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

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| |  |  | | --- | --- | | **Description: calendar** | **2013-01-11** | | **Description: clock** | 2:00 pm EDT  ⦁ 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**   |  |  | | --- | --- | | **[**X**]** Nancy Appelquist \*(Entira)  **[**X**]** Andriana Doukas\* (Agrian)  **[**X**]** Lorie Gasso\* (CSC/AgGateway)  **[**X**]** Meri Kotlas (AgGateway) | **[-]** Sara Novak\* (AFIA)  **[-]** Victoria Peoples\* (Bayer CropScience)  **[-]** Marcia Rhodus\* (Monsanto Co)  **[**X**]** Susan Ruland \*(AgGateway)  **[**X**]** Wendy Smith\*\* (AgGateway)    (\*Voting companies/\*\* alternates) | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | Desired Outcome | | *Notes* |
| 1. Meeting Minutes | | Nancy Appelquist | | Minute-taker assigned | | Andriana Doukas Majarian |
| 1. AgGateway Antitrust Policy | | Agreement to abide by [click to view antitrust guidelines](http://www.aggateway.org/LinkClick.aspx?fileticket=UanKpDrdcnk%3d&tabid=520) | | |  | | --- | | All agreed to abide. | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates | | Minutes from December meeting are posted on website. Andriana Majarian motioned to approve, Lori Gasso second to approve the minutes December 2012. |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | Review Status of Action Items | | Nancy reviewed the 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 | | Susan and Wendy reported on the membership drive. AgGateway gained 31 new members in 2012 for a total of 167 members. |
| 1. On Boarding | | Marcia Rhodus | | Provide updates on progress | | Andriana reported that Marcia did a nice transition meeting. Andriana has organized a call for next week to review the status and begin planning for 2013. |
| 1. Marketing Calendar | | Susan Ruland | | Team understands status, next steps | | Susan reviewed the marketing calendar.  **January**  - Michigan Agribusiness Association 2013 Winter Conference and Trade Show, Jan. 14-16. Rod is attending, and he and April Hunt arte presenting on the Tonnage Reporting Project.  - AgConnect Expo in Kansas City, MO, June 29-30. Jim attending and is making a presentation on the SPADE project.  **February**  - Rod presenting the ARA Innovative Technology Award Presentation to Winfield in Minneapolis, MN on February 5th  - ARA Board Meeting and State Agribusiness Assn Fly-In in Washington, D.C., Feb.11-13. Rod is attending.  - AAPFCO Committee Meeting in New Orleans February 18th - Rod will attend and provide an update on the Tonnage Reporting Project.  - Tentative: CPDA (Council of Producers & Distributors of Agrotechnology) Meeting, February 25-27 in Crystal City, VA - Rod may be attending.  **March**  - American Feed Industry Association (AFIA) Spring Committee Meetings in Fort Worth, TX, March 11-13 – Rod is attending.  - Purchasing & Ingredient Suppliers Conference in Fort Worth, Texas, March 13-15 -Rod is attending and another AgGateway staff member may attend. |
| 1. AgGateway Communications & Marketing | | Susan Ruland | | Exploring AgGateway’s usage of LinkedIn | | A plan will be presented at the March meeting. |
| 1. Review Current Council Sell Sheets | | Susan Ruland | | Team understands status, next steps | | Taskforce has met and Susan is editing/reviewing the council sell sheets. |
| 1. Branding Guidelines | | Dave Craft | |  | | No report provided. |
| 1. Website Review | | Susan Ruland & Meri Kotlas | |  | | Susan and Meri provided a webinar and reviewed the website. Practical tips were provided. |
| 1. New Business | | Nancy Appelquist | | Team understands status, next steps | | The desired outcome column will be removed moving forward.  Lori Gasso volunteered to be the editor for the newsletter.  Meeting schedule and note taking assignments are noted at the bottom of the minutes. Lori is scheduled to take minutes at the February meeting. |
| 1. Review New Action Items | | Note Taker | | Team understands status, next steps | | Noted below |
| 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 01/11/2013** | | |
| **Accountable** | **Action** | **Status** |
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| Susan | Reviewing/editing council sell sheets and will provide feedback at the next meeting. | *Assigned at 1/11 meeting* |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. | *Assigned at 1/11 meeting* |
| Wendy | Provide an update on the membership drive to Nancy for the newsletter. | *Assigned at 1/11 meeting* |
| Nancy | Send out a reminder to the authors for the newsletter. | *Assigned at 1/11 meeting* |
| Nancy | Provide Wendy a schedule list of council authors for the newsletter to be presented at the Board meeting | *Assigned at 1/11 meeting* |
| Wendy | Work with Meri to ensure council/committee chairs are listed correctly on the website | *Assigned at 1/11 meeting* |
| Andriana | Send invite to Wendy for the scheduled Onboarding conference call with Susan | *Assigned at 1/11 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 |