##  Description: AG_logo.gif Communications Committee Meeting Minutes

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| **Description: calendar** | **2013-11-13**  |
| **Description: clock** | 1:00 pm ET ⦁ 1 hour 45 minutes |
| **Description: telephone** | **In person at the annual conference** |
| **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 – VC)**[]** Lorie Gasso\* (CSC/AgGateway) **[]** Meri Kotlas (AgGateway)**[x]** Dawn Ellis (WinField – seed) | **[x]** Victoria Peoples\*(Bayer - chem)**[x]** Susan Ruland \*(AgGateway)**[]** Wendy Smith\*\* (AgGateway)**[x]** Dave Craft \*(SSI - AP)**[x]** Sarah Novak (AFIA)**[x]** Kristin Runde (SSI)**[x]** \*\* (AgGateway)(\*Voting companies/\*\* alternates) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Nancy Appelquist | Lorie |
| 1. Antitrust Guidelines
 | NA | All Agree |
| 1. Approval of Prior Meeting Minutes from 10/04
 | NA | Susan made motion, Dave second motion, all agreed to accept minutes |
| 1. Review Action Items from last meeting
 | NA |  |
| 1. Newsletter Planning – current
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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 – Charlie? Andres? | 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 |
| Future Vision – Proposed Platform | Wendy Smith |

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| 1. Newsletter Planning - next
 | Nancy Appelquist |

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday Jan 17 |  |
| Title/Subject | Author |
|  |  |
| Conner's Corner  | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Matt Weeks |
| AgGateway In The News | Andriana Doukas |
| Leadership Profile  | Andriana/Susan Ruland |
| Council/Committee Article |   |
| Individual Project Update  | Marilyn Hunter |
| Survey Results | Susan Ruland |
| Action: Dawn will find out if anything in seed needs to be highlightedAction: Andriana will find out what projects need to be highlighted  |  |

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| 1. Create and Execute an AgGateway Awareness Benchmark Survey
 | Susan Ruland  | Action: Susan will have a report/outline for the 2014 plan/finding from the survey |
| 1. Marketing and Communications – calendar update – 30/60/90 report
 | Susan Ruland | There will be a few press releases (council chairs, awards and spade demo) |
| 1. New Business
 | Nancy Appelquist | Vice Chair discussion Schedules for next year: meetings, newsletter deadlines, leadership profiles, councils/committees articlesAction: Kristin Rende will check about being vice chair |
| 1. Review New Action Items
 | Note Taker | Action: Next meeting be prepared to develop a plan for social mediaAction: All Approach one company to get them to find someone to join our team. |
| 1. Upcoming Meetings
 | Note Taker | Friday 12/6 at 11:00am ET |

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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.**Reviewed council article spreadsheet. We will start over.**Action: Susan will forward new chair list* *Action: Wendy to send Andriana the spreadsheet for councils.*  |
| 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.* *Action: Nancy will reach out to Wendy for help in getting reps from councils.*  |
| Nancy | Plan for recruiting new members and designating an industry association liaison | *Nancy to speak at new member orientation at the conference. Other committee members to attend and recruit.**Susan has a list of contacts* |
| 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.  | *The award was not handed out this year as no nominations were submitted.* |
| Susan | If no Ron Storms nominations are received by deadline, request council chairs discuss nominations at their October meetings | *Susan to discuss with Rod. A decision was made about a week ago to not pursue the award this year since we didn’t get any nominations* |
| 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 | *Complete. Profiles article will be included in the November newsletter.* |
| Andriana | Find someone for November newsletter leadership profile | *In Process* |
| Nancy | Make up list to profile committee chairs for upcoming newsletters  | *In progress – see list of councils and committees below. Once we have new names we can create a list for 2014* |
| Nancy | Coordinate with our committee to attend the new member event at the annual conference and invite potential members to our committee meeting. | *Complete.*  |
| Nancy | To reach out to Dawn regarding her plans for 2014 | *Complete* |
| Nancy | 2014 Committee Planning | *To take place at conference with Susan and Andriana – complete**Goals identified and discussed at the meeting:**1. Recruitment**2. Outreach to the other councils and committees for publicity purposes**3. Newsletter**4. Social Media Presence**5. Council Representation**6. Other items from the 2014 Marketing Plan* |
| Nancy | Nancy to reach out to Karen regarding member of our committee attending the First Time Attendees event at the annual conference | *Jeff Kaiser confirmed that Nancy will speak at the new member orientation.**Complete* |

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~~ |
| 13-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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| **Article Due Date** | **Newsletter Published** | **Council Article** | **Council Author** | **Leadership Profile** | **Council Represented** |
| Friday, January 18, 2013 | January/ Feb |   |   |   |   |
| Friday, February 15, 2013 | March | Ag Retail | Randy Beard |   |   |
| Friday, March 15, 2013 | April | Allied Providers | Charlie Nuzzolo |   |   |
| Friday, April 19, 2013 | May |   |   | Doug Mills | Board of Directors |
| Friday, May 17, 2013 | June | Crop Protection | Dave Hoyt | Randy Beard | Ag Retail |
| Friday, June 21, 2013 | July | Crop Nutrition | Mike Carrabine | Charlie Nuzzolo | Allied Providers |
| Friday, July 26, 2013 | August |   |   |   |   |
| Friday, August 16, 2013 | September | Precision Ag | Andres Ferreyra | Dave Hoyt | Crop Protection |
| Friday, September 20, 2013 | October | Seed | Lori Edwards |   |   |
| Friday, October 18, 2013 | November |   |   |   |   |
| Friday, November 15, 2013 | December |   |   |   |   |
| Friday, January 17, 2014 | January/ Feb |   |   |   |   |

**Councils**

Ag Retail

Allied Providers

Crop Nutrition

Crop Protection

Feed

Grain

Precision Ag

Seed

Ornamental Horticulture

**Committees**

Communications

Conference

Directory Oversight

Education

Emerging Technologies

Future Directions

Membership

Standards and Guidelines