

Communications Committee (CC)
Thursday, January 31, 2008
Menger Hotel
San Antonio, Texas

AAFCO Members Present:

*Sharon Krebs, AAFCO
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*Rod Noel, Office of IN State Chem
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*Steve Martin, ID State Dept of Ag
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*Teresa Crenshaw, DE Dept of Ag
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Andy Gray, MT Dept of Ag
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Dave Syverson, MN Dept of Ag
Kim Bell, FDA/CVM
*Isabel Pocurull, FDA/CVM
Jo Gulley, FDA/CVM

Industry representatives present:

**Kristi Krafka, Kemin, (AFIA)
Kristi.krafka@kemin.com
**Kurt Gallagher, (PFI)
kurt@petfoodinstitute.org

*Committee Member
**Committee Advisor

1. Introductions of all attendees.

2. Review of group working to revise AAFCO website.

There was a suggestion to look at the AFDO website for possible options. There was a discussion held during the Pet Food Committee (PFC) meeting about small pet food businesses needing additional information about registration, state contacts, etc. Syverson suggested a short, 1-page outreach document on the website for consumers or companies who need more information about the AAFCO process. The PFC formed a working group to discuss small pet food companies and their need for basic instruction and this group may develop an educational document that would be appropriate for the AAFCO website. Krebs asked Martin to work with the PFC group and report back to the CC on the progress of the document. We also need to look at existing documents and information that could be used.

3. Information for 1st time meeting attendees

Krebs prepared a 1 page informational sheet for first time AAFCO meeting attendees as suggested by the CC at the August 2007 meeting. Many positive comments were received on the efforts toward first time meeting attendees.

There were favorable comments as well that President Ricky Schroeder took the time to greet everyone for the AAFCO reception. That seemed to mean a lot to the attendees.

The issue of mentoring should be kept simple; it will flow better and be more natural. Suggestions for mentoring new attendees:

- A. Include a section on the registration form asking who would like to mentor.

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B. Ask mentors to identify possible areas of interest to better pair them with new attendees.

C. Ask new attendees for suggestions on what would make them feel more welcomed or help them to better understand AAFCO.

4. Survey

Krebs has visited with the AAFCO Board of Directors (BOD) about the length of the AAFCO Midyear Meeting. There had been talk among the BOD of again holding a general session so that everyone could come together at the meeting. Krebs suggested a survey of the membership to see if this was a good idea.

Suggestions for the survey included:

A. Pocurull suggested having a brief write-up on what each committee is working on. Gray agreed this would be a good idea to identify action items, voting items, etc. before committees. Noel cautions we need to be careful about where the general session falls within the meeting structure.

B. Martin suggested including information about the election of AAFCO Officers and changes to the By-Laws.

C. Gray suggests including information about electronic voting by AAFCO members to ensure they understand the process.

The survey would:

1. Include a section for questions on voting
2. Ask if members see a value in holding a general session
3. Ask members about the length of the midyear meeting – is it too long/not long enough
4. Determine a preference for weekends versus weekdays for the meeting
5. Website questions, such as section for minutes – are people using it

The survey should be a yes/no answer option with a place for further comments. This will encourage response for the survey.

Krebs asked for volunteers to help in compiling results from the survey – no one volunteered. Krafka mentioned a free automated service that can be used for surveys, the service also analyses the results. The name of the service is Zoomerang.

The survey will have 2 sections, one section of questions that would pertain specifically to AAFCO members and another section for everyone else.

Krebs will send a draft of the survey to the CC for comments by February 15.

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5. OP Working Group

The AAFCO BOD has appointed a working group to look at reorganizing the AAFCO OP to make it flow better. A suggestion about including a calendar in the OP with deadlines will be forwarded to the working group. This same calendar could also be included on the AAFCO website, with the option to click on the calendar to open it up if needed.

6. AAFCO's 100th Anniversary in 2009

The AAFCO BOD formed a group to work on the AAFCO centennial. The meeting will be held in Washington, DC where the first AAFCO meeting was held. One additional day is being added to the meeting time for the AAFCO group.

AFIA is planning their centennial too, and may be willing to serve on the group working on the AAFCO centennial.

Suggestions for the centennial:

- A. Invite all the past presidents
- B. Have a formal dinner, introducing past presidents and other dignitaries
- C. Have a poster session or some type of display with the theme, "How things have changed over the last 100 years," highlighting agriculture within all the states
- D. Have a computer programmed to scroll down through old photos. Krebs will provide what pictures she has and then ask the membership to submit any photos they might have that could be used. Gallagher & Pocerull will work on pulling together the pictures. Gallagher could ask industry members for pictures as well. Names and dates on the pictures would be good.
- E. Get donations for door prizes (will need to go before the BOD for their approval)
- F. An anniversary gift would be nice for meeting attendees.

Suggestions included:

- 1. Something with a picture, representing DC with the words AAFCO underneath or in the background, perhaps something such as a paperweight.
- G. Develop a logo specifically for the centennial and include the special logo on the cover of the 2009 OP.
- H. Have the cover of the 2009 OP printed in white and gold
- I. Hold a silent auction with donated items from companies.
- J. States surrounding DC should be contacted to see if anyone would like to help man the hospitality suite.

Due to added expenses, the registration fee will need to be adjusted to accommodate the additional costs. One issue to keep in mind for the centennial meeting is the cost for all the invited guests. Life members are comped and this could become quite a significant cost.

Pocerull, Gallagher & Bell will compile a sheet about the area surrounding the 2009 meeting hotel. This should include where information about where metro stops are

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located – how long it takes to get to restaurants – where restaurants are located – CLOSE area attractions – shopping, etc.

Krebs will ask for additional suggestions for gift ideas for the 2009 meeting and any other ideas for the centennial celebration. Keep in mind that gifts need to be small enough and sturdy enough to carry back on a plane. Bell & Pocerull will check the FDA gift shop for ideas in crystal paper weights.

ACTION ITEMS/Summary:

1. Steve Martin will work with the Pet Food Committee group that is developing an information/outreach document for small businesses.
2. Krebs will include section on AAFCO meeting registration form, asking for volunteers to be mentors.
3. Krebs will ask new attendees what they might need to make them feel more welcomed at AAFCO meetings.
4. Krebs will distribute a draft survey to the committee.
5. Suggestions for having a calendar with deadlines and comment section in the OP will be forwarded to OP Working Group. Krebs will relay this information.
6. Krebs will contact AAFCO membership for photos to be used for centennial.
7. Gallagher will ask his industry members for photos to be used for centennial.
8. Pocerull & Gallagher will coordinate getting the photos together.
9. Pocerull, Gallagher & Bell will compile an information sheet on the area around the DC hotel for 2009 meeting.
10. Bell & Pocerull will report back on possible crystal paper weight costs.