## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2013-07-12** | | **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)  **[]** Andriana Majarian\* (Agrian)  **[]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway) | **[x]** Victoria Peoples\*(Bayer CropScience)  **[x]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | |  | | |
| 1. AgGateway Antitrust Policy | |  | | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 5/3/13 & 6/19 | | Need to approve last 2 minutes (May & June) | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. Newsletter Planning – current | | Nancy Appelquist | | | |  |  |  | | --- | --- | --- | | Due Date: Friday July 26 | |  | | Title/Subject | | Author | |  | |  | | Conner's Corner – gone fishing | | Rod Conner | | New Member Articles | | Nancy Appelquist | | AGIIS | | Matt Weeks | | AgGateway In The News | | Andriana Doukas | | Leadership Profile – Michael Carrabine | | Andriana/Susan | | Council Article: Grain | | Scott Cavey | | Individual Project Update | Marilyn Hunter | | | Annual Conference (sponsorship, registration link) | Karen Thomas | | | Gateway to Ag Careers - solicit nominations/sponsors | Donna Skene | | | Ron Storms Award call for nominations | Susan Ruland | | |  |  | | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | Due Date: Friday August 16 |  | | Title/Subject | Author | |  |  | | Conner's Corner – AgGateway Structure | Nancy Appelquist | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Leadership Profile – Dave Hoyt | Susan Ruland | | Council Article: Precision Ag | Andres Ferreyra | | Individual Project Update | Marilyn Hunter | | Annual Conference (topic?) | Karen Thomas | | Gateway to Ag Careers - solicit nominations/sponsors | Donna Skene | | Ron Storms Award call for nominations | Marcia Rhodus | | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | |  | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | Conference committee has put together a plan for communications for the annual conference. Got some good video at the Mid-year talking about the annual.  Press Releases – SPADE II just went out, expecting one on PAIL soon, Tonnage also coming soon, Annual conference  Trade Shows:  OFA Short Course (Horticulture Show) July 13-16, Columbus Ohio (Rod) InfoAg July 16-18, Springfield IL (Rod, Wendy) AAPFCO (Assoc of America Plant Food Control Officials) Aug 14-16, St. Petersburg FLA (Rod) CropLife America Annual Meeting Sept 22-25, West Va (Rod) | | |
| 1. Branding Guidelines | | Susan Ruland | | | No update | | |
| 1. New Business | | Nancy Appelquist | | |  | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | *Next meeting will be Friday 8/2 at 11:00am ET* | | |

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| **Active Action Items List as of 07/12/2013** | | |
| **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.* |
| Wendy/Susan | Revisit the idea that we have a membership drive article | *Open – Stay tuned* |
| Susan | Susan to update the website with information about the MCC split into two groups – Committees page, etc. | *In process* |
| Susan | Keep the committee apprised of the analysis she and Wendy have made of the proposals and ask for feedback from the committee before choosing the vendor to conduct the research for the benchmark survey. | *Want to keep things moving and keep an eye on what needs to get done. Reach out to the committee as needed. Had a kick off call with Vance. Ready to deliver a questionnaire on the external survey. Estimate fielding in August.* |
| Susan | To communicate to the Conference Committee to plan out their activities from July to November for the newsletter | *Complete – Susan received a communications plan from the meeting* |
| Susan | Will forward the Leadership Profile article list to Andriana to publish as ongoing item within the agenda/minutes | *Complete* |
| Nancy | To brainstorm with Sarah Novak when she returns from leave to assist with leveraging association ties. | *Open* |
| Susan | Research which committee owns the Ron Storms award and ask if the communications committee can assist with the review of criteria | *Open* |
| 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. | *Open* |
| Andriana | To take over the leadership profiles from Marcia | *Open* |

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 |
| 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 |
| 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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| **Leadership Article** | **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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| **Council Article** | **Name** | **Council** | **Newsletter Published** |
| 21-Jun | Michael Carrabine | Crop Nutrition | July |
| 26-Jul | Scott Cavey | Grain | August |
| 16-Aug | Day Hoyt | Crop Protection | September |
| 20-Sep | Teresa Anderson | Feed | October |
| 18-Oct | Charlie Nuzzolo | Allied Providers | November |
| 15-Nov | Andres Ferreyra | Precision Ag | December |
| 17-Jan | Jeff Keiser | John Deere | January/ Feb |