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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| **Description: calendar** | **2013-02-01**  |
| **Description: clock** | 11:00 am EDT ⦁ 1 hour |
| **Description: telephone** | **Dial In #: 1-218-936-7999Meeting ID: 806603** |
| **Description: monitor** |

|  |  |
| --- | --- |
|  |  |

 |

 | **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**

|  |  |
| --- | --- |
| **[]** 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 committeeReview 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)*** |

|  |
| --- |
| **Active Action Items List as of 01/11/2013** |
| **Accountable** | **Action**  | **Status**  |
|  |  |  |
| 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:

|  |  |
| --- | --- |
| **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:

|  |  |
| --- | --- |
| **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 |