## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2013-09-13** | | **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 (WinField – 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 | | Andriana Majarian | | |  | | |
| 1. AgGateway Antitrust Policy | |  | | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 7/12 & 8/2 | | Need to review July and Aug minutes | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. Newsletter Planning – current | | 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 | Lorie Edwards | | Annual Conference (topics?) | Karen Thomas | | Gateway to Ag Careers | Donna Skene | | Ron Storms Award call for nominations | Dawn Ellis | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday October 18 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Leadership Profile – Charlie Nuzzolo | Andriana/Susan Ruland | | Council Article: Orn Hort? |  | | Individual Project Update | Marilyn Hunter | | Annual Conference (topic?) | Karen Thomas | | Gateway to Ag Careers | Donna Skene | | Ron Storms Award call for nominations | Dawn Ellis | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | |  | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | |  | | |
| 1. New Business | | Nancy Appelquist | | |  | | |
| 1. Review New Action Items | | Note Taker | | | See below | | |
| 1. Upcoming Meetings | | Note Taker | | | *Next meeting will be Friday 10/4 at 11:00am ET* | | |
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| **Active Action Items List as of 08/2/2013** | | |
| **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 |  |
| 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. | *Completed* |
| 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.) | *Completed* |
| 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 |