



# Feed Council Meeting Agenda



**2012-11-06** (Tuesday)



1:15pm – 3pm (MDT)  
• 1.75 hour



**FACE to FACE ANNUAL MEETING**

Call #: ~~888-557-8511~~ or ~~215-446-3649~~

Meeting Code: 1656936



**Abbreviations:**

MSA (Moved, Seconded & Approved)

AGW (AgGateway)

BOD (Board of Directors)

FD (Feed Council)

EFC (Electronic Feed Connectivity)

**Contact:** Karen L. Thomas • Chair (804.281.1420 [karen.thomas@sscoop.com](mailto:karen.thomas@sscoop.com))  
Teresa Anderson \* Vice Chair ([tanderson@triplecrownfeed.com](mailto:tanderson@triplecrownfeed.com))



## Attendees

- [X] Phil Kubesh, Vita Plus
- [ ] Scot Mewbuorn, MFA
- [ ] Bob Riley, Feed Energy
- [ ] Brant Macpherson, DBC SmartSoft
- [ ] Marilyn Hunter, AgGateway
- [ ] Sarah Novak, AFIA
- [X] Marilyn Jedinak, CHS
- [X ] Teresa Anderson, Triple Crown
- [X] Jerry Mudd, AllTech
- [ ] F.E. Carter, SSC
- [X] Logan Bourhis (Student – Mosaic)
- [X] Donna Skene, Mosaic
- [X] Judy Serra, Mosaic
- [X] Jessica Perry, Mosaic
- [X] Rob Kovalski, Mosaic
- [X] Rod Conner, AgGateway
- [X] Karen Thomas, Southern States
- [ ] Larry Beck, CPM Beta Raven
- [ ] Steve Leary, LOL Winfield Solutions
- [X] Brent Kemp, SSC
- [X] Russ Shirley, Cultura Tech
- [X] Steve Sogard, VitaPlus
- [X] Phil Jones, Agrium



## Agenda

Meeting Begin (Time): 1:17pm

Time	Topic	Topic Leader	Desired Outcome	Notes
	1. Meeting Minutes	K. Thomas	Minute-taker assigned	KL Thomas took meeting minutes.
	2. AgGateway Antitrust Policy	K. Thomas	Agreement to abide <a href="#">click to view antitrust guidelines</a>	All agreed again as each of us had agreed when we registered for the conference.

Time	Topic	Topic Leader	Desired Outcome	Notes
	3. Introductions of attendees	All	Ensure everyone knows who is on the call.	Everyone in attendance introduced themselves, their company, and their area of focus along with any involvement currently in AgGateway.
	4. Prior Meeting Minutes Approval	K. Thomas	Motion to approve Second to motion Approval or amendments	MPA: ( / ). Be it resolved that the FD Council approves the minutes from the 06/12/12 meeting.  Deferred to separate email approval.
COMMITTEE REPORTS:				
	5. Directory Oversight Committee Report	D. Skene or B. Kemp	Create awareness of AGW committee activities	Brent gave an overview of the committee. Brent is currently the chair and Donna is our Feed Council representative on this committee. They are winding down taskforces right now.
	6. Emerging Technologies Committee Report	J. Mudd	Create awareness of AGW committee activities	Jerry has just volunteered to get involved and hasn't attended the committee meeting yet.
	7. Education Committee Report		Create awareness of AGW committee activities	<b>ACTION ITEM: Feed Council needs to have a representative on the Education Committee. Contact Lorie Gasso (<a href="mailto:lgasso@csc.com">lgasso@csc.com</a>) or Paul Schimpf (<a href="mailto:Paul@croplife.com">Paul@croplife.com</a>)</b>  There is not a lot of activity right now but as we get successes we will need to leverage the education committee to get the word out. Both Judy and Jessica participate in the Education Committee.
	8. Membership & Communications Committee Report	Sarah Novak	Create awareness of AGW committee activities	No report.
	9. Standards & Guidelines Committee Report	Brent Kemp	Create awareness of AGW committee activities	The focus has been on Ag eStandard message set version 5.3. They are going to full publication. And, reviewing the first pass of the Precision Ag Glossary of Terms which is really a broader glossary of terms.

Time	Topic	Topic Leader	Desired Outcome	Notes
	10. Conference Committee Report	K. Thomas, D. Skene	Create awareness of AGW committee activities	<b>ACTION ITEM:</b> Feed Council needs additional representation on the committee  Dates for both the mid-year and Annual meetings were announced. There were no additional volunteers at this time.
	11. Future Vision Task Force – Special Report	B. Kemp	Create awareness and understanding of Future Vision TF	FVTF met yesterday; working on modifications to move forward. By April, turn it into a document for discussion around our needs around a longer term solution!!
	12. Project Report Review & Other General Updates	M. Hunter K. Thomas	Create overall awareness of AGW projects currently being facilitated and identify actions	Review Connectivity Across the Councils and Other Charts for Connectivity.  Karen reviewed the connectivity charts and just encouraged the “opportunity” before us! Team members discussed the opportunity for cross-council efforts especially with the Grain Council coming online now.
	13. Updates on Top 5 Priorities: a) Education of eBusiness b) EFC Project c) Product Recall d) Connectivity for Small Bus e) Feed Tonnage Tax Rptg	Sarah Novak Thomas/Skene Not Assigned T. Anderson P. Kubesh	Create awareness and identify next steps for each	Education – No report at this time but there were a couple participants from the Education committee and they “got” what we will need in the future. EFC Project – SSC & Mosaic “almost” have success; we are actively testing. And, VitaPlus wants to connect next with Mosaic and there is another group that wants to connect with Mosaic. Product Recall – Karen has asked Donna if we can work with AFIA on this. Donna volunteered to follow-up and see where we are exactly within the AFIA. Connectivity – Teresa is talking strongly with AP Council and Marilyn Hunter. Feed Tonnage Tax – Several members of the council are participating with this and we continue to pursue.
	14. Transition Chair to New Chair	K. Thomas		Karen introduced Teresa Anderson and “passed” the meeting to her.

Time	Topic	Topic Leader	Desired Outcome	Notes
	15.New Business / Other Issues	T. Anderson	Opportunity to introduce new topics	<b>Additional Topics for Today or Future</b> <ul style="list-style-type: none"> <li>• Focus on Forward Progress of any measure!!</li> <li>• No specific new topics right now.</li> </ul>
	16.2013 Conference Call Schedule	T. Anderson	Awareness of upcoming meeting or conference call	<ul style="list-style-type: none"> <li>• Face to Face meetings: Mid-Year and Annual meetings</li> <li>• Monthly Conference Calls – Discuss new schedule – Teresa will set them up for the new year.</li> <li>• This is the last meeting for Calendar 2012. We will NOT have a call in December.</li> </ul>

Meeting Adjourned (Time): 2:55pm