##  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 #: 1-218-936-7999Meeting ID: 806603** |
| **Description: monitor** |

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 | **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**

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| **[]** 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) |

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| **Description: note** | **Minutes** |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 | Nancy Appelquist | *Victoria* |
| 1. AgGateway Antitrust Policy
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| 1. Approval of Prior Meeting Minutes from 2/1/13
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| 1. Review Action Items from last meeting
 | Nancy Appelquist |  |

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| 1. Newsletter Planning - current
 | Nancy Appelquist |

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| Due Date: Friday March 15 |  |
| Title/Subject | Author |
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| 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 |

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| 1. Newsletter Planning - next
 | Nancy Appelquist |

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| **Due Date:** Friday April 19 | **Column1** |
| Title/Subject | Author |
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| 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 |
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| 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*
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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 |