

 **American Seed Trade Association**

**ASTA’s 131st Annual Convention**

**Indianapolis, IN**

Communications Committee

|  |  |  |
| --- | --- | --- |
| 12:30 p.m.-2:00 p.m. | Friday, June 13, 2014 | White River Ballroom C |

AGENDA

|  |  |  |  |
| --- | --- | --- | --- |
| I. | Welcome and Introductions | Janice Walters | 12:30 p.m. |
| II. | Discussion and Update: ASTA Communications and Advocacy program | Andy LaVigne | 12:35 p.m. |
| III. | Presentation: ASTA Advocacy and Communications Program | Global Prairie | 12:40 p.m. |
| IV. | Q&A: PR Firm and Communications Committee Members | Janice Walters | 1:10 p.m. |
| V. | Committee Business* Chair and Vice Chair Selection
* Committee and Subcommittee Structure
* Summer Retreat
* Issue and Message Sharing
 | Janice Walters | 1:20 p.m. |
| VI. | Treated Seed Messaging and Outreach Discussion* Needs for collateral (videos, PSA, TPs, etc)
* Timing?
 | Jane DeMarchi | 1:45 p.m. |
| VII. | Adjourn |  | 2:00 p.m. |

**\* Decision needed**

ASTA Antitrust Compliance Policy Statement

It is the policy of the American Seed Trade Association to comply strictly with the Federal and State antitrust laws. ASTA’s policy and guidelines, to ensure compliance with both the letter and spirit of the laws, are set forth in ASTA’s bylaws.

The antitrust laws prohibit combinations or conspiracies in restraint of trade. This means that competitors may not legally agree to conduct that inhibits competition. Anticompetitive agreements may be inferred from discussions about sensitive topics. Because trade associations like ASTA bring competitors together to address industry concerns, we must be especially careful not to agree to actions that might be interpreted as anticompetitive.

It is ASTA policy to have written agendas for all meetings, to have legal counsel present where sensitive issues might be discussed, and to prepare minutes of all meetings. This applies to all meetings held during a conference hosted by ASTA. If you have any questions about the proper scope of any ASTA meeting, or the Association’s antitrust compliance policy, please raise it with the meeting chairperson or member of ASTA staff.