

**American Seed Trade Association**

**Communications Committee**

**Kansas City, MO**

Communications Summit

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

AGENDA

|  |  |  |  |
| --- | --- | --- | --- |
| I. | **Topic** | **Presenter** | **Time** |
| II. | Welcome | Shannon Latham, Communications Committee Chair | 8:00 a.m. |
| III. | Guest Speaker | Tom Brand, NAFB Executive Director | 8:05 a.m. |
| III. | Review of Communications Activities since June | Janice Walters, Director of Communications | 8:45 a.m. |
| IV. | Overview and Discussion of ASTA Three-Year Communications and Advocacy Project   * Timeline * Messaging and Research * Events at ASTA annual meetings * Logo/Branding * Website redesign * The next two years | Lily Maxwell and  Rick Thaemert  Global Prairie | 9:00 a.m. |
| V. | Break- 15 Minutes |  | 10:00 a.m. |
| VI. | DataFarm Presentation | Robert Powell,  Global Prairie | 11:00 a.m. |
| VII. | Lunch |  | Noon |
| VIII. | Outside Speaker: Blogger |  | 1:00 p.m. |
|  | State and Federal Legislative Update | Jane DeMarchi and Pat Miller | 2:00 p.m. |
|  | Break- 15 Minutes |  | 3:00 p.m. |
|  | Roundtable Discussion: ASTA’s Website |  | 3:15 p.m. |
|  | Reception | Global Prairie | 4:30 p.m. |
|  | Dinner | The Rieger | 7:00 p.m. |

Communications Summit

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

AGENDA

|  |  |  |  |
| --- | --- | --- | --- |
| I. | **Topic** | **Presenter** | **Time** |
| II. | Welcome | Shannon Latham, Communications Committee Chair | 8:30 a.m. |
| III. | Outside Speaker- NAFB | Executive Director or Board Member | 8:45 a.m. |
|  | Roundtable Discussion Recap: ASTA’s Role, Goals, and Next Steps; Using our resources to reach other audiences  What resources do you need: Materials, videos, content, Talking Points, etc |  | 9:45 a.m. |
| V. | Meeting Preparation: CSS 2014 & Seed Expo, 132st Annual Meeting |  | 10:45 a.m. |
|  | Other Items |  | 11:30 a.m. |
|  | Adjourn |  | 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.