

Communications Committee Minutes
Wednesday, January 21, 2009
University Marriott
Tucson, Arizona

AAFCO Members Present:

Sharon Krebs, AAFCO, sharon@aafco.org

Rod Noel, Indiana, noelr@purdue.edu

Chad Linton, West Virginia, Clinton@ag.state.wv.us

Meagan Davis, Kentucky, mmdavi2@email.uky.edu

Robert Hougaard, Utah, rhougaard@utah.gov

Kent Kitade, California, kkitade@cdfa.ca.gov

Gloria Dunnavan, Life Member, dunnawang@bellsouth.net

Jo Gulley, FDA, jo.gulley@fda.hhs.gov

Mel Bryant, KY, mbryant@uky.edu

Industry Present:

Christie Panasevich, Summit Ridge Farms, Christie@srfarms.com

Kurt Gallagher, Pet Food Institute, kurt@petfoodinstitute.org

Steve Traylor, Alltech, straylor@alltech.com

1. Introduction of meeting attendees

2. Progress on 2009 Annual Meeting

- a. Registration “gift” will be a flash drive. Linton volunteers to help coordinate presentations from the meeting. Davis and Linton will load presentations to drives.
- b. Linton to forward contact information to Krebs for flash drives vendor
- c. Krebs to get deadline information and costs from vendor
- d. Dunnavan will obtain addresses and prepare invitation letters for speakers on AAFCO letterhead. She will send to Krebs for AAFCO President signature. Comments on letter are due to Dunnavan by February 4; final letters due from Dunnavan by February 16.
- e. Gulley provides update on timeline. Noel & Davis to provide presidential addresses to Gulley from 1950 to 1980’s. Gulley will review for key points for timeline. Information to be sent to Gulley by February 16.
- f. Krebs to send “History” publications to Gulley for use in timeline
- g. AFIA volunteered old feed labels and items for use to display – Krebs to visit with Sellers on offer
- h. Kristi Krafka, AFIA advisor was working on “ad protocol” – Krebs to contact for update
- i. Linton to provide Krebs ad criteria used for Southern Meeting
- j. Kitade to contact Steve Wong for pictures and get CD to Mel Bryant – due February 16
- k. Bryant updates on photo project. He does not have many photos to work with. One way to use what has been received would be in a collage.
- l. Krebs to finish review of PFI newsletters for possible photo’s for Bryant.
- m. Gallagher to send files to Gulley and Bryant – due February 16

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- n. Davis to forward to Krebs information for White House tours to be included with meeting registration as this tour might take quite a bit of lead time prep on the part of those wishes to partake in such a tour. Due February 16
- o. Gallagher & Davis presented booklet they prepared on “things to do” while in DC. Options for blank page might include area events during the time of the meeting. Krebs to provide deadline for printer to allow updating of booklet until deadline.
- p. Davis & Gallagher to contact museums to see if discounts would be available. Due February 16
- q. Krebs to contact DC CVB for maps of city and metro – send to Davis & Gallagher. Due February 16
- r. Krebs to work on “Master of Ceremony” for evening gala
- s. Once received from Dunnavan, Krebs to print invitations to life members and past presidents, along with brief note of explanation on meeting details and mail.
- t. Krebs to send note to committee chairs, requesting speaker information for meeting in effort to obtain presentations for loading of flash drives.

Update conference call of CC will be held on Thursday, February 19, 2009 at 11am Eastern. All projects above are to be completed by Monday, February 16 to allow sufficient time for incorporation before call on the 19th.

3. Mentoring Program

Below is an outline of the “Mentoring Program”. Once reviewed and approved by the CC, this will be forwarded to the BOD for their acceptance. It is hoped that this can be implemented for the Seminar.

There would be two tiers for this program, one for industry and one for regulators. Once registrations for a meeting have been received, Krebs will identify registrants from each industry association and send list to respective industry association. This will allow those industries to update these attendees on specific meetings of their associations being held in conjunction with the AAFCO meeting.

Regulator mentors would be paired with other regulatory first-time attendees while industry mentors would be paired with industry first-time attendees. When contact is made with first-time attendees, mentor would not need to identify themselves as a mentor but might say “You have been identified as a first time attendees to the upcoming meeting, I wanted to take this opportunity to welcome you and see if I could address any questions you might have.”

Here is a checklist of things to review that might be used when making contact with first-time attendees:

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- 1. Make contact prior to meeting:**
 - a. Review appropriate dress for meeting
 - b. Ask if they have questions on the OP
 - c. Review items to bring to meeting; OP, meeting schedule, agenda
 - d. Review what meetings might be useful for their attendance based on their area of expertise
 - e. Ensure they have hotel reservations
 - f. Ask if your travel plans coincide – catch ride from airport together?
 - g. Exchange contact information – cell phone number

- 2. Invite to breakfast 1st morning or dinner night before meeting starts**
 - a. Offer to exchange contact information, hotel sleeping room #
 - b. Review agenda – address questions on committee activities
 - c. Show them where meeting registration and meeting rooms will be
 - d. Review any changes in meeting schedule
 - e. Introduce them to state control official from their state if not already familiar and committee chairs in their area of interest
 - f. Introduce them to neighboring states control officials

- 3. Meet toward end of meeting to clarify questions they may have**

- 4. When applicable – be sure they know where hospitality suite is at and invite them to appropriate receptions**

- 5. For AAFCO members, remind them of other AAFCO meetings they could attend**

- 6. Make contact approximately 3 months after meeting as follow-up; see if they have any questions or feedback**

Comments on the Mentoring Guidelines would be appreciated for the February 19 conference call. After acceptance by the CC, these guidelines will be shared with the AAFCO BOD as well as the chair of the Long Range Planning Committee.