## Description: AG_logo.gif Communications Committee Meeting Minutes

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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**   |  |  | | --- | --- | | **[x]** Nancy Appelquist \*(Entira - chair)  **[x]** Andriana Majarian\* (Agrian – vice chair)  **[x]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[x]** Dawn Ellis (WinField – seed) | **[x]** Victoria Peoples\*(Bayer - chem)  **[x]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[x]** Dave Craft \*(SSI - AP)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | | Susan | | |
| 1. AgGateway Antitrust Policy | |  | | | |  | | --- | |  |   All agreed | | |
| 1. Approval of Prior Meeting Minutes from 5/3, 6/19 & 7/12 | | Victoria motioned to approve May and June minutes; Susan seconded. Passed.  Need to review July and Aug minutes at the next meeting. | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | | Welcome Dawn Ellis from WinField representing the Seed Council. | | |
| 1. Newsletter Planning – current   Notes:  \*\*Dave will explore whether there is information to include in the current (August) issue about face-to-face meetings of the Ag Retail Council and Seed Councils. | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles – Sept Issue** |  | |  |  | | 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 – Michael Carrabine, Dave Hoyt back-up | Andriana/Susan Ruland | | Council Article: Precision Ag | Andres Ferreyra | | Individual Project Update | Marilyn Hunter | | Annual Conference (topic?– Susan will review with Conf Committee for suggested topic) | Karen Thomas | | Gateway to Ag Careers - solicit nominations/sponsors | Donna Skene | | Ron Storms Award call for nominations | Dawn Ellis | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles – Oct. Issue** |  | |  |  | | 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 – Dave Hoyt, Teresa Anderson back-up | Andriana/Susan Ruland | | Council Article: Seed | Lori Edwards | | Individual Project Update | Marilyn Hunter | | Annual Conference | Karen Thomas | | Gateway to Ag Careers | Donna Skene | |  |  | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | | Internal survey: Susan reported that through a request to members we have collected 190 executive names/email addresses from 40 companies. This will be the base list of people to survey about awareness of AgGateway and eBusiness. We would like to include more companies in the survey, so Susan is working with Wendy and Rod on ways to collect more emails for this list. Then we can put out a survey to that list and ask about awareness of AgGateway and eBusiness, and how high a priority these companies place on eBusiness.  External survey (ag industry): Vance Research Group will send out the survey on Monday and it will be “in the field” for 2 weeks. In September Vance will present results, and from those results we can start to build an awareness communications plan. | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | Press Releases – TFI and AgGateway just posted a release about successes on the Tonnage Reporting Project. Upcoming press releases are: Annual Conference Registration Open; and Call for Nominations for Ron Storms Award.  Trade Show Activity:  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)  TFI World Fertilizer Conference – Attending  Sept. 22-24, Montreal, CANADA  Rod attending as will be in Montreal for ppt to the TFI Board re: TRP  Fresh Summit Convention & Expo (PMA)  October 18-20, New Orleans | | |
| 1. New Business | | Nancy Appelquist | | | No new business. | | |
| 1. Review New Action Items | | Note Taker | | | See below | | |
| 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. | *Completed, though the committee noted a couple of corrections that need to be made, which Susan will make.* |
| Nancy | To brainstorm with Sarah Novak when she returns from leave to assist with leveraging association ties. Include floating the idea of running event promos or other top news from member trade associations in the AgGateway newsletter. | *Open* |
| Susan | Conference Committee newsletter articles – Susan will touch base with Karen Thomas of the Conference Committee on a plan for what should be featured in articles for the next 3 issues. |  |
| Nancy | Ron Storms Award – Contact Marcia Rhodus to inform her that Dawn Ellis will be managing the award this year, and ask her to impart any information/tips she has on managing the award process. (Also, Susan will alert Karen Thomas of the Conference Committee that the Communications Committee is managing the award.) |  |
| 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.* |
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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 |