

## WCCA Marketing Committee

February 11, 2013

Wade Thomason, Karen Scanlon, Adam Hayes, Jeff Whetstine

### Discussion items:

- Review objectives
- Report on actions
- Review upcoming milestones and timeline
- Expand committee; international counterparts?

### NOTES:

#### Introductions

Jeff Whetstine, formerly with Koch Agronomic Services and Agrotain, in marketing areas

Adam Hayes, soil management specialist with Ontario food and rural affairs; specializes in soil health, climate change issues; co-chair of large conference in province

Wade Thomason, asst professor and extension grain specialist, Virginia Tech

### OBJECTIVES

reviewed

### ACTIONS

- Karen create PPT slide about WCCA that can be included in presentations. Send to Glen to send to member organizations. Send to CASA members to use.
  - Karen add WCCA to CTIC upcoming events
  - Karen add WCCA to CTIC home page
  - Karen ask 5<sup>th</sup> WCCA for marketing/ mailing database
  - Wade establish WCCA Facebook page
    - Grad students working on it. Expect next week.
  - Karen update flyers, website with Facebook info
  - Adam compile list of CA events around world
    - Started
  - Josie compile list of universities to target
    - University and colleges with diploma programs; working on degree programs; sent ag association list; Canadian cattlemen's assn. lists events for free; Josie will pass on info to them
  - APLU, tri societies (American Society of Agronomy, Soil Science Society of America, Crop Science Society of America, SWCS)
  - Adam send Karen list of Canada CCA association contacts
    - Will send
  - ALL send Karen contacts for database  
Canadian and US agri marketing association; get on calendar; stories in publications  
NACAA – national assn. of conservation agents, summer meeting
1. Get on calendars
  2. Contact communications lead – save the date and story lead

3. Database keeper – distribute to membership or work with us to mail info (spam laws)

#### NEXT STEPS

- Wade establish WCCA Facebook page
- Karen update flyers, website with Facebook info
- Adam compile list of CA events around world
- Wade send Karen contacts for promotion and calendar listing for APLU, American Society of Agronomy, Soil Science Society of America, Crop Science Society of America, SWCS
- Jeff send Karen contacts for Canadian and US agri marketing association and NACAA
- Karen issue WCCA notices to association calendars

When keynote speakers confirmed, issue next notice

March 8 @ 1:30pm

#### MARKETING TIMELINE

##### Milestones

##### Promotional materials

- Flyers (general, sponsorship) (KAREN)
  - Update with program details Feb
- Website (KAREN)
  - Update with more information – as info becomes available
  - Purchase domain name?
- Save the date (KAREN) – Nov/Dec
- Facebook page (WADE) – Nov/Dec, update with website info, news releases
- Twitter? (WADE/KAREN) – link to Facebook
- News releases (KAREN) – keynote speakers, tours, theme/breakouts Jan/Feb '13, once a quarter, Jan '14 monthly news releases
  - Wait for program committee to confirm speakers

##### Promotional opportunities

- Email broadcasts
  - Compile database for email broadcasts – NOW – Oct.
    - Obtain contact information for key people (communication/marketing/agronomic) at national organizations, government agencies, commodity groups, conservation groups, Ag Retailers Assn, Canadian Assoc of Ag Retailers, agronomy crop soils society, SWCS, ecological society, weed science society, environmental science, extension, eExtension, etc.
    - Obtain contact info for key media, Ag Media Writers Assn, NAMA
  - Distribute to target audience (submit papers, detailed information about event, register, travel tips, visitor highlights) Once/quarter in 2013 (start Jan/Feb), monthly starting Jan '14 (depends on paper submittal process and program development)

- Distribute to media (program highlights, key speakers, etc.) **Once/quarter in 2013 (start Jan/Feb), monthly starting Jan '14**
- CA Events (ADAM)
  - Identify events, contact info, how best to promote WCCA at that event **NOW-Oct.**
    - Canada: Farm Tech, Farm Progress, CropLife Canada, commodity organizations
    - US: National No-Till Meeting, Commodity Classic, Farm Progress, Soil and Water Conservation Society meeting, Ag Retailers Association, CropLife annual meeting
  - Get WCCA on calendar
  - Promote at events (send flyer, buy ad space, sponsor) [\$\$\$]
- Facebook (WADE)
  - Attracting audience
  - Update regularly
- Target Universities (Assn for Public and Landgrant Univ) (JOSIE)
  - Compile contact info **NOW – Dec.**
  - Send information and request for distribution to administrators (**spring 2013**);
- Crop Consultants / Certified Crop Advisor (CEUs) (American Society of Agronomy, Soil Science Society)
  - Apply for CEUs
  - Purchase mailing list (\$\$); special mailing advertising CEUs (**Jan 2014**)
  - Advertise in Crops and Soils magazine (hits US and Canada) (\$\$)
  - Get on upcoming events list in newsletter
  - 3 local CCA associations (Ontario, prairie, atlantic) (ADAM)

#### NEXT STEPS

Karen create PPT slide about WCCA that can be included in presentations. Send to Glen to send to member organizations. Send to CASA members to use.

Karen add WCCA to CTIC upcoming events

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Karen ask 5<sup>th</sup> WCCA for marketing/ mailing database

Wade establish WCCA Facebook page

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Adam compile list of CA events around world

Josie compile list of universities to target

Adam send Karen list of Canada CCA association contacts

ALL send Karen contacts for database

#### NEXT MEETING

Feb. 11 @ 2pm eastern