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

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| |  |  | | --- | --- | | **Description: calendar** | **2013-02-01** | | **Description: clock** | 11:00 am 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**   |  |  | | --- | --- | | **[]** Nancy Appelquist \*(Entira)  **[]** Andriana Doukas\* (Agrian)  **[]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway) | **[]** Sara Novak\* (AFIA)  **[]** Marcia Rhodus\* (Monsanto Co)  **[]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Nancy Appelquist | | | Lorie Gasso | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | |  | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. Newsletter Planning - current | | Nancy Appelquist | | | |  |  | | --- | --- | | 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 | | Ag Retail Council Article | Randy Beard | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | Due Date: Friday March 15 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Allied Providers Council Article | Charlie Nuzzolo | | | |
| 1. On Boarding | | Susan Ruland | | |  | | |
| 1. Marketing Calendar | | Marcia Rhodus | | |  | | |
| 1. AgGateway Communications & Marketing | | Susan Ruland | | | Review future plans for MCC committee  Review 2013 communications plan | | |
| 1. Review Current Council Sell Sheets | | Susan Ruland | | |  | | |
| 1. Branding Guidelines | | Susan Ruland | | |  | | |
| 1. Website Review | | Dave Craft | | |  | | |
| 1. New Business | | Nancy Appelquist | | | 2013 Objectives | | |
| 1. Review New Action Items | | Nancy Appelquist | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | ***Next meeting 3/1/2013 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*  *Completed* |
| Nancy | Provide Wendy a schedule list of council authors for the newsletter to be presented at the Board meeting | *Assigned at 1/11 meeting*  *Completed* |
| 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 |