



CN Council Meeting Minutes – Annual Conference



2012-11-08 Thursday



8:15 – 10:00 am Local Time
Room 3



Contact:

Michael Carrabine • Council Chair • mjc@irm.com



Attendees

- Ed Diem – Southern Agricultural Insecticides
- John Reidile – TKI
- Dan McMenemy – TKI
- William Quinton - TKI
- Mike Tormanen – West Central
- Cathy Dean – West Central
- Todd Moutardier - TKI
- Jack Ferri – Willbur-Ellis
- Seth Petersen – Wilbur-Ellis
- Rod Conner - AgGateway
- Marilyn Hunter - AgGateway
- Ron Farrell – AgGateway
- Jim Wilson - AgGateway

Abbreviations:

- MSA (Moved, Seconded & Approved)
- AGW (AgGateway)
- BOD (Board of Directors)
- CN (Crop Nutrition)
- CNC (Crop Nutrient Connectivity)
- XRP (XML Remittance Payment)

- Christine Dingman – CF
- Tim Roberts – Agris, Inc.
- Debi Stephens - Ameropa
- Carrie Fernandez – Ameropa
- Erika Bragan - Ameropa
- Ben Studer – AGCO
- Bruno Picone – Agrium
- Phil Jones – Agrium
- Mark Powell – Brandt
- Tim McArdle - Brandt
- Chris O’Day – Britz Fertilizer
- Andy Crupi – Britz Fertilizer
- Michelle Phillips - TKI
- Becky Porter – CF
- Jeff Baader - CF
- Marianne Embree – CF
- Dan Zaremba – CF
- Cecilia Garcia - CPS
- Kelly Gonsior– CPS
- Kim Tauchen – Direct Enterprises
- Dennis Tauchen – Direct Enterprise
- Tim Roberts – Cultura Technologies
- Jessica Richards - Growmark
- Kyle Yontz - Growmark
- Bob Witty– SSC
- Brent Kemp – SSC
- Rob Richter - Growmark
- Jon Speide – Growmark
- Ron Staab – United Services Assoc.
- Deven My (Sp)– United Suppliers
- PT Padmanadha – Helena
- Charles Clark – Helena
- Emily Flory – Helena
- Connie Herschbach - CPS
- Michael Carrabine – IRM
- Blaine Milson – Winfield Solutions
- Dan Johnson – J.R. Simplot
- Kyle Grant – J.R. Simplot
- Michael Terning – John Deere
- Chip Donahue – John Deere
- Scot Mewbourn - MFA
- Doug Mills – Mosaic
- Shayla Darnell – Koch Fertilizer
- Donna Skene – Mosaic
- Jessica Perry - Mosaic
- Robert Kovalsky – Mosaic
- Lisa Renwick - Mosaic



Agenda

Time	Topic	Topic Leader	Desired Outcome	Notes
8:15	1. Meeting Minutes	M. Carrabine	Minute-taker assigned	D. Mills Assigned.
	2. AgGateway Antitrust Policy	M. Carrabine	Agreement to abide click to view antitrust guidelines	All Agreed
	3. Introductions of attendees	All		
	4. Prior Meeting Minutes Approval	M. Carrabine	Motion to approve Second to motion Approval or amendments	Approval of the CN Council minutes from the 10/9/2012 meeting was deferred to next meeting to enable time to review.
8:25	5. AgGateway Future Vision Task Force Update	B. Kemp / R. Richter	Create awareness of AGW direction	<p>B. Kemp provide update on future vision task force. Planning for changes to the AGIIS directory will be proposed by the group in 2013 Q1 and be socialized for approval in Q2. The primary areas of change are anticipated to be 1) providing controlled access to proprietary information in the directory 2) inclusion of needs of the precision AG Spade project and 3) incorporation of support for API (application program interface) to access / update the directory. The APIs will provide flexibility from using a flat file XML approach.</p> <p>The team has discussed some of the implication of funding the development of these changes however, the funding recommendation will not be generated until the estimated costs are known.</p>

Time	Topic	Topic Leader	Desired Outcome	Notes
8:45	6. Ag Retailer Pain Points	Brent / Jeff?	Understand the needs and priorities of the Ag Retailer segment	Brent and Jeff covered feedback from Ag Retailer Council on priorities of the Retailers relating to Crop Nutrition. The Ag Retailers would like to see capabilities to integrate with producers and distributors for inventory and invoicing messages. There was also some interest in forecasting, although was a lower priority. The messages must be delivered with a web services approach. Crop Nutrition is well positioned to address this as standards are in place for these messages so the web services is the only missing element. Brent & Jeff indicated that many Ag Retailers would engage as trading partner when this is offered.
8:45	7. Development of 2013 CN Council Objectives	M. Carrabine / D. Mills	Establish clear area of focus for coming year	M. Carrabine led a discussion of how to approach establishing objectives for the CN Council. M. Hunter suggested the CN Council consider a 1 1/2 day vision, mission and strategy session to elicit multiyear objectives. The council agreed with this approach with a timing of Q1 or Q2 2013. M. Carrabine will check with Pam Wilson on potential to include within the midyear meeting in Johnston, IA. The Council generally concluded that June timing may work better as more clarity would be available from CPS and others.

Time	Topic	Topic Leader	Desired Outcome	Notes
9:15	8. Project Discussion	All	Increase awareness of current projects and elicit new project opportunities	<p>M. Hunter provided an update on Tonnage reporting and CNC II project. Tonnage reporting – message has been developed and Michigan test data prepared. Target is to have Michigan working pilot completed by 12/31. Virginia and Florida are scheduled for Q1 2013. April Hunt (Michigan) is on the uniform reporting committee and belief is Michigan success will influence many other states to engage.</p> <p>CNC II – Agrium and Growmark will be production this month. Richardson will be engaging in project end of December. CHS has signed a commitment letter for April 2013. Simplot and TKI are 90% completed on invoice message and targeting December. Honeywell and Growmark are starting order message.</p> <p>Council agrees that CNC II project board should recast the project timeline and scope and make a recommendation to the council about next steps to drive the project to completion. Next board meeting is January 25th and D. Skene will report back on this assignment to CN Council.</p>
9:35	9. Directory Oversight Committee Report	B. Kemp / R. Richter	Create awareness of AGW committee activities	R. Richter – EBID to GLN migration has been deferred from February, 2013 to end of 2014 or Q1 2015. This impacts primarily the seed and crop protection segments.
	10. Emerging Technologies Committee Report	M. Carrabine	Create awareness of AGW committee activities	J. Baader – Smart Field was presented at emerging technologies committee. This technology measures temperature and integrates with irrigation systems.
	11. Education Committee Report	J. Perry	Create awareness of AGW committee activities	J. Perry – Several education sessions were included in this year’s conference. Judy Serra will be chairing the education committee for 2013. Committee meeting has not occurred yet.
	12. Membership & Communications Committee Report	J. Perry	Create awareness of AGW committee activities	J. Perry – S. Ruland is in process of finalizing the value proposition literature for member recruiting.

Time	Topic	Topic Leader	Desired Outcome	Notes
	13.Standards & Guidelines Committee Report	B. Kemp	Create awareness of AGW committee activities	Committee meeting has not occurred yet.
	14.Conference Committee Report	D. Skene	Create awareness of AGW committee activities	Committee meeting has not occurred yet.
	15.Management Team Update	L. Renwick	Create awareness of AGW committee activities	Nothing new to report.
9:50	16.New Business / Other Issues	M. Carrabine	Opportunity to introduce new topics	Vice chair of council is required for 2013. Members will advise M. Carrabine if interested.
	17.2013 Conference Call Schedule	M. Carrabine	Awareness of upcoming meeting or conference call	Next teleconference is January 8th at 12pm – EST / 11am – CST / 10am – MT / 9am – PST.

Meeting Adjourned (Time): 10:05 AM