## 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.com](mailto:Nappelquist@entira.net)  Committee Vice Chair ⦁ Open  **Description: users1 Attendees**   |  |  | | --- | --- | | **[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) | | | |
| **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 | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Thursday, Sept. 18th |  | | Title/Subject | Author | |  |  | | 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 | | | |
| 1. Newsletter Planning – November | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, Oct. 21 |  | | Title/Subject | Author | |  |  | | 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 | | | |
| 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 | | 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 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