



WELCOME

ASTA Communications Summit

November 11-12

Guest Speaker

Tom Brand

Executive Director

National Association of Farm Broadcasting



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

Communications and Advocacy Project Overview

Lily Maxwell and Rick Thaemert
Global Prairie

Break

15 Minutes

SIPA Introduction

James Weatherly

Executive Director

Seed Innovation and Protection Alliance



DataFarm Presentation

Ted Bellamy and Robert Powell

Global Prairie

Lunch

12:00-1:00

Guest Speaker

Karl Haro von Mogel

BioFortified

Best Practices Workshop

Break

15 Minutes

State and Federal Legislative Update

Jane DeMarchi and Pat Miller

ASTA

Meeting Preparation

- CSS 2014 & Seed Expo and Vegetable & Flower
 - Press Conferences/Media Room
 - Committee Meeting
 - Additional Member Briefings
- 132nd Annual Meeting
 - Storm the Hill
 - Full Media Rollout
 - Committee Meeting
 - Materials Development