##  Description: AG_logo.gif M & C Committee Meeting Agenda

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| **Description: calendar** | **2013-01-11**  |
| **Description: clock** | 2:00 pm EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)⦁ 1 hour |
| **Description: telephone** | **Dial In #: 1-218-936-7999Meeting ID: 806603** |
| **Description: monitor** |

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 | **Contact**: M&C Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ Nappelquist@entira.netM&C Committee Vice Chair ⦁ Andriana Doukas ⦁ 559 492-5510 ⦁andriana@agrian.com **Description: users1 Attendees**

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| **[]** Andriana Doukas\* (Agrian)**[]** Nancy Appelquist \*(Entira)**[]** Dave Craft\* (SSI)**[]** Lorie Gasso\* (AgGateway) **[]** Victoria Peoples\* (Bayer)**[]** Jessica Perry\* (Mosiac Co) | **[]** Marcia Rhodus\* (Monsanto Co)**[]** Meri Kotlas (AgGateway)**[]** Wendy Smith\*\* (AgGateway)**[]** Sara Novak\* (AFIA)**[]** Susan Ruland \*(AgGateway)(\*Voting companies/\*\* alternates) |

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| **Description: note** | **Agenda** |
| Topic | Topic Leader | Desired Outcome | *Notes* |
| 1. Meeting Minutes
 | Nancy Appelquist | Minute-taker assigned | *Andriana Doukas* |
| 1. AgGateway Antitrust Policy
 | Agreement to abide by [click to view antitrust guidelines](http://www.aggateway.org/LinkClick.aspx?fileticket=UanKpDrdcnk%3d&tabid=520) |

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| 1. Approval of Prior Meeting Minutes from Annual Conference
 | Team has approved minutes or agreed on updates |  |
| 1. Review Action Items from last meeting
 | Nancy Appelquist | Review Status of Action Items |  |
| 1. Newsletter Planning
 | Nancy Appelquist | Plan for Jan/Feb. |

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| **Jan. / Feb.****Due Date: Jan 18** | Publish date: **Jan 28th** |
| **Title/Subject** | **Author** |
| Connors Corner (Look Forward / Strategic Plan) | Rod Connor |
| 2012 Year Review / Accomplishments | Susan Ruland |
| Recap of Membership Drive | Nancy Appelquist |
| AGIIS Update | Matt Weeks |
| Project Update – Tonnage Project | Marilyn Hunter |
| New Member Article | Nancy Appelquist |
| Jerry Coupe Article | Susan Ruland |
| AgGateway in the News | Andriana Doukas |

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| 1. Newsletter Planning
 | Nancy Appelquist | Plan for March. |

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| **Column1** | **Column2** |
| **AgGateway Newsletter Articles** |  |
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| Due Date: Friday February 15 |  |
| Title/Subject | Author |
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| Conner's Corner | Rod Conner |
| New Member Articles  | Nancy Appelquist |
| AGIIS | Matt Weeks |
| AgGateway In The News | Andriana Doukas |
| 2013 awards promotion | Susan Ruland |
| Project Update - CPCC | Marilyn Hunter |

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| 1. Membership Drive
 | Susan Ruland | Provide any updates on upcoming Membership drive |  |
| 1. On Boarding
 | Marcia Rhodus | Provide updates on progress |   |
| 1. Marketing Calendar
 | Susan Ruland | Team understands status, next steps |  |
| 1. AgGateway Communications & Marketing
 | Susan Ruland | Exploring AgGateway’s usage of LinkedIn |   |
| 1. Review Current Council Sell Sheets
 | Susan Ruland | Team understands status, next steps |  |
| 1. Branding Guidelines
 | Dave Craft |  |  |
| 1. New Business
 | Nancy Appelquist | Team understands status, next steps | *Remove “desired outcome” column?**New Editor for the newsletter?**Meeting schedule and note taking assignments* |
| 1. Review New Action Items
 | Note Taker | Team understands status, next steps |  |
| 1. Review Liaison Communication List
 | Marcia Rhodus | Liaisons are aware of items they need to take back to their councils. |

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| **M&C Council Liaisons** |
| AP - Lorie | MT – Nancy Appelquist |
| AR - Open | Precision Ag - Open |
| CN - Jessica Perry | Seed – Marcia Rhodus |
| CP – Victoria Peoples | Feed – Open |
| Grain - Open | OH – Council on Hold |
| Items to be taken to Councils:* *Mentor Program – explain the new Mentor Program and request the council provide the committee with at least 2 names of members who will serve as mentors.*
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| 1. Upcoming Meetings
 |  | Next Meeting Reminder | ***Next meeting 2/1/2013 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 12/07/2012** |
| **Accountable** | **Action**  | **Status**  |
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| Susan | *Follow up with council liaisons to find current status of council sell sheets.* | *Assigned at 12/7 meeting* |
| Dave | *Send M&C group background information on the Branding Guidelines & Applied Standards logo usage ahead of the January meeting.* | *Assigned at 12/7 meeting* |
| Nancy | *1 Let Marcia know that the New Member webinar is taking place.**2 Send out a meeting notice for meetings to take place the first Friday of each month.**3 Send Meri a short article to include in Dec newsletter asking for members to join M&C Committee**4 Add Branding Guidelines topic to January meeting agenda.* | *Assigned at 12/7 meeting* |
| Wendy | *1 Schedule New Member Webinar on Tues, Dec. 18th in the afternoon. Wendy will lead this webinar.**2 Plan a website orientation to the M&C committee during the January call.**3 Ask Meri to create the webpage for the 2013 Annual Conference.* | *Assigned at 12/7 meeting* |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| 11-Jan | Andriana |
| 1-Feb | Lori |
| 1-Mar | Victoria |
| 5-Apr | Marcia |
| 4-May | Jessica |
| 7-Jun | Meri |
| 12-Jul | Sara |
| 2-Aug | Susan |
| 6-Sep | Dave |
| 4-Oct | Andriana |
| 1-Nov | Lori |
| 6-Dec | Victoria |

Newsletter Article Due Dates:

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| **Article Due Date** | **Newsletter Published** |
| 18-Jan | January/ Feb |
| 15-Feb | March |
| 15-Mar | April |
| 19-Apr | May |
| 18-May | June |
| 21-Jun | July |
| 26-Jul | August |
| 16-Aug | September |
| 20-Sep | October |
| 18-Oct | November |
| 15-Nov | December |
| 17-Jan | January/ Feb |