##  Description: AG_logo.gif Communications Committee Meeting Minutes

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| **Description: calendar** | **2014-09-04** |
| **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.comCommittee Vice Chair ⦁ Open**Description: users1 Attendees**

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

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| **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 8/07/14
 | Andriana Majarian  | Approved. |
| 1. Review Action Items from last meeting
 | Andriana Majarian  |  |
| 1. Newsletter Planning – October
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Thursday, Sept. 18th  |  |
| Title/Subject | Author |
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| eConnectivity Matters -  | Wendy Smith - Talk about transition |
| New Member Articles  | Nancy Appelquist - No new members yet |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | Mary Tangen |
| Council/Committee Article | TBD - Let Andriana know if there is any news in any committees or councils. Susan will write something for Crop Nutrition  |
| Annual Conference | Andriana |
| Project Update – Crop Protection Canada | Susan - Will know on Monday of status of this. May not happen. Grain Council might have something.  |
| Ron Storms Award | Nothing |
| GTAC Nominated Students | Kristin |

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| 1. Newsletter Planning – November
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, Oct. 21  |  |
| Title/Subject | Author |
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| eConnectivity Matters | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Josh Wall |
| AgGateway In The News | Andriana Majarian |
| Leadership Profile  | TBD |
| Council/Committee Article | TBD |
| Annual Conference | Committee |
| Project Update - TBD | Susan |
| Sponsors  | TBD |

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| 1. Marketing and Communications – calendar update – 30/60/90 report
 | Susan Ruland | Completed fielding Awareness research. 09/04 closed off the survey for Awareness of AgGateway. 1345 completed surveys. 245 incomplete. 1590 responses. - 11 responses higher than last year. AgGateway members were in the survey. Preliminary numbers show 14.8% awareness - up from 8% last year. Full report in October. Press release going out soon about opening registration for this year’s conference.Flyer about importance of annual conference.Press release of Global AgGateway network.A few more possibilities for press releases. Susan is trying to do an annual report of what AgGateway has been up to. |
| 1. New Business

Committee Assignments  | AndrianaMajarian | Open positions – Vice Chair position - 2015Newsletter Editor – currently openNew Member Articles – 2015Leadership Profiles & News from Committees/Councils - 2015 |
| 1. Upcoming Meetings
 | nh | **Next Meeting 10/02/14 @ 2pm EST** |

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| **Active Action Items List as of 04/03/14** |
| **Accountable** | **Action**  | **Status**  |
| Susan  | Send Annual Conference communications plan to this committee | *Susan is going to add additional information before sending out to everyone* |
| Andriana | Ask Nancy about next update/news from Seed Connectivity Project | *Newsletter is going out tomorrow (Friday) (9/5) or Monday (9/8). Holdup from articles due to leadership change.*  |
| 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
 | *Dawn, Susan, and Andriana are all working on this. eBlast needs to go to membership probably on Wednesday or Thursday (9/10 or 9/11). Susan said Wendy is going to send email to council chairs and vice chairs for nominations.* *If anyone knows someone who would be good to nominate for the award - be aggressive in nominating them.* *Andriana is going to send the nomination form to Communication Committee members so that we have it.*  |
| Andriana | Description of Communications Committee Meeting at AgGateway Annual Conference | *Andriana will pull a description together.**Dave thinks new ideas would be good to discuss at the meeting.**Susan thinks going over the research results would be good.* *Review of goals of AgGateway and how we can meet them.*  |

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 |  |
| 14-Nov |  |
| 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