which works better on LinkedIn | *Take this item off.* |
| Susan | Send Annual Conference communications plan to this committee |  |
| Andriana | Ask Nancy about next update/news from Seed Connectivity Project |  |
| Andriana, Susan, Dawn | Ron Storms Award   * Susan will get new criteria approved and posted to webpage – for questions contact Andriana * Andriana to do new form. * Susan will draft email to Council chairs for Councils to nominate someone, and ask Rod to send ASAP * Dawn will draft eblast to members; Susan to distribute |  |
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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~~ | ~~None~~ |
| ~~18-Jul~~ | ~~Patrick Sanders~~ |
| 15-Aug | Ann Vande Lune |
| 19-Sep | Mary Tangen |
| 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