##  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 #: 1-619-326-2730Meeting ID: 806603** |
| **Description: monitor** |

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 | **Contact**: Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ Nappelquist@entira.netCommittee Vice Chair ⦁ Andriana Doukas ⦁ 559 492-5510 ⦁andriana@agrian.com **Description: users1 Attendees**

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| **[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) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Nancy Appelquist |  |
| 1. AgGateway Antitrust Policy
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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 |

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| AgGateway Newsletter Articles |  |
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| Due Date: Friday September 20 |  |
| Title/Subject | Author |
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| 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 |

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| 1. Newsletter Planning - next
 | Nancy Appelquist |

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| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday October 18 |  |
| Title/Subject | Author |
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| 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 |

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| 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 monthsNew video on home page to promote conferenceQuote from leadership profiles and pictures as banner on home page Press releases: Crop Protection Canada project at the end of SeptemberOctober 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 |