

Communication Network Conference Call - December 4, 2007

Communication Network Conference Call

Tuesday, Dec. 4, 2007 at 11 a.m. (eastern).

Participants:

Karen Scanlon
Brian Lindley
Peter Gamache
Russ Evans
Bill Kuenstler
Jeff McClellan
Sjoerd Duiker
Doug McKell
Alan Ness

Agenda:

* Discuss Dec 10-11 meeting

We reviewed the agenda, logistics and other details.

What are your expectations for the meeting next week?

Russ Evans – Define goals and greater parameters of the organization and know where its boundaries are.

Peter Gamache – Get a better understanding of how we (our organization) might fit and contribute and understand it in a Canadian context as well.

Jeff McClellan – Understand the issues to be addressed. What is no-till and what kind of policing will the group do? How hard a position will the group take regarding no-till? Balance official definitions with what producers struggle with implementing no-till in the real world. How to make this an inclusive organization and still meet primary objectives.

Brian Lindley – Define who we are and what we're about. Set mission statement to define what we are and how to accomplish. Working within the network and with international contacts to work toward consistent message.

Alan Ness – 1. Understand how can this group help me and my organization 2. How can we/org help the group. Also, we should answer questions of financial aspects – how to keep it going and who will fund it.

Sjoerd Duiker – Mission/vision statement, goals and objectives and some concrete things to accomplish within the next year

Bill Kuenstler – NRCS has different viewpoint, but goals are the same. Want to see adoption of no-till on as many acres as possible. This organization is a good step forward. Come away with name, plan of action and goals short-and long-term

Doug McKell – Key thing is to have clear vision of where you want to go. Set objectives (not many, three key things) that this group can accomplish.