

E-Commerce Committee
Monday August 2, 2010 - 8 am
The Nines Hotel, Portland OR
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The meeting of the E-Commerce Committee was called to order by Chad Linton, acting chair at 8:03 a.m. The meeting was attended by 6 control officials and 4 industry people. Chad Linton explained that this committee is being chaired by him until the committee is merged with Enforcement Issues Committee.

The group has several items of old business that it has been working on for some time. The first item is a Tonnage Reporting Form. The work on this project is still ongoing at this time. Liz Higgins, Rick Killebrew, and Kris Stein have been working on this project, and the workgroup will continue to work on this project until its completion. It feels this is an important project and needs completed. Kris Stein has an Excel Spreadsheet that allows her to input all the tonnage and it will calculate the tonnage automatically. She has offered this version to the group for an example.

The committee is also working toward the creation of a "Uniform Feed Registration Form". This would allow all states to work from the same form, allowing easier completion from the industry while registering their products. Karen Suedmeyer has volunteered, along with her staff, to work on this project. The committee is to contact her for support on this project. Roger Hoestenbach expressed some concerns about this form, leading people to the Freedom of Information Act, and being allowed to see other competitor's products. This is to be considered in the future.

Roger Hoestenbach would like the committee to attend the Long Range Planning Committee meeting this week to discuss any concerns that it may have about the proposed combining of this committee with Enforcement Issues Committee. The concern may be that this committee is well in line with the other committee with things like "Surf Day" but may have to send other items that this committee is working on to another committee after the merge. Items such as tonnage reporting and uniform product registration may have a better fit under the new proposed Education and Outreach Committee. All of these changes can be made after the committees are merged in January 2011.

The committee reviewed the previous minutes. Liz Higgins moved to accept, Teresa Crenshaw, seconded; the motion passed and the minutes will be sent to Melinda Walsh to be posted to the AAFCO website.

Bill Bookout, NASC, stated that the NASC website has the names of all companies that sell supplements. Bill will send the hotlink to Liz Higgins to possibly be added to the AAFCO website. He stated that AAFCO should be looking into other media outlets such as Facebook and Twitter for other companies selling products, if another surf day is scheduled.

Chad Linton is to send the minutes from this meeting to all in attendance, the committee will review, make changes, and then vote electronically to accept, and then Chad will post to the AAFCO website.

The meeting was adjourned at 9:57 am.