



WELCOME

CSS 2014 & Seed Expo

Communications Committee Meeting

December 11, 2014

Communications Committee

Goals and Objectives

- Helping ASTA Become the Voice of the Industry
 - Coordinate Industry Messaging
 - Build Trust and Understanding of Issues
 - Include Voices from all Members
- Collaborate and Build on Existing Resources
 - Apprise Others of Emerging Issues and Media Interests
 - Share Communications Research and Resources
 - Support Industry Initiatives

Committee Activities

- Messaging Workshop
 - 12 Participants from Various Member Companies
 - Brainstormed Topline Messages
- Communications Summit
 - 25 Attendees
 - Day and a Half Meeting Discussing Strategy
 - Voted for Two Per Year

Communications and Advocacy Project Research Overview

Lily Maxwell and Ted Bellamy
Global Prairie

CSS 2014 & Seed Expo

- By the Numbers
 - Nearly 3,000 Conference Registrants
 - Record Number of Exhibitors
 - Record Number of Poster Presentations
 - 32 Registered Members of the Media
 - Dedicated Media Room

ASTA Press Conference

- Covered by:
 - AgriPulse
 - AgWired
 - Farm Journal
 - Seed World
 - Illinois AgriNews
 - WYXY Radio
- Additional Interviews:
 - Agri-Talk
 - Red River Farm Network
 - This Week in Agribusiness
 - Wall Street Journal
 - Reuters

Meeting Preparation

- Vegetable & Flower Seed Conference
 - Press Conferences/Media Room
 - Committee Meeting
 - Additional Member Briefings
- 132nd Annual Meeting
 - Storm the Hill
 - Full Media Rollout
 - Committee Meeting
 - Materials Development

Questions?