## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2013-12-06** | | **Description: clock** | 11:00 am ET  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-619-326-2730**  **Meeting ID: 806603** | | **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)  **[X]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[X]** Dawn Ellis (WinField – seed) | **[]** Victoria Peoples\*(Bayer – CPC)  **[X]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[X]** Dave Craft \*(SSI - AR)  **[X]** Sarah Novak (AFIA)  **[x]** Kristin Runde (SSI)  **[]** Angelique  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy Appelquist | | | Dawn Ellis | | |
| 1. Antitrust Guidelines | | Nancy Appelquist | | | All agreed | | |
| 1. Approval of Prior Meeting Minutes from 11/13 | | Nancy Appelquist | | | Dave motioned. Susan seconded. All agreed | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | | Reviewed action items and gave updates | | |
| 1. Newsletter Planning – current | |  | | | |  |  | | --- | --- | | **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 | | Mid-Year Meeting | Dawn Ellis | | Crop Protection Canada Project | Susan Ruland | | Future Vision Proposed Platform | Wendy Smith | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday Feb 14 |  | | 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 | | Mid-Year Meeting | Dawn Ellis | |  |  | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | | Susan walked us through the draft of the AgGateway 2014 Communications Plan Outline  2 of the Board’s Strategic goals are:   1. Increase AgGateway Awareness 2. Reduce barriers to companies not using eBusiness   Copy of Draft is here:    Nancy suggested to highlight individual members and their length of involvement in AgGateway – have an Anniversary section on the website.  Nancy asked Susan to identify where the Communications Committee can help with the plan. | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | |  | | |
| 1. New Business | | Nancy Appelquist | | | Vice Chair discussion -  Social Media Plan – postponed to Jan meeting. Andriana to connect with Susan. Susan to connect with Wendy Smith to discuss.  Set schedule for 2014 meetings | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | Next meeting is scheduled for Thursday, January 9 at 2:00pm Eastern | | |

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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.*  *Received new chair list* |
| 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. | *Sent message to Wendy. Waiting for response.* |
| All | Each committee member to reach out to one company to recruit a new member for our committee  Reach out to any company contacts that you have to see if they or someone from their organization would be interested in joining the Communications Committee | *Nancy talked to Chip Donahue, he can’t but he said he would talk to folks in John Deere…looking for folks with Communications background. Waiting to hear back from him.*  *All need to continue to look for people to join.* |
| Andriana | Find someone for November newsletter leadership profile | *Reached out to Andreas Ferrara. Susan suggested to have a back-up in case isn’t able to get it returned by the deadline for Jan.* |
| Andriana | Update the tables below for the 2014 year. |  |
| Nancy/Andriana | 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*   * **Keith Milburn,** *Growmark,* Ag Retail Council Chair * **Charlie Nuzzolo,** *Global Range,*Allied Providers Council Chair * **Phil Jones,***Agrium,* Crop Nutrition Council Vice-Chair * **Michael Carrabine,** *I.R.M.,* Crop Nutrition Council Vice-Chair * **Cindy Camacci,***E. I. du Pont de Nemours,* Crop Protection Council Chair * **Karen Thomas,** *Southern States Cooperative,* Feed Council Chair * **Randy Sunderman,***Heartland Coop,* Grain Council Chair * **Dennis Daggett,** *ProAg Management,* Precision Ag Council Chair * **Ann Vande Lune,** *Key Cooperative,*Seed Council Chair |
| Susan Ruland | Nancy asked Susan to identify where the Communications Committee can help with the plan. |  |
| Susan Ruland | Susan to connect with Wendy Smith to discuss the Social Media (Linked In/Twitter/Facebook) |  |
| Andriana | To recruit Vice Chair of Communications Committee |  |
| Andriana | To send out 2014 meeting schedule – 1st Thursday of the month at 2pm EST. (except next meeting will be 1/9/14) |  |
| Andriana | Update all 2014 schedules – note taker, council articles, leadership profiles |  |

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~~ | ~~Dawn~~ |

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 – Dave Craft

Allied Providers – Nancy Appelquist

Crop Nutrition

Crop Protection – Victoria Peoples

Feed

Grain

Precision Ag

Seed – Dawn Ellis

**Committees**

Communications

Conference

Directory Oversight

Education

Emerging Technologies

Future Directions

Membership

Standards and Guidelines