##  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** |

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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)**[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) |

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| **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
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday Jan 17 |  |
| 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  | 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 |

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| 1. Newsletter Planning - next
 | Nancy Appelquist |

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| **AgGateway Newsletter Articles** |  |
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| 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 |
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| 1. Create and Execute an AgGateway Awareness Benchmark Survey
 | Susan Ruland  | Susan walked us through the draft of the AgGateway 2014 Communications Plan Outline2 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 committeeReach 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
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| 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