Committee Report/Minutes
AAFCO Annual Meeting, 2020
Current Issues and Outreach Committee
August 4, 2020, 4:15 - 5:00 PM
Virtual

Committee Recommendations
Committee recommendation: None.

Board Recommendations
Board Recommendations: None

Association Actions
Association action: None

Committee Participants

Members Present: Ali Kashani – WA (Committee Chair);
Jennifer Combs (KY), Jo Lynn Otero (NM), Kristen Green (KY), Heather Bartley (WI), Eric Brady (TN),
Michael Dutcher (FDA), Jacob Fleig (MO), Hollis Glenn (CO), Jennifer Godwin (FDA), Bethany Henderson
(TN), Kent Kitade (Life Member), Tim Lyons (MI), Bernadette Mundo (SC), Isabel Pocurull (FDA), Wendy
Powell (MI), Caitlin Price (NC), Austin Therrell (SC), Sharon Webb (KY), Sue Hays (ED)

Advisors Present: Tomas Belloso (NGFA), Dana Brooks (PFI), Louise Calderwood (AFIA), David Fairfield
(NGFA), Julia Fidenzio (APPA), Tim Law (NARA), Steve Younker (AFIA),

Committee Report and Minutes:
The meeting started at 4:15 and was introduced by Sue Hays, AAFCO Executive Director. Jennifer Combs
gave a welcome and opening remarks. Committee updates and workgroup activities were presented by
Jennifer Combs, including the presentation of the Strategic Communications RFP. Jolynn Otero introduced
Melanie Marques, MS, for her IFPTI presentation on Consumer Perceptions on the Impact of Pet Food on
Human Health. Jolynn Otero then introduced Robert Leuer, MS, for his IFPTI presentation on Relationships
Between the Violative Conditions Observed at Medicated Feed Manufacturers Inspected by the Minnesota
Department of Agriculture. Jolynn Otero closed the committee meeting.

AAFCO 101 Outreach WorkGroup – Jennifer Combs - KY & JoLynn Otero - NM
A work group was formed during the 2019 Annual Meeting in Louisville, KY to address Strategic Plan # 7.2
Mentoring. The charge of the workgroup is to redesign AAFCO 101 as a new member session during the
meetings; and to create a mentoring engagement plan with implementation tracking and reporting.

AAFCO 101 Outreach WorkGroup Members: Jennifer Combs (Lead) – (KY); JoLynn Otero (Lead) – NM;
Dana Brooks – PFI; Dave Fairfield – NGFA; Nathan Price – ID; Kent Kitade – member; Burnadett Mundo –
SC.

Communications RFP WorkGroup – Jennifer Combs - KY & JoLynn Otero - NM
A work group was formed in March 2020 to address the charge given to CIOC to draft an RFP for the
AAFCP long-term communications plan.
Communications RFP WorkGroup Members: Ali Kashani (WA), Jennifer Combs (KY), JoLynn Otero (NM), Hollis Glenn (CO), Reviewers: Dana Brooks – (PFI), Kent Kitade (Life Member), Jordan Smith (UK Marketing Director), Sue Hays (ED)

Other Business:
CIOC will begin monthly meetings regarding mentoring engagement plan with implementation tracking and reporting.

<table>
<thead>
<tr>
<th>Responsible</th>
<th>Item</th>
<th>Action</th>
<th>Timing / Status</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>Work Group</td>
<td>Outreach &amp; Mentoring</td>
<td>Redesign AAFCO 101 as a new member session during the meetings</td>
<td>January 2020</td>
<td>Completed</td>
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<tr>
<td>Work Group</td>
<td>Outreach &amp; Mentoring</td>
<td>Create a mentoring engagement plan with implementation tracking and reporting</td>
<td>January 2020</td>
<td>Phase 1 Completed</td>
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<td></td>
<td>Will resume active work via monthly meetings in September</td>
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| New          | Strategic Communications Plan RFP | CIOC charged with creating RFP  
- Created RFP workgroup  
- Developed the RFP  
- Review & External Review  
- Sent to board  
- Suggested edits made and sent back to board | April | On Track to be Released August 10th |