## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2013-08-2** | | **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**   |  |  | | --- | --- | | **[]** Nancy Appelquist \*(Entira - chair)  **[]** Andriana Majarian\* (Agrian – vice chair)  **[]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[]** Dawn Ellis (Syngenta – seed) | **[]** Victoria Peoples\*(Bayer - chem)  **[]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI - AP)  (\*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, 6/19 & 7/12 | | Need to approve last 3 minutes (May, June, July) | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | | Welcome Dawn Ellis from Syngenta representing the Seed Council | | |
| 1. Newsletter Planning – current | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | 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. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday September 20 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Leadership Profile – Teresa Anderson | Susan Ruland | | Council Article: Seed | Andres Ferreyra | | Individual Project Update | Marilyn Hunter | | Annual Conference (topic?) | Karen Thomas | | Gateway to Ag Careers | 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 | | |  | | |
| 1. Branding Guidelines | | Susan Ruland | | |  | | |
| 1. New Business | | Nancy Appelquist | | |  | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | *Next meeting will be Friday 9/6 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. |  |
| 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. |  |
| Nancy | To brainstorm with Sarah Novak when she returns from leave to assist with leveraging association ties. |  |
| Susan | Research which committee owns the Ron Storms award and ask if the communications committee can assist with the review of criteria |  |
| 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 a new member but still need representation from quite a few other councils.* |
| Andriana | To take over the leadership profiles from Marcia |  |

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 |