

Communications Summit

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

AGENDA

	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 <ul style="list-style-type: none"> • 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.
	<i>Seeds of Gratitude</i> Reception	Global Prairie	4:30 p.m.
	Dinner	The Rieger Grill	7:00 p.m.

Communications Summit

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

AGENDA

	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 <ul style="list-style-type: none"> 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.