## 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** | |  |  | | --- | --- | |  |  | | | | | | **Contact**: Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ [Nappelquist@entira.net](mailto:Nappelquist@entira.net)  Committee Vice Chair ⦁ Andriana Doukas ⦁ [559 492-5510](tel:559.492.5510) ⦁  [andriana@agrian.com](mailto:andriana@agrian.com)  **Description: users1 Attendees**   |  |  | | --- | --- | | **[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) | | | |
| **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 | |  | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday November 15 |  | | Title/Subject | Author | |  |  | | 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 | | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | 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 highlighted  Action: Andriana will find out what projects need to be highlighted |  | | | |
| 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 articles  Action: 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 media  Action: 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