## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2013-05-03** | | **Description: clock** | 11:00 am EDT  ⦁ 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**   |  |  | | --- | --- | | **[]** Nancy Appelquist \*(Entira)  **[]** Andriana Doukas\* (Agrian)  **[]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[]** Sara Novak\* (AFIA)  **[]** Jessica Perry\* (Mosaic) | **[]** Victoria Peoples\*(Bayer CropScience)  **[]** Marcia Rhodus\*(Monsanto Co)  **[]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | |  | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 3/1/13 | |  | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. MCC Committee Split Update | | Susan Ruland | | | \*Web site updates | | |
| 1. Newsletter Planning – current | | Nancy Appelquist | | | |  |  | | --- | --- | | **Due Date:** Friday May 17 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Crop Protection | Cindy Camacci | | Mid Year Meeting - Not Too Late To Register | Julie Benick | | Individual Project Update | Marilyn Hunter | | Leadership Profile – who? | Susan /Marcia | | Annual Conference | Karen Thomas | | PAIL article | Susan Ruland | |  |  | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | Due Date: Friday June 21 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Feed | Teresa Anderson | | Individual Project Update | Marilyn Hunter | | Annual Conference | Karen Thomas | | Mid-year meeting wrap up | Julie Beneck | | Leadership Profile | Susan Ruland | |  |  | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | |  | | |
| 1. 2013 Objectives | | Nancy Appelquist | | |  | | |
| 1. Marketing and Communications – calendar update | | Susan Ruland | | |  | | |
| 1. Orientation Podcast | | Susan Ruland | | |  | | |
| 1. Branding Guidelines | | Susan Ruland | | |  | | |
| 1. New Business | | Nancy Appelquist | | |  | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | ***Next meeting 6/7/2013 11:00 AM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** | | |

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| **Active Action Items List as of 04/5/2013** | | |
| **Accountable** | **Action** | **Status** |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. | *Susan to provide update* |
| 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.* |
| Wendy | Talk with Rod to determine a list of questions to ask a member for a “Leadership Profiles” article. The questions need to be determined by end next week. | *Completed. Susan to post on our page.* |
| Wendy/Susan | Revisit the idea that we have a membership drive article in the April 1st newsletter. | *Open - Postpone until membership drive is planned* |
| Wendy | Will send a list of the chairs and their email address to Andriana. | *Open-Andriana checking* |
| Nancy | *Keep* Create and Execute a Benchmark Survey & 2013 Objectives *as topic for next month- move up on agenda* | ***Completed*** |
| Susan | When available share the roles and responsibilities between the Membership and the Communications Committees. |  |

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 |
| 7-Jun | Meri |
| 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 |
| 18-May | June |
| 21-Jun | July |
| 26-Jul | August |
| 16-Aug | September |
| 20-Sep | October |
| 18-Oct | November |
| 15-Nov | December |
| 17-Jan | January/ Feb |