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

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| |  |  | | --- | --- | | **Description: calendar** | **2013-03-01** | | **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)  **[]** Victoria Peoples\* (Bayer CropScience)  **[]** 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 | | | *Victoria* | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 2/1/13 | |  | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |

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| 1. Newsletter Planning - current | 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 | | Irrigation group within Precision Ag | Andreas /Tim Piper | | Mid Year Meeting | Pam Wilson, AGDATA | | Customer Relationship Management | Nancy Appelquist | |
| 1. Newsletter Planning - next | Nancy Appelquist | |  |  | | --- | --- | | **Due Date:** Friday April 19 | **Column1** | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Crop Nutrition | Michael Carrabine | | Mid Year Meeting | Pam Wilson, AGDATA | |  |  | |  |  | |  |  | |
| 1. AgGateway Marketing & Communications Plan Update | Susan Ruland |  |
| 1. Marketing and Communications – 30/60/90 day Plan | Susan Ruland |  |
| 1. Onboarding Update | Andriana Doukas |  |
| 1. Council Sell Sheets Update | Susan Ruland |  |
| 1. Branding Guidelines | Dave Craft |  |
| 1. Create and Execute a Benchmark Survey | Nancy Appelquist |  |
| 1. Orientation Podcast | Nancy Appelquist |  |
| 1. 2013 Objectives | Nancy Appelquist |  |
| 1. New Business | Nancy Appelquist | *Meeting time/date* |
| 1. Review New Action Items | Nancy Appelquist |  |
| 1. Upcoming Meetings | Note Taker | ***Next meeting 4/5/2013 11:00 AM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 02/1/2013 New items in Bold font** | | |
| **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 | Work with Meri to ensure council/committee chairs are listed correctly on the website | Assigned at 1/11 meeting Meri getting sporadic updates to the committees. Meri needs accurate list of Chair & Vice Cairs for council & committee |
| Nancy | *Make correction to last meeting minutes and post them to the website.* | *Assigned at 2/1/13 meeting* |
| Wendy | *Provide Meri with accurate/complete list of Chair & Vice Chairs for councils & committees including liaisons so AGW website can be updated correctly* | *Assigned at 2/1/13 meeting* |
| Nancy | *Send council chairs responsible for article an email each month with bullet points: 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway* | *Assigned at 2/1/13 meeting* |
| Nancy | *Ask Andreas /Tim Piper to write (or provide a recommendation for an author) article for March newsletter on Irrigation group within Precision Ag* | *Assigned at 2/1/13 meeting* |
| Nancy | *Ask Pam Wilson, AGDATA if she wants to write an article about the Mid-Year Meeting for Feb & March newsletters.* | *Assigned at 2/1/13 meeting* |
| Susan | *Create a presentation based on discussion of Onboarding Process Outline* | *Assigned at 2/1/13 meeting* |
| Susan | *Talk with Rod about who should present Onboarding Process presentation and when it should be held. Inform Andriana about decision so the information can be included in the article due 2/15* | *Assigned at 2/1/13 meeting* |
| Susan | *Write up a little information about the change from Membership & Communications into 2 separate committees to add to the meeting minutes* | *Assigned at 2/1/13 meeting* |
| Nancy | *Add to next meeting’s agenda:*   1. *Create and execute a benchmark survey in 2013” to next agenda* 2. *Orientation pod cast because it’s turning out to be difficult to get quality* 3. *2013 Objectives* |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| ~~11-Jan~~ | ~~Andriana~~ |
| ~~1-Feb~~ | ~~Lorie~~ |
| 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 | Lorie |
| 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 |