

DRAFT Minutes
AAFCO Communications Committee
Thursday, August 2, 2007
Amway Grand Hotel
Grand Rapids, MI

The Communications Committee (CC) met during the 2007 annual meeting of the AAFCO. There were 18 people in attendance. Those present were:

Teresa Crenshaw, DE	Kristi Krafka, Kemin Industries
Rod Noel, IN	Steve Martin, MI
Lu Wetzler, NE	Keith Wegner, CO
Harwood Owings, MD	Kenneth McManus, MD
Neal Bataller, FDA/CVM	Gloria Dunnavan, First Draft & After
Linda Morrison, Canada	Kevin Armbrust, OSC/MS
Judy Thompson, Canada	Kent Kitade, CA
Liz Higgins, NM	Joann Givens, FDA/Detroit
	Scott MacIntire, FDA/Chicago

Topics of discussion included:

1. AAFCO web site:

- a. the comment was made that there are too many options under the “Other” tab
- b. We need to have more categories rather than having the information grouped as much as it is
- c. Need to make statement up front that the Model Regulations are not on the web site, that an OP must be ordered
- d. Need a searchable, historical portion for older, archived documents
- e. the Procedures Manual needs to go on the public site and all the manuals need to be clumped together

Teresa Crenshaw, Steve Martin, Sharon Krebs, Rod Noel & Melinda Walsh will look at where things should be placed on the site.

We need to have a benchmark on how people feel the web site works for them. There should be a survey attached to the web for people to rate the usefulness of the site. Make the survey “SHORT”, maybe 2 questions. This will be an encouragement to people to fill it out.

- f. We need to look at the section on states and their feed legislation. This needs to be updated.

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2. “Communications package (CP)”

In developing a CP, you need to determine who will be your audience and what you hope to accomplish.

- a.** E-mails can be sent to the membership on what is currently going on. An example of this would be the AFDO news.
- b.** When looking at communications, we need to target:
 - 1. Associations dealing with dogs & cats
 - 2. Horse industry
 - 3. AVMA
 - 4. FFA & 4H
 - 5. Vet schools and/or animal science departments
 - 6. Zoological societies
 - 7. State fairs
- c.** We could have a video made that would be sent to schools, telling who AAFCO is and what we’re about. Would it be possible to obtain FDA district partnership funds to help with the costs of a video?
- d.** Need to make a public statement on who AAFCO is and what we do.
- e.** We need to target states that are not at the meetings
 - 1. Show the states what AAFCO can do for them
 - 2. Need to target the people that are high up enough within the states to affect attendance
- f.** There was a suggestion to give the presentation to the National Governors meeting and NASDA, the presentation developed by Andy Gray.
- g.** If we hired a firm, we would want someone that could help in making presentations
- h.** Again, if a firm was hired, we would want a firm that has a background in agriculture
- i.** We could advertise in the area of meetings – offer discounts in registration fees for student of 4H & FFA to attend AAFCO meetings. This would help in getting the word out on who AAFCO is and what we do.
- j.** Provide brochures to control officials to hand out at state and county fairs.

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- k.** We could provide a copy of the video to the chamber of commerce in different areas.

- l.** Students are always looking for “projects” to develop things – have them develop information and ways to get the word out on who AAFCO is and what we are about.

- m.** We could hold competitions with ag schools on development of communications tools

- n.** Get PBS to do a documentary on AAFCO.

- o.** How do we get first time attendees to a meeting to return for other meetings?
 - 1. Hold a reception at the meetings for first time attendees with the board and committee chairs
 - 2. Provide information to first time attendees on where to get materials, etc.
 - 3. Send presentation to first time attendees on what committees are doing and how they operate.

- A.** First time attendees packets would include (Krebs will include with the Midyear meeting information that goes out):
 - 1. the AAFCO voting process
 - 2. presentation on committees and their work
 - 3. dress code for the meeting