

**American Seed Trade Association**

**Communications Committee**

**Kansas City, MO**

Communications Summit

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| 8:00 a.m. - 4:30 p.m. | November 11, 2014 | Global Prairie Offices |

AGENDA

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|  | **Topic** | **Presenter** | **Time** |
|  | Arrival and Breakfast |  | 7:45 a.m. |
|  | Welcome | Shannon Latham, Communications Committee Chair | 8:00 a.m. |
|  | Guest Speaker | Tom Brand, NAFB Executive Director | 8:05 a.m. |
|  | Communications Committee Objectives | Janice Walters, Director of Communications | 8:45 a.m. |
|  | Overview and Discussion of ASTA Three-Year Communications and Advocacy Project   * Timeline * Messaging and Research, Alignment and Training * Events at ASTA Meetings * Logo/Branding/Website Redesign * Working with Influencers * Content Management Strategies | Lily Maxwell and  Rick Thaemert  Global Prairie | 9:00 a.m. |
|  | Break- 15 Minutes |  | 10:00 a.m. |
|  | Seed Innovation and Protection Alliance | James Weatherly, Executive Director | 10:45 a.m. |
|  | DataFarm Presentation | Robert Powell and Ted Bellamy  Global Prairie | 11:00 a.m. |
|  | Lunch |  | Noon |
|  | Guest Speaker | Karl Haro von Mogel Blogger, BioFortified | 1:00 p.m. |
|  | Best Practices Workshop: Capitalizing on Resource Sharing | Shannon Latham, Communications Committee Chair | 2:00 p.m. |
|  | Break- 15 Minutes |  | 3:00 p.m. |
|  | State and Federal Legislative Update | Jane DeMarchi and Pat Miller | 3:15 p.m. |
|  | Breakout: Hot Issues and Relevant Programs |  | 4:00 p.m. |
|  | *Seeds of Gratitude* Reception | Global Prairie | 4:30 p.m. |
|  | Dinner | The Rieger Grill | 7:00 p.m. |

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| 8:30 a.m. - Noon | November 12, 2014 | Global Prairie Offices |

AGENDA

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|  | **Topic** | **Presenter** | **Time** |
|  | Arrival and Breakfast |  | 8:15 a.m. |
|  | Welcome | Shannon Latham, Communications Committee Chair | 8:30 a.m. |
|  | Feedback on ASTA’s Website |  | 8:45 a.m. |
|  | Roundtable Discussion: How You Can Support the Committee’s Objectives   * Who can best tell our story? (leveraging influencers and the online sharing community) * What resources do you need? (ex. materials, videos/visual content, talking points, etc.) * How can Committee Members play a role? (media, podium opportunities, community outreach) * Why plant breeding matters? (brainstorm on storytelling about the benefits of seed improvement) | Lily Maxwell and Rick Thaemert, Global Prairie | 9:15 a.m. |
|  | Meeting Preparation: CSS 2014 & Seed Expo, 132st Annual Meeting | Janice Walters, Director of Communications | 10:45 a.m. |
|  | Other Items |  | 11:30 a.m. |
|  | Adjourn- Boxed lunches will be provided |  | Noon |

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.