## 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 #: 1-218-936-7999 Meeting ID: 806603** | | **Description: monitor** | |  |  | | --- | --- | |  |  | | | | | | | **Contact**: M&C Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ [Nappelquist@entira.net](mailto:Nappelquist@entira.net)  M&C Committee Vice Chair ⦁ Andriana Doukas ⦁ [559 492-5510](tel:559.492.5510) ⦁  [andriana@agrian.com](mailto:andriana@agrian.com)  **Description: users1 Attendees**   |  |  | | --- | --- | | **[]** 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) | | |
| **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) | | |  | | --- | |  | | |
| 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. | | |  |  | | --- | --- | | **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 | | |
| 1. Newsletter Planning | | Nancy Appelquist | | Plan for March. | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Column1** | **Column2** | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday February 15 |  | | Title/Subject | Author | |  |  | | 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 | |  | | |
| 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. | | |  |  |  | | --- | --- | --- | | **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.* | | | | |
| 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** |
|  |  |  |
| 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 |