## Description: AG_logo.gif Communications Committee Meeting Minutes

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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**   |  |  | | --- | --- | | **[x]** Nancy Appelquist \*(Entira - chair)  **[x]** Andriana Majarian\* (Agrian – vice chair)  **[x]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[]** Dawn Ellis (WinField – seed) | **[]** Victoria Peoples\*(Bayer - chem)  **[x]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI - AP)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy Appelquist | | |  | | |
| 1. AgGateway Antitrust Policy | |  | | | |  | | --- | |  |   All agreed | | |
| 1. Approval of Prior Meeting Minutes from 7/12 & 8/2 | | July and August minutes approved. | | |
| 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 (checklist) | Karen Thomas | | Ron Storms Award call for nominations | Dawn Ellis | | Committee article – what each one does | Lori Gasso | | | |
| 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 – Andriana Checking | Andriana/Susan Ruland | | Individual Project Update - optional | Marilyn Hunter | | Annual Conference (last minute advisory) | Karen Thomas | | External Survey Results | Susan Ruland | | GTAC – introduce the students | Donna Skene | | Ag Estandard 5.3 release | Jim Wilson | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | | Susan to send committee a message to pick a time to meet with Vance Publishing research arm to walk us through results of the survey. | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | No meetings in the next 3 months  New video on home page to promote conference  Quote from leadership profiles and pictures as banner on home page  Press releases:  Crop Protection Canada project at the end of September  October Ag estandards 5.3 release | | |
| 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 | *Check back for December issue of Newsletter* |
| 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.* |
| Nancy | Check on number needed to approve minutes | *Not specifically addressed.* |
| Nancy | Plan for recruiting new members and designating an industry association liaison |  |
| Nancy | Reach out to Dawn Ellis regarding the Ron Storms award. Create an individual email blast to members if no nominations are received by deadline. |  |
| Susan | Check with Wendy on council representation on our committee |  |
| Susan | If no Ron Storms nominations are received by deadline, request council chairs discuss nominations at their October meetings |  |
| Nancy | Check with Donna on GTAC nominations. Article not necessary but if she needs to extend the deadline she can write a blurb about that for the newsletter |  |
| Andriana | Find someone for November newsletter leadership profile |  |
| Nancy | Make up list to profile committee chairs for upcoming newsletters |  |
| Nancy | Coordinate with our committee to attend the new member event at the annual conference and invite potential members to our committee meeting. |  |
| Nancy | Add vice chair to discussion on next agenda |  |

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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| **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 |