##  Description: AG_logo.gif Communications Committee Meeting Minutes

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| **Description: calendar** | **2013-10-04**  |
| **Description: clock** | 11:00 am ET ⦁ 1 hour |
| **Description: telephone** | **Dial In #: 1-619-326-2730Meeting ID: 806603** |
| **Description: monitor** |

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 | **Contact**: Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ Nappelquist@entira.netCommittee Vice Chair ⦁ Andriana Doukas ⦁ 559 492-5510 ⦁andriana@agrian.com **Description: users1 Attendees**

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| **[X]** Nancy Appelquist \*(Entira - chair)**[X]** Andriana Majarian\* (Agrian – vice chair)**[X]** Lorie Gasso\* (CSC/AgGateway) **[]** Meri Kotlas (AgGateway)**[]** Dawn Ellis (WinField – seed) | **[]** Victoria Peoples\*(Bayer - chem)**[X]** Susan Ruland \*(AgGateway)**[]** Wendy Smith\*\* (AgGateway)**[]** Dave Craft \*(SSI - AP)(\*Voting companies/\*\* alternates) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Nancy Appelquist | Minutes taken by Andriana  |
| 1. Antitrust Guidelines
 | NA | Agreed |
| 1. Approval of Prior Meeting Minutes from 7/12 & 8/2
 | NA | Lorie Gasso made a motion and Andriana seconded the motion to approve the minutes. |
| 1. Review Action Items from last meeting
 | NA | See below |
| 1. Newsletter Planning – current
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| Due Date: Friday October 18 |  |
| Title/Subject | Author |
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| Conner's Corner  | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Matt Weeks |
| AgGateway In The News | Andriana Doukas |
| Leadership Profile – Teresa Anderson | Andriana/Susan Ruland |
| Ag E-Standards |   |
| Individual Project Update  | Marilyn Hunter |
| Annual Conference (reminders/last call) | Karen Thomas |
| Gateway to Ag Careers – introduce students | Donna Skene |
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| 1. Newsletter Planning - next
 | Nancy Appelquist |

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday November 15 |  |
| Title/Subject | Author |
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| Conner's Corner  | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Matt Weeks |
| AgGateway In The News | Andriana Doukas |
| Leadership Profile - Andres Ferreyra | Andriana/Susan Ruland |
| New Board Members & Council Chair Ann. | Susan Ruland |
| Individual Project Update  | Marilyn Hunter |
| Annual Conference (thank you) | Karen Thomas |
| Ron Storms Award – Winner | Dawn Ellis |

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| 1. Create and Execute an AgGateway Awareness Benchmark Survey
 | Susan Ruland  | Call took place with Vance last week and the survey was reviewed. |
| 1. Marketing and Communications – calendar update – 30/60/90 report
 | Susan Ruland | Susan reviewed the report. |
| 1. New Business
 | Nancy Appelquist | Vice Chair discussion – no members volunteered at this timeFirst Time Attendee Orientation – Tuesday 11/12 8-9:30  |
| 1. Review New Action Items
 | Note Taker | See below |
| 1. Upcoming Meetings
 | Note Taker | *Next meeting will be at the annual conference*  |
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| **Active Action Items List as of 10/4/2013**  |
| **Accountable** | **Action**  | **Status**  |
| Nancy | Send council chairs responsible for article an email each month with bullet points: 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway | *Ongoing: This will continue to happen each month.* |
| Nancy | 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. | *In process. We did receive one new member but still need representation from quite a few other councils. Ongoing. Susan to discuss with Wendy.*  |
| Nancy | Plan for recruiting new members and designating an industry association liaison | *Ongoing* |
| Nancy | Reach out to Dawn Ellis regarding the Ron Storms award. Create an individual email blast to members if no nominations are received by deadline.  | *Nancy to follow-up with Chip Donahue* |
| Susan | If no Ron Storms nominations are received by deadline, request council chairs discuss nominations at their October meetings | *Susan to discuss with Rod.* |
| Nancy | Check with Donna on GTAC nominations. Article not necessary but if she needs to extend the deadline she can write a blurb about that for the newsletter |  |
| Andriana | Find someone for November newsletter leadership profile |  |
| Nancy | Make up list to profile committee chairs for upcoming newsletters  |  |
| Nancy | Coordinate with our committee to attend the new member event at the annual conference and invite potential members to our committee meeting. |  |
| Nancy | To reach out to Dawn regarding her plans for 2014 |  |
| Nancy | 2014 Committee Planning |  |
| Nancy | Nancy to reach out to Karen regarding member of our committee attending the First Time Attendees event at the annual conference |  |
|  | Next Meeting Wednesday, November 14 1 – 2:45 EST |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| ~~11-Jan~~ | ~~Andriana~~ |
| ~~1-Feb~~ | ~~Lorie~~ |
| ~~1-Mar~~ | ~~Victoria~~ |
| ~~5-Apr~~ | ~~Marcia~~ |
| ~~4-May~~ | ~~Jessica~~ |
| ~~19-Jun~~ | ~~Andriana~~ |
| ~~12-Jul~~ | ~~Sara~~ |
| ~~2-Aug~~ | ~~Susan~~ |
| ~~6-Sep~~ | ~~Dave~~ |
| ~~4-Oct~~ | ~~Andriana~~ |
| 1-Nov | Lorie |
| 6-Dec | Victoria |

Newsletter Article Due Dates:

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| **Article Due Date** | **Newsletter Published** |
| 18-Jan | January/ Feb |
| 15-Feb | March |
| 15-Mar | April |
| 19-Apr | May |
| 17-May | June |
| 21-Jun | July |
| 26-Jul | August |
| 16-Aug | September |
| 20-Sep | October |
| 18-Oct | November |
| 15-Nov | December |
| 17-Jan | January/ Feb |

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| **Council Article** | **Name** | **Council** | **Newsletter Published** |
| 21-Jun | Michael Carrabine | Crop Nutrition  | July |
| 26-Jul | ~~Scott Cavey~~ | Grain | August |
| 16-Aug | ~~Day Hoyt~~ | Crop Protection | September |
| 20-Sep | Teresa Anderson | Feed | October |
| 18-Oct | ~~Charlie Nuzzolo~~ | Allied Providers | November |
| 15-Nov | Andres Ferreyra | Precision Ag | December |
| 17-Jan | Jeff Keiser | John Deere | January/ Feb |